



# WOMEN<sup>+</sup> IN TECHNOLOGY OF NORTHWEST ARKANSAS

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*Annual Gala  
Sponsorship Opportunities*

WOMENINTECHNWA.ORG



WOMEN IN TECHNOLOGY  
OF NORTHWEST ARKANSAS

[ Your name here ]  
[ Street address ]  
[ City, ST ZIP Code ]

[Date]

Dear [ Recipient name ],

Our Annual /Monthly event , [ Name of event ] will take place on [ Date ] at [ Location ]  
The theme of the year is [ Theme ] and we' are looking to raise [ Insert Amount ].

We need the help of people like you to meet our goal.

That's why I'm contacting you /your company . We would be really grateful If you  
considered making a donation to help sponsor our event.

By giving to us you /your company will benefits in multiple ways:

- Raise the profile of your company
- Build business relationship
- Foster a positive reputation
- Demonstrate your impact in our community

Please , review all the information in the next pages to learn more about us and our  
mission.

Thank you ! We look forward to hearing from you soon.

Sincerely

*Tiffany Benitez*



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336-937-4168



[conferences@womenintech](mailto:conferences@womenintech)

[nwa.onmicrosoft.com](http://nwa.onmicrosoft.com)

# About WIT



## How It all started...

Women in Technology of Northwest Arkansas (WIT NWA) started as our founder moved to the NWA area and wanted to plug into a community of women and allies in technology. There were no existing groups available, so she started the Women in Technology of NWA. The vision for this organization was to be more than just events to plug into. The vision stems around changing the numbers of underrepresentation of women in the technology and STEM spaces. This means that action, around awareness and enablement, must take place. This organization will focus on connection, growth, community, and awareness for our current generations, as well as our next generation, through our Girls in Tech Program. Our vision is to connect, inspire, and empower women in technology to close the gender gap and to help women embrace technology.

## Our Mission

The mission of the Women in Technology of Northwest Arkansas (WIT NWA) is to create a community, for women with careers in technology, to grow through networking, collaboration, connection, mentorship, and professional development.

## Our Major Achievements



### *Connection & Growth*

Monthly Network & Connect Events  
Quarterly Connection & Learning Events  
Mentorship Programs (1:1 & Circles)



### *Awareness & Enablement*

Certification Program  
Study Prep Program for Certification  
Girls in Tech Program  
(Mentorship, Events, Education, & Community Outreach)



### *Community Outreach*

Community Partnerships created  
Financial donations and support to local non-profits  
Partnership with local schools for outreach, awareness, & learning/development opportunities

# Impact

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## *Membership*

By becoming a part of this community, Members receive the following benefits:

- 2 Free Quarterly Events (\$50 value)
- WIT Pin and Sticker
- Early Access to Event Sign up
- Monthly Newsletter
- Access to all WIT NWA Programs including
- Access to Education and Certification Programs
- Access to Tech Recruiting Network

2

## *Connection, Networking, and Growth*

Plug into the Northwest Arkansas community by attending out monthly or quarterly Network & Connect Events. You will meet other men and women that have a passion for connection, community, and technology. We have between 70-150 in attendance monthly, from over 52 companies, across NWA. As part of your membership, you can participate in any of our WIT NWA Programs: Mentorship Programs, Specialized Breakout programs (Product, Engineering, Data Science, Cybersecurity, etc.), and so much more.

3

## *Awareness & Enablement*

WIT NWA has released a Certification Program for women in the community to either enter Technology or further expand her skillsets through FREE certifications. Our Study Prep program allows for women and allies that are going to take specific certifications (to include those being offered by WIT NWA and others) to come in and partner with a fellow member to ensure they are prepared and ready to pass. WIT NWA also focuses on Awareness and Enablement of our next generation through our Girls in Tech program, that focuses on mentorship, Events, Education, & Community Outreach for our girls, ages 12-18.

4

## *Community Outreach*

WIT NWA has created connections and partnerships with companies across NWA. We have and will continue to ensure that we are making time and financial impact and donations to other non-profits and organizations that are set up to make a difference in this community. WIT NWA is focusing also on partnership with local schools for outreach, awareness, & learning/development opportunities for our next generation.

# Diamond Sponsor

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- Exclusive naming rights as the "Title Sponsor" for the pitch competition in your age group.
- Five (5) attendee tickets.
- Ten (10) Women in Tech memberships.
- One (1) gala table.
- Prominent logo placement on all event materials, including invitations, banners, and tickets.
- Logo on the competition winner's check.
- Inclusion in all press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as needed.



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*\$5,000*

# Platinum Sponsor

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- Prominent recognition as a "Platinum Sponsor."
- Opportunity to present a special award during the gala.
- Gala/pitch comp committee seat.
- Prime exhibition booth location.
- Half-page ad in the event program.
- Logo placement on event materials, including invitations, banners, and tickets.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as needed.

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*\$3,500*



# Gold Sponsor

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- Recognized as a "Gold Sponsor" with visibility during the gala.
- Exhibition booth in a prominent location.
- Quarter-page ad in the event program.
- Logo inclusion on event materials, including invitations, banners, and tickets.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as needed.



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*\$2,500*

# *Silver Sponsor*

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- Identified as a "Silver Sponsor."
- Recognition during the pitch competition awards presentation.
- Logo placement in the event program.
- Logo inclusion on event materials, including invitations and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as needed.



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*\$1,500*



# *Bronze Sponsor*

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- Acknowledgment as a "Bronze Sponsor."
- Logo inclusion in the event program.
- Logo inclusion on event materials, including invitations and banners.
- Mention in press releases and media coverage.
- Acknowledgment in post-event thank-you emails and social media.
- Customized branding opportunities as needed.

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*\$1,000*



# Meet the Team



*Crystal Wagner*  
Treasurer



*Tiffany Benitez*  
Founder & President



*Sishir Dодdл*  
Analytics & Reporting



*Tara Kendrick*  
Expansion Lead



*Lari McCleskey*  
Membership



*Charlotte Robertson*  
Secretary



*Maria Smith*  
Programs



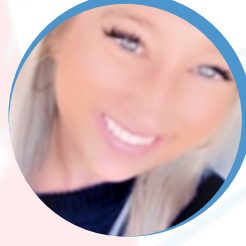
*Jordan Franklin*  
Annual Conferences



*Sean Shasteen*  
Allyship



*Alaina Patillo*  
Marketing & Events



*Heather Freeland*  
Events & Logistics



*Johanna Diaz*  
Events & Logistics



*Teresa Mills*  
Women in Tech Financials



*Swathi Karthikeyan*  
Education & Certifications



*Kati Moore*  
Education & Certifications



*AnnMarie Tyson*  
Girls in Tech Programs



*Snigdha Thumma*  
Girls in Tech Programs



*Evelyn Williams*  
Community Outreach



*Inayat Kang*  
Girls in Tech Programs



*Annie Alvarez*  
Girls in Tech Programs

# *Sponsoring Form*

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Thanks for choosing to invest in Women in Technology of  
Northwest Arkansas!

Please fill the form below with your information .

Business : \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

*Select Level*

---

Title

Diamond

Platinum

Gold

Silver

Bronze



*Sponsorship Amount*

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\$ \_\_\_\_\_



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onmicrosoft.com](mailto:conferences@WomenintechNWA.onmicrosoft.com)

WOMEN IN TECH OF NORTHWEST ARKANSAS

# What's Next?

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Thanks for choosing to sponsor Women in Technology of Northwest Arkansas! You have chosen to align your brand with an organization that is deeply committed to bettering our community by equipping women, girls, and our allies with access to careers in technology that they otherwise might not have been able to access. We take your investment seriously and our promise is to represent your brand with deep gratitude and respect.

As a sponsor, you will soon receive a social media package and PR kit allowing you to easily and clearly communicate your sponsorship with Women in Technology of Northwest Arkansas. Please make clear our Point of Contact so that we can make this process as seamless as possible for your team. All communication will go through [conferences@WomenintechNWA.onmicrosoft.com](mailto:conferences@WomenintechNWA.onmicrosoft.com).

# *Connect with Us*

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WOMENINTECHNWA.COM



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Jordan Franklin 479-799-7252



womenintechnwa@gmail.com



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@womenintechnwa