



WOMEN⁺ IN TECHNOLOGY OF NORTHWEST ARKANSAS

Annual Events

Sponsorship Opportunities

WOMENINTECHNWA.ORG

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)



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



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



Impact

1

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.

Title Sponsor

- Exclusive naming rights as the "Title Sponsor" for the pitch competition in your age group.
- Speaking opportunity during the annual conference and gala.
- Five (5) conference attendee tickets.
- Ten (10) Women in Tech memberships.
- Two (2) gala tables.
- Prominent logo placement on all event materials, including invitations, banners, and tickets.
- Premium exhibition booth location.
- Full-page ad in the event program.
- 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.
- Access to the guest list
- Customized branding opportunities as needed.



\$20,000
Five (5) Available

Diamond Sponsor

- Keynote speaking opportunity during the annual conference.
- Ten (10) Women in Tech memberships.
- One (1) gala table.
- Prominent logo placement on all event materials, including invitations, banners, and tickets.
- Premium exhibition booth location.
- Full-page ad in the event program.
- 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.
- Access to the guest list
- Customized branding opportunities as needed.



\$15,000

Platinum Sponsor

- 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.
- Access to the guest list
- Customized branding opportunities as needed.



\$10,000

Gold Sponsor

- Recognized as a “Gold Sponsor” with visibility during the gala.
- Opportunity to host a panel discussion at annual conference.
- 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.
- Access to the guest list



\$5,000

Silver Sponsor

- Identified as a “Silver Sponsor.”
- Recognition during the pitch competition awards presentation.
- Exhibition booth in the event area.
- 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.

\$2,500

Bronze Sponsor

- Acknowledgment as a “Bronze Sponsor.”
- Exhibition booth in the event area.
- 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.



Start-up Only
Contact Jordan Franklin

Meet the Team



Tiffany Benitez

Founder & President



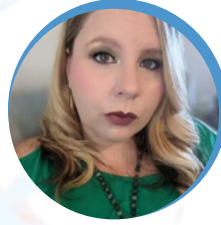
Lori McCleskey

Membership



Charlotte Robertson

Secretary



Crystal Wagner

Treasurer



Jordan Franklin

Annual Conferences



Kayla Norris

Marketing & Communications



Laura Griggs

Events & Logistics



Marin Scott

Events & Logistics



Johanna Diaz

Events & Logistics



Teresa Mills

Women in Tech Financials



Vasantha Nuthakki

Education & Certifications



Kati Moore

Education & Certifications



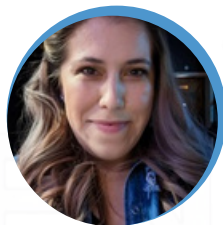
Devayani Supekar

Women in Tech Programs



Snigdha Thumma

Girls in Tech Programs



Evelyn Williams

Community Outreach



Sishir Doddi

Analytics & Reporting



Tara Kendrick

Expansion Lead

Sponsoring Form

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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336-937-4168



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

WOMEN IN TECH OF NORTHWEST ARKANSAS

What's Next?



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.

Connect with Us



WOMENINTECHNWA.COM



Tiffany Benitez 336-937-4168

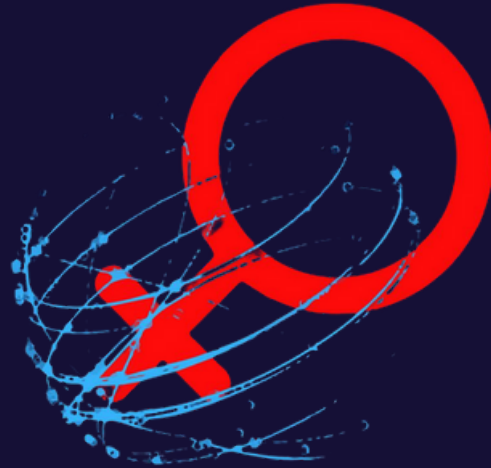
Jordan Franklin 479-799-7252



conferences@womenintechnwa.onmicrosoft.com



@womenintechnwa



WOMEN⁺ IN TECHNOLOGY
OF NORTHWEST ARKANSAS

Annual Events Sponsorship Opportunities

If you wish to create your own Sponsorship/Donation package

please contact us and we can assist.

Speakers:

<https://forms.office.com/r/YwD70QerRx>