



# Corporate Partnership Opportunities & Benefits





## **WIFS Sponsorship: Your Support Makes a Difference**

Support from Corporate Partners allows WIFS to continue changing the face of the industry. **How?**

- Women in Insurance & Financial Services is the preeminent national organization devoted to advancing the success of women in the insurance and financial services fields.
- As a WIFS Partner, your company demonstrates its commitment to diversity and the success of women in the insurance and financial fields. This commitment is not only seen internally by your employees, but industry-wide.
- Support from Corporate Partners enables WIFS to offer powerful programs that provide important connections, professional development, and opportunities for women in the financial industry to grow and succeed.
- Specifically, your support makes it possible for WIFS to provide monthly webinars, regional seminars, the annual national conference, an online resource center, member directory, local chapters, bi-monthly e-newsletters, and discounts from industry partners.
- While other industry organizations have seen flat or declining membership, WIFS has averaged a 20% growth in membership every year for the past four years.
- Women represent 52% of the population, and as a market represent \$20 trillion. It's time for the financial services industry to catch up. Together, we can help the industry grow in new directions.

## Partnership with WIFS

**F**ounded in 1936, Women in Insurance & Financial Services (WIFS) is the preeminent national association dedicated to the advancement, education, and support of women in the financial services arena, as well as attracting women to the financial field.

By supporting WIFS, Corporate Partners make a statement about their dedication to empowering women in the financial industry, and their commitment to diversity in the field. Support from WIFS Partners enables the Association to offer powerful programs and provide important connections, resources and opportunities for women to grow and succeed.

The benefits aren't just to WIFS members, though. WIFS sponsorship provides your company with public recognition of its commitment to advancing diversity in the financial services arena.

Who partners with WIFS? In 2010, WIFS Corporate Partners included MassMutual, Prudential, Guardian, Northwestern Mutual, Thrivent Financial for Lutherans, New York Life, and Transamerica Financial Advisors.



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	<b>Diamond</b> <b>\$50,000+</b>	<b>Platinum</b> <b>\$30,000</b>	<b>Gold</b> <b>\$20,000</b>	<b>Affiliate*</b> <b>\$5,000</b>
Company logo displayed in the WIFS exhibit booth at industry meetings and events as well as at the WIFS National Conference	✓	✓	✓	✓
Your company's logo and a link to your website on the WIFS website, wifsnational.org	✓	✓	✓	✓
Recognition in the WIFS e-newsletter, sent to over 1,200 WIFS members and sponsors six times per year	✓	✓	✓	✓
Complimentary WIFS memberships	<b>20</b>	<b>10</b>	<b>5</b>	<b>1</b>
Complimentary WIFS National Conference registrations	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>
Discounted rate on booth in the WIFS Exhibit Hall during National Conference	<b>50% off booth price</b>	<b>40% off booth price</b>	<b>30% off booth price</b>	<b>20% off booth price</b>
Promotional item of your choice in the WIFS conference attendee bag	✓	✓	✓	✓
National dues subsidy for your employees	<b>50%</b>	<b>50%</b>	<b>50%</b>	–
Opportunities to nominate a speaker for monthly WIFS webinars	<b>5</b>	<b>2</b>	<b>1</b>	–
Support from WIFS in your efforts to attract women to the industry	✓	✓	✓	✓
A seat on the WIFS Corporate Partners Advisory Panel, including participation in quarterly calls	✓	✓	✓	–

*\*Affiliate Partnerships are open only to those companies that market products or services to financial services professionals, and do not have a captive field force.*

# Become a Corporate Partner

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COMPANY

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ADDRESS

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CITY

STATE

ZIP

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WEBSITE

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CONTACT PERSON

TITLE

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PHONE

EMAIL

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MAILING ADDRESS (IF DIFFERENT THAN ABOVE)

## Partnership Level:

- Diamond- \$50,000
- Platinum- \$30,000
- Gold- \$20,000
- Affiliate\*- \$5,000

Please complete this form and submit with a check made out to WIFS- Corporate Partnership for the desired sponsorship level.  
**Mail to WIFS, 119 Washington Avenue, Suite 300, Albany, NY 12210.**

*\* Available only to those financial services companies without a captive field force.*

If you have questions or would like to discuss Corporate Partnerships further, please contact the National Office at **866.264.9437**, or **office@w-wifs.org**.

*Attract. Develop. Advance.*



119 Washington Avenue, Suite 300  
Albany, New York 12210  
866.264.9437

[www.wifsnational.org](http://www.wifsnational.org)