

2024 Sponsorship Opportunities



WOMEN'S
LEADERSHIP
CONFERENCE
2024

WSWA Women's Leadership Council (WLC) 2024 Conference
September 18-20, 2024
InterContinental Washington, D.C. - The Wharf



ABOUT WLC



- EDUCATE
- ELEVATE
- EMPOWER

MISSION

The WSWA Women's Leadership Council (WLC) is comprised of leaders in the wholesale tier of the U.S. beverage alcohol industry. Its primary mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women in the industry and providing a platform for the exchange of ideas and knowledge with peers.

WLC ADVISORY BOARD

WLC Chair: HILLARY WIRTZ
Breakthru Beverage Company

JENNIFER BOWSER
Horizon Beverage

MONICA CHAPLIN
Southern Glazer's Wine and Spirits

VIRGINIA MEANS
United Distributors

JESSICA PARTINGTON
Winebow

AMY BARRIAULT
Central Distributors Inc. (ME)

LAURA DEPASQUALE
Southern Glazer's Wine and Spirits

MAGGIE MAXWELL
Allied Beverage Group

CONFERENCE OVERVIEW

JOIN INDUSTRY LEADERS

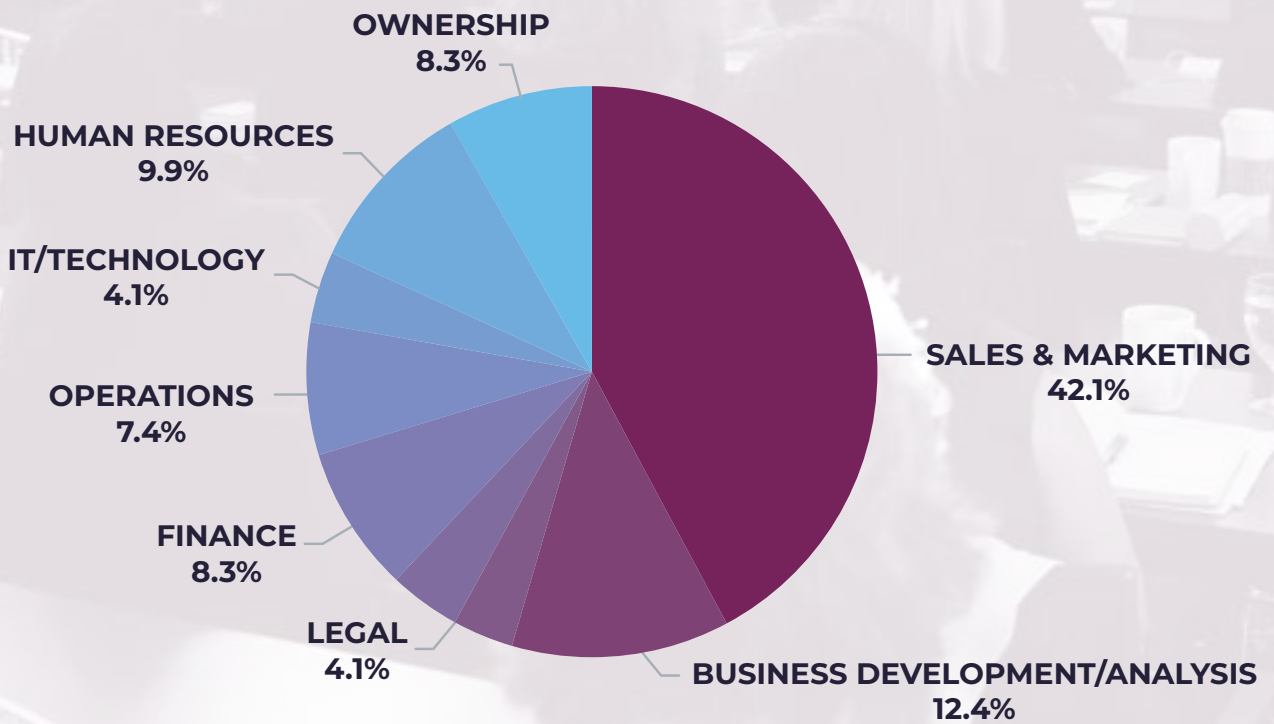
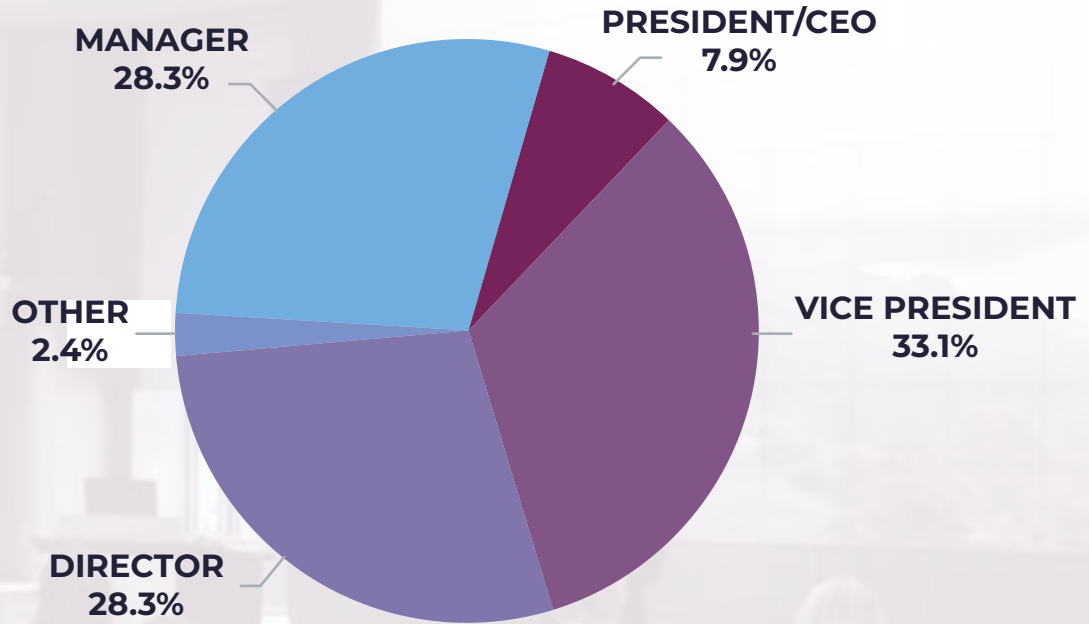
This uniquely designed event connects current and future women leaders in the wholesale tier by providing networking opportunities, developing advanced leadership skills and business acumen, and equipping attendees with tools to elevate and empower them in their roles in the everchanging marketplace within the beverage alcohol industry.

HIGHLIGHTS

- Presentations on critical topics including:
 - SipSource trends.
 - Current legislative, regulatory and legal issues affecting the wholesale tier.
 - How the industry continues to reshape from the inside out.
 - Future challenges and opportunities facing the industry.
 - Learning to “Embrace the work, Love Your Career.”
 - Leadership and management skills.
- Providing business tools to accelerate professional skills to grow as a leader.
- Philanthropic Activity to allow attendees an opportunity to network and collaborate in a casual environment while giving back to the community.



ATTENDEE PROFILES





PAST SPONSORS





WOMEN'S
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Schedule At A Glance

AS OF JUNE 2024

For the most up-to-date Conference Agenda, please visit:
www.wswa.org/2024-womens-leadership-council-conference

THURSDAY, SEPTEMBER 19

| | |
|-------------------|--|
| 12:30 pm | Registration Opens |
| 1:00 pm – 2:00 pm | Philanthropic Event |
| 2:00 pm – 3:00 pm | WSWA Update |
| 3:00 pm – 4:00 pm | Reshaping the Industry From the Inside Out |
| 5:30 pm – 6:30 pm | Networking Reception |
| 6:30 pm – 8:30 pm | Small Group Dinners The Wharf, Washington, D.C. |

FRIDAY, SEPTEMBER 20

| | |
|---------------------|--|
| 6:30 am – 7:15 am | Sunrise Yoga |
| 7:30 am – 8:30 am | Networking Breakfast |
| 8:00 am – 3:00 pm | Headshot Cafe |
| 8:30 am – 8:45 am | Opening Remarks |
| 8:45 am – 10:15 am | Empower Session: A Fireside Chat with Fran Hauser |
| 10:15 am – 10:30 am | Networking Break |
| 10:30 am – 11:30 am | Educate Session: SipSource Deep Dive |
| 11:30 am – 12:15 pm | Networking Lunch |
| 12:15 pm – 2:15 pm | Elevate Session: Poker Power |
| 2:15 pm – 2:30 pm | Celebratory Champagne Toast with Attendees, Staff and Sponsors! |



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CONFERENCE SPONSORSHIP OPPORTUNITIES





PHILANTHROPIC EVENT SPONSORSHIP

(To benefit Dress for Success - Washington, D.C.)
\$5,000 Thursday, September 19

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees during philanthropic event
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsor may bring one (1) representative to the activity and the networking reception Thursday evening

WELCOME RECEPTION

\$7,500
Thursday, September 19

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees
- Sponsor may bring two (2) representatives to the reception to network with attendees
- Option of including collateral material/giveaways in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)

SMALL NETWORKING DINNERS AT THE WHARF

\$5,000 EACH *(three available)*
Thursday, September 19

SPONSOR BENEFITS:

- Attendees will be broken up into 3 groups for a more intimate dining experience. Sponsor may bring one (1) representatives to each networking dinner sponsored. Representatives will have a brief speaking opportunity at dinner
- If interested, company may sponsor more than one dinner
- Groups are divided up in advance to give a diverse group of wholesalers at each small group dinner
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



BREAKFAST SPONSORSHIP

\$6,500

Friday, September 20

SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during breakfast or be included in the registration packets
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions

LUNCH SPONSORSHIP

\$7,500

Friday, September 20

SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during lunch or be included in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions

EMPOWER SESSION

\$5,000

Friday, September 20

Returning for the second year, we welcome back Fran Hauser, best-selling author, speaker, commentator, and podcast host. This year, Fran will walk us through her second book, *Embrace the Work, Love Your Career: a guided workbook and session for realizing your career goals with clarity, intention, and confidence.*

SPONSOR BENEFITS:

- Branded logo placed on inside cover of each workbook delivered to attendees with the option for a handwritten note or business card to be included
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Sponsorship recognition on all WSWA digital and printed materials referencing this session and WLC sponsors
- Option of including collateral material/giveaways in the registration bag
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



EDUCATE SESSION

\$5,000

Friday, September 20

Hear from SipSource analyst and industry veteran Dale Stratton as he shares the latest data and trends in the wine and spirits marketplace. Do you know how to calculate brand velocity? Well, after this session you will! Dale will dive into an exclusive enhancement to SipSource — points of distribution — and take you step-by-step on how to make this calculation. Brand velocity is an important determination for wholesalers when making portfolio decisions in any market.

SPONSOR BENEFITS:

- Branded logo on folder containing SipSource presentation and handouts with the option for a handwritten note or business card to be included
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Sponsorship recognition on all WSWA digital and printed materials referencing this session and WLC sponsors
- Option of including collateral material/giveaways in the registration bag
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

ELEVATE SESSION

\$5,000

Friday, September 20

Founded in 2020, Poker Power aims to empower women with confidence and risk-taking skills by teaching them to play poker. Learning how to think, strategize, negotiate and take risks, like a winning poker player, translates to leadership skills that help women succeed from the classroom to the board room. An expert instructor will guide us through the basics, from hand strength to bet sizing, so we can confidently sit at the table like a boss. We will learn the ins and outs of the game, when to hold, and when to fold, all while having a blast. But it's not just about the game - the skills you'll learn in this program can be applied to your career and life. You'll develop strategic thinking, quick decision-making, and a competitive edge that will set you apart.

SPONSOR BENEFITS:

- Branded logo on deck of playing cards used throughout the session (also a great souvenir from the event!)
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Sponsorship recognition on all WSWA digital and printed materials referencing this session and WLC sponsors
- Option of including collateral material/giveaways in the registration bag
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference





BREAK SPONSOR

\$2,500 EACH

Friday, September 20

SPONSOR BENEFITS:

- No speaking opportunity
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing this break and WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

WLC CONFERENCE ATTENDEE WELCOME BAG

\$3,500

SPONSOR BENEFITS:

- Logo printed on Welcome Bags
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Option of including collateral material or product in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

HEADSHOT CAFE SPONSORSHIP

\$5,000

SPONSOR BENEFITS:

- Customized email sent to attendees when receiving their headshots
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Opportunity for the photography staff and make-up artists to wear sponsor company branded t-shirts in the Headshot Cafe (sponsor company must provide the t-shirts).
- Logo on easel/signage will be provided outside of headshot café
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



INTERNET SPONSORSHIP

\$3,000

SPONSOR BENEFITS:

- Sponsor will be listed as the official internet sponsor for the full WLC Conference
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Sponsor company name will be listed as the wi-fi access code
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

CONFERENCE NOTEBOOK AND PENS SPONSORSHIP

\$3,000

SPONSOR BENEFITS:

- Sponsor company logo on notebook that is handed out to each attendee
- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- No speaking opportunity
- An attendee list is provided in advance of the conference, and then a final list following the conference
- Collateral materials may be included in the registration packet

WLC CONFERENCE LANYARDS

\$1,000

- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities - your company logo will be imprinted on the lanyard alongside WSWA's logo





HYDRATION STATION SPONSORSHIP

\$2,000

SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station
- Opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor)
- No speaking opportunity
- An attendee list is provided in advance of the summit, and then a final list following the summit
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials

YOGA SPONSOR

\$2,000

Friday, September 20

We will kick off Friday morning with a Yoga session! Your logo can be imprinted on the signage, as well as swag and that all attendees will receive for this activity.

SPONSOR BENEFITS:

- Sponsor may bring one (1) representative to the event to participate in meals and listen to key sessions
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet



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QUESTIONS?

CONTACT:

- Molly Fontaine
Director, Sales & Business Development
Molly.Fontaine@wswa.org
603-667-3904



wlc
OF WSWA

WOMEN'S
LEADERSHIP
CONFERENCE
2024



SPONSOR REGISTRATION FORM

SPONSOR CONTACT INFORMATION

Please type/clearly print all information requested. This information should be for the main contact.

FIRST/LAST NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE NUMBER

EMAIL ADDRESS

ON SITE MOBILE NUMBER

If a sponsor, what are you sponsoring?

REGISTRATION FORM

Please complete this page for each person coming to the WLC Conference.

NAME

TITLE

COMPANY

CELL PHONE

MAILING ADDRESS

EMAIL

CITY, STATE ZIP

DIETARY RESTRICTION(S)

REQUESTED ITEMS

Please make sure to email the following to Molly.Fontaine@swa.org

- Company Logo and Description
- Hyperlink to website
- Contact name, title and email address (for published collateral)
- Sponsor Biography (if applicable)
- Screen
- Podium Microphone
- Lavalier Microphone
- Laptop and Projector for Presentation
Please select one:
 - I will bring my own laptop
 - I will use the WSWA provided laptop
- Internet Access
- Other: _____

RETURN THIS COMPLETED FORM BY EMAIL TO:

Molly Fontaine
Director, Sales & Business Development
Molly.Fontaine@swa.org

PAYMENT FOR SPONSORSHIP & REGISTRATION MAY BE MAILED TO:

WSWA
ATTN: WLC Conference
805 15th Street, NW, Suite 1120
Washington, D.C. 20005