



# WOMEN'S LEADERSHIP SUMMIT 2023

an AIA Leadership Event

## Sponsorship opportunities

Boston, September 12-14  
Sponsorship deadline: May 26  
[aiasales@aia.org](mailto:aiasales@aia.org)





Don't miss Women's Leadership Summit 2023 (WLS), the largest gathering of women architecture, design, and allied professionals in the U.S.

**Women's Leadership Summit, founded by AIA, is a premier event that brings together the industry's largest network of diverse women who are breaking down barriers, making themselves visible, and manifesting the careers they want—while making a difference in the world.**



Connect with an exceptional group of female architects, engineers, designers, and construction professionals from across the country as we celebrate the strides we have made and the progress women continue to make in this industry. Plus, celebrate the first time in AIA’s history that we have had a full female leadership team—CEO, President, and President-Elect.



**When  
women  
lead, your  
company  
succeeds.**







## **Investing in women, investing in your future**

A major study by McKinsey found that companies with diverse executive teams that included women were 21% more likely to be more profitable than the average company.

Companies with low gender and ethnic/cultural diversity were 29% less likely to achieve above-average profitability.

The profession is changing. Both the profile of the architect and the client are evolving to become more diverse. When women architects and designers have your support, they become more committed to your company. That commitment results in less turnover, impassioned leadership, and a stronger, more resilient business.





## 2022 attendee stats

**54%**

of attendees are mid-career professionals with 6–19 years of experience.

**35%**

of attendees are seasoned professionals with 20–30 years of experience.

**94%**

of attendees rated their overall experience at WLS as good or excellent.

**95%**

of attendees said they felt inspired to be better professionals and leaders.

Based on approximately 750 attendees. 1000 expected in 2023.



# Sponsorship opportunities

WLS 2023 will focus on big and bold experiences instead of products, creating less waste and more meaningful exchanges.

Join us as we set a new standard for the building industry, where women take the lead.

\* Includes two breakfast, one lunch, and welcome reception

\*\* All payments and contracts must be in place, and EPS logos received by June 1, 2023 to be included in the email blasts.

<b>\$100k+ Premier sponsor</b>	<b>\$40k Elite sponsor (3 max)</b>	<b>\$25k Featured sponsor</b>	<b>\$15k Collaborating sponsor</b>	<b>\$5k Contributing sponsor</b>
4 registrations*	3 registrations*	2 registrations*	2 registrations*	1 registration*
Co-branded event / name and/or logo included on all digital, in-person signage, individual mainstage walk-in slides, pre-event promotional and communication materials	Name and/or logo on signage, website, individual mainstage walk-in slides, and app	Name and/or logo on signage, website, mainstage walk-in slides, and app	Name on signage, website, mainstage walk-in slides, and app	Name on signage, website, mainstage walk-in slides, and app
Intro for keynote or closing (mainstage)	Choice of speaking on mainstage panel and professional photo post-event	Social media assets produced by AIA's marketing team	Ability to purchase 1 more ticket @ discount member rate	Ability to purchase 1 more ticket @ discount member rate
Sponsor appreciation gathering with key AIA leadership.	Social media assets produced by AIA's marketing team and social media mentions on AIA platforms	Attendee list (no email) pre-event	One additional option from a-la-carte menu below, Tier 2	
Social media assets produced by AIA's marketing team and social media mentions on AIA platforms	Sponsor appreciation gathering with key AIA leadership	Company logo on e-mail marketing blasts (up to 3)**		
Dedicated email blast to attendees	Attendee list (no email) pre-event	Reserved seating with VIP guests at all mainstage sessions		
Inclusion in press release	Company logo on e-mail marketing blasts (up to 5)**	One additional option from a-la-carte menu below, Tier 1		
Attendee list (no email) pre-event	Verbal recognition during all mainstage sessions			
Verbal recognition during all mainstage sessions	Reserved seating with VIP guests at all mainstage sessions			
Ability to use event marks and logos in advertising, marketing and other promotions				
Reserved seating with VIP guests at all mainstage sessions				
Ability to pre-record 15-30 second video greeting message to registered attendees				





# Premier Sponsor

(\$100,000+)

## Premium visibility

Co-brand the Women's Leadership Summit and be the event Title sponsor

- Your company brand included on all digital, in-person signage, individual mainstage walk-in slides, pre-event promotional and communication materials
- Mainstage intro for keynote or closing
- Network with key AIA leadership.
- Tailored social media and social media assets produced by AIA's marketing team
- Dedicated email blast to attendees
- Inclusion in press release
- Attendee list (no email) pre-event
- Verbal recognition during all mainstage sessions
- Ability to use event marks and logos in advertising, marketing and other promotions
- Reserved seating with VIP guests at all mainstage sessions
- Ability to pre-record 15-30 second video greeting message to registered attendees.
- 4 reg (includes two breakfast, one lunch, and welcome reception)



# Elite Sponsor

(\$40,000)

## Strong visibility

Mainstage panel, name and/or logo on signage, website, individual mainstage walk-in slides, and app

- Inclusion in mainstage panel and professional photo post-event.
- Social media assets produced by AIA's marketing team and social media mentions on AIA platforms
- Network with key AIA leadership.
- Attendee list (no email) pre-event
- Company logo on e-mail marketing blasts (up to 5)\*
- Verbal recognition during all mainstage sessions
- Reserved seating with VIP guests at all mainstage sessions
- 3 reg (includes two breakfast, one lunch, and welcome reception)





# Featured Sponsor

(\$25,000)

## Strong visibility

Name and/or logo on signage, website, mainstage walk-in slides, and app

- Social media assets produced by AIA's marketing team.
- Attendee list (no email) pre-event
- Company logo on e-mail marketing blasts (up to 3)\*
- Reserved seating with VIP guests at all mainstage sessions
- One additional option from a-la-carte menu on the following slide
- 2 reg (includes two breakfast, one lunch, and welcome reception)

# Additional options

(\$25,000)

**Sponsors at the \$25k level may choose one of the following to add to their package.**

- Welcome Reception (4 available): Support the Welcome Reception and integrate your brand into the local experience.
- Notebook sponsor (1 available): Provide each attendee with a WLS cobranded notebook. A pen with your company's name may be included at an additional cost.
- Early Professional Welcome (3 available): Boston is the home of dozens of universities, and we want students to join us at WLS. Join us as we welcome students and young professionals to WLS. Integrate your brand into the event experience.
- Nano-learning HSW sessions (6 available): New this year is our WLS Innovation Stage. Think TEDx style creative talks on our small stage where you can share the latest work, product, or research from your company. These are 15-minute max sessions that take place during the lunch -hour and must achieve AIA continuing education health, safety, and welfare (HSW) credits.





# Collaborating Sponsor

(\$15,000)

## **Good visibility**

Name and/or logo on signage, website, mainstage walk-in slides, and app

- Name on signage, website, mainstage walk-in slides, and app
- One additional option from a-la-carte menu on the following slide
- 2 reg (includes two breakfast, one lunch, and welcome reception)
- Ability to purchase 1 more ticket @ discount member rate

# Additional options

(\$15,000)

**Sponsors at the \$15k level may choose one of the following to add to their package.**

- Wellness activities (4 available): Join a small group for a wellness activity to start the day and reinforce the need for physical and mental breaks when learning. Sponsor may attend, participate, and give up to two minutes of remarks connecting leadership and a healthy lifestyle.
- Wi-Fi (1 available): Supply attendees with Wi-Fi access throughout the event venue. Signage and session slides will acknowledge the sponsor. Sponsor has opportunity to select clever password.
- Workshops (5 available): Join and introduce a pre-Summit workshop that aligns with your company's professional development goals.
- One reserved spot (3 available) to provide 1-hour women's professional development education session. This session must meet the Call for Proposals' goals for empowering women through leadership, knowledge, and community. AIA will work with the sponsor to choose an alternate benefit should a proposal not align with the AIA workshop goals.





# Contributing Sponsor

(\$5,000)

## Good visibility

Name and/or logo on signage, website, mainstage walk-in slides, and app

- Name on signage, website, mainstage walk-in slides, and app
- 1 reg (includes two breakfast, one lunch, and welcome reception)
- Ability to purchase 1 more ticket @ discount member rate



**You're in  
good  
company!**

## **2022 corporate sponsors include**

Deltek

Kawneer

Sherwin-Williams

Zuo

GAF

Google

Guardian Glass

James Hardie

National Gypsum

Rockwool

SalesForce

Owens Corning

MADCAD

Charrette Venture Group





**You're in  
good  
company!**

## **2022 AEC sponsors include**

CannonDesign

HDR

QuinnEvans

Steinberg Hart

RMW

Gresham Smith

KTGY

Moya Design Partners

Lamar Johnson Collaborative

Gensler

Swinerton

Pankow

19six

Aedis Architects

Architects FORA

Ayers Saing Gross

BAR Architects

BRIC Architecture

DIGSAU

E4H Architecture

GSBS Architects

HGA Architects & Engineers

HMC Architects

HOK

Lionakis

LPA Design Studios

Moody Nolan

Noll & Tam

Pickard Chilton

Quattrocchi Kwok Architects

Shepley Bulfinch

Silicon Valley Mechanical

SWBR

XL Construction

ZGF

# Let's talk

## Our team

### **Susan Konohia**

Firm/Company A-E, #s  
Director, Business Development  
susankonohia@aia.org

### **Rebecca Grounds**

Firm/Company F-N  
Senior Director, Business Development:  
rebeccagrounds@aia.org

### **Başar Akkuzu**

Firm/Company O-Z  
Senior Manager, Business Development  
basarakkuzu@aia.org