



# AWE

Wholesaling Excellence

**Corporate Partners, thank you for supporting the AWE Mission, Wholesaling Excellence!**

**Simple ways companies can support the AWE mission:**

- Contribute directly via the AWE Charitable Contribution Portal: [/contribute](#)
- Introduce AWE to all black wholesalers, key accounts & advanced sales employees at your firm.
  - They are already members: [/members](#) | [/about-us](#)
- Direct your social media team to have your firm follow AWE on [LinkedIn](#), [YouTube](#), [Facebook](#) and [X](#).
  - AWE will follow and engage with your firm in return.
- Post all wholesaling, key accounts, advanced sales & internship job openings to the AWE Job Board
  - Unlimited Posting or Posting Packages available via Corporate Sponsorship (see below).
  - À-la-carte posting via our job posting links: [Pay \\$299 to Post One Job](#), then [Post-a-Job!](#)

## Contribution Accounting

100% of all corporate and individual contributions are tax-deductible and go toward AWE's general operating expenses. Charitable contributions are not payments for services.

## Definitions

*Member* – All black financial services wholesaling, key accounts & advanced sales personnel everywhere.

*Member Dues* – Voluntary donations by AWE members | [/membership-dues](#)

*Job Board* – [/jobs](#) | *Resume Database* – [/job-candidates](#) (accessible to Partner talent professionals only)

*Conference & Career Fair* – [Grand Hyatt | Downtown Denver](#) | June 17<sup>th</sup> – June 20<sup>th</sup> 2026 #AWEDenver2026

*Member Zoom Workshop* – Monthly virtual gatherings of members & students to improve wholesaling skills.

*Collaborative Zoom Workshop* – Member zoom workshops facilitated by sponsors & the AWE dev cmte.

*Member Regional Dinner* – Metro area member meetups to engage & share best practices in a safe space.

*Campus Visits* – Member(s) on campus explaining: \*[What is Wholesaling?](#) \*[Why consider it?](#) \*[How to apply?](#)

*Professional Designation Scholarships* – Scholarship awards for members & students seeking designations.

## **AWE Corporate Partnership Packages**

Our 2026 annual corporate sponsorship levels and related benefits are outlined below.

### All AWE Partners Receive

- AWE members and students are notified that your firm supports AWE and its mission.
- Your firm is referenced on social media when AWE recognizes its members employed at your firm.
- Complementary conference registration for all AWE Members employed at your firm.

### Bronze Partner - \$5,000

- Contributor firms may post to the Job Board (unlimited internship posts + 5 non-internship posts annually)
- A booth/table at the annual AWE Career Fair.

### Silver Partner - \$10,000

- Silver firms may post to the Job Board (unlimited internship posts + 10 non-internship posts annually)
- A booth/table at the full AWE Annual Conference & Career Fair.
- 1 complimentary corporate representative conference registration (additional \$500 each)
- Brief engagement (talk and Q&A) at the start of 1 AWE Zoom Workshop or Regional Dinner.
  - Attendees hear from your firm representatives regarding your firm's values & its support of AWE.
    - ◆ Firm representatives depart for the remainder of the Member Workshop or Member Dinner.
  - Presenters are often (but aren't limited to) staff from Sales Management or HR.

### Gold Partner - \$20,000

- Gold firms may post to the Job Board (unlimited internship posts and unlimited non-internship posts)
- A booth/table at the full AWE Annual Conference & Career Fair.
- 2 complimentary corporate representative conference registrations (additional registrations \$350 each)
- Design one Collaborative AWE Zoom Workshop hosted by your firm.
  - Firm representatives present the workshop to AWE members and remain on hand for its entirety.
  - Coordinate w/ the AWE Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWE Resume Database.
- Personalized job candidate introductions upon request: [info@wholesalingexcellence.org](mailto:info@wholesalingexcellence.org)
- Annual AWE member dues of your firm's AWE member employees are considered paid-in-full for 2026.

### Platinum Partner - \$35,000

- Platinum firms may post to the Job Board (unlimited internship posts & unlimited non-internship posts)
- A booth/table at the full AWE Annual Conference & Career Fair.
- 4 complimentary corporate representative conference registrations (additional registrations \$200 each)
- Design one Collaborative AWE Zoom Workshop hosted by your firm.
  - Firm representatives present the workshop to AWE members and remain on hand for its entirety.
  - Coordinate w/ the AWE Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWE Resume Database.
- Personalized job candidate introductions upon request: [info@wholesalingexcellence.org](mailto:info@wholesalingexcellence.org)
- Annual AWE member dues of your firm's AWE member employees are paid-in-full for 2026.
- Highlighted recognition in all AWE press releases and select social media posts.
- Firm affiliation with 1 AWE Professional Designation Scholarship or AWE Campus Visit.
- Firm conference attendees are highlighted as speakers, panel discussion participants, boot camp competition judges and/or breakout session leaders throughout the conference.
- Firm affiliation with multiple agenda items throughout the conference.

### Titanium Partner - \$60,000

- Titanium firms may post to the Job Board (unlimited internship posts & unlimited non-internship posts)
- A booth/table at the full AWE Annual Conference & Career Fair.
- 6 complimentary corporate representative conference registrations (additional \$50 each)
- Design one Collaborative AWE Zoom Workshop hosted by your firm.
  - Firm representatives present the workshop to AWE members and remain on hand for its entirety.
  - Coordinate w/ the AWE Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWE Resume Database.
- Personalized job candidate introductions upon request: [info@wholesalingexcellence.org](mailto:info@wholesalingexcellence.org)
- Annual AWE member dues of your firm's AWE member employees are paid-in-full for 2026.
- Highlighted recognition in all AWE press releases and select social media posts.
- Firm affiliation w/ 1 AWE Professional Designation Scholarship and participation in 1 AWE Campus Visit.
- Firm conference attendees are highlighted as speakers, panel discussion participants, boot camp competition judges and/or breakout session leaders throughout the conference.
- Firm affiliation with multiple agenda items throughout the conference.

- Corporate mentorship access to members seeking mentorship from a corporate leader.
- Ongoing or at-will engagement with AWE Leadership – [/leadership](#)
  - Includes engagement w/ committees designing & implementing new initiatives.
- Firm affiliation with 1 major conference event (Queen's Retreat, Welcome Reception, Keynote Speaker, Awards Banquet or Closing Reception). (Limited by number of major events).
- Participate in a private, onsite meeting with AWE executive leadership, during the conference, to discuss partnership and ongoing initiatives.

**>>> AWE Corporate Sponsorship Package Notes <<<**

- 'Enterprise' Sponsorships include full sponsorship benefits for all affiliated firms under one corporate umbrella. There is no additional cost for multiple firms with one corporate parent.
- Once sponsorship is confirmed, firm representatives are asked to:
  - Notify all current AWE member (see definition above) associates of their pre-existing membership in the AWE community and full access to their membership resources – [/resources](#)
  - Notify newly hired AWE member associates of the same. (AWE Brochures provided upon request.)
  - Bookmark & check the relevant AWE web site pages for firm specific recruiting and engagement.
- For Conference Wi-Fi, Room Key, Cooling Station branding, email [info@wholesalingexcellence.org](mailto:info@wholesalingexcellence.org) to inquire.

### **AWE Annual Conference & Career Fair**

Each year AWE holds an Annual Conference, which is an invitation-only event for members, Partner firms, and select vendor partners. Firm sponsorship, as outlined above, determines the number of firm-representative invites you receive. The Career Fair is open to the public, in-person and online.

- Day 1 –Queen's Retreat / Conference Welcome Reception
  - The Queen's Retreat features content exclusive to AWE Member women.
  - The conference welcome reception is open to all conference attendees and guests.
- Day 2 – Partner Symposium / Boot Camp Competition / Awards Banquet
  - All day two programming is open to all conference attendees.
- Day 3 – Member Assembly / Hybrid Career Fair / Conference Closing Reception
  - The member assembly features content exclusive to AWE Members.
  - The career fair is open to the public.
  - The closing reception is open to all conference attendees and guests.

The AWE Annual Conference is a business building & job skill enrichment event designed to help your AWE member employees perform better at their jobs, reaffirm and improve their love for the wholesaling career path, and energize them to outperform and advance when they return to work from the conference. We ask ALL firms who employ wholesalers to:

- Encourage AWE member associates to attend.
- Ensure that PTO is not required in order for AWE member associates to attend.
- Ensure business travel costs may be expensed for AWE member associates attending.
- For reference, please see the links below:
  - **#AWE-DC-2022** – [2022 Conference Program](#) & [2022 Video Highlights](#)
  - **#AWEChicago2023** – [2023 Conference Program](#) & [2023 Video Highlights](#)
  - **#AWEAtlanta2024** – [2024 Video Highlights](#)
  - **#AWEHouston2025** – [2025 Video Highlights](#)
  - [The Business Case for AWE Conference Attendance](#)

### *>>> AWE Conference Specific Costs <<<*

#### Conference Registration Costs

Career Fair Job Seeker Registration:	Complimentary
AWE Member Registration Cost:	Complimentary (Please Register by 04/30/2026)
AWE Member Late Registration:	\$50.00 (after 04/30/2026)
Sponsor Corporate Representative Registration:	<i>See sponsorship details above</i> (Register by 04/30/2026)
Sponsor Late Registration:	Additional \$50.00 (after 04/30/2026)

#### Conference Program Advertisement Cost (See examples from [2022](#) & [2023](#))

Quarter Page: \$50.00

Half Page: \$75.00

Full Page: \$100.00

#### Lodging Cost

Grand Hyatt Denver / AWE Conference Room Rate \$289.00 + Tax per room night

Earliest Conference Check-in: Tuesday June 16<sup>th</sup> / Latest Conference Check-Out: Saturday June 20th

Click here to reserve your hotel room: [Grand Hyatt | Select Room](#)

**MORE INFO?** Email: [info@wholesalingexcellence.org](mailto:info@wholesalingexcellence.org)

## WHO WE ARE

The [Association for Wholesaling Excellence \(AWE\)](#) began in February 2016 as a like-minded group of African American external wholesalers working in the financial services industry. Immediately, we began growing rapidly via word-of-mouth and the business networking platform [LinkedIn](#), by identifying more and more black financial services external wholesalers from across the United States. Our networking efforts quickly transformed into the sharing of universal wholesaling best practices and sales ideas. As a result, we soon welcomed wholesalers at the internal and entry-level into our network, since many of them sought to become externals and would benefit from our network & idea-sharing efforts. We then sought out the rare black wholesaling industry sales managers to inspire and help prepare our members for that stage of a successful wholesaling career.

Over the years, AWE implemented a [member-to-member mentor program](#), developed and delivered a broad array of wholesaler development curricula, launched a [professional designation scholarship program](#), welcomed black key accounts & advanced planning personnel into our broader member collective, established both Asian-American & Latin-American outreach initiatives, and helped over 350 job seeking professionals secure new or better roles in our industry. Our [student recruitment initiative](#) now lies at the core of our mission, as we partner with all HBCUs and our members' alma maters to identify students with an interest in finance and/or sales.

Our 501(c)(3) delivers a robust [Wholesaling Development Program \(WDP\)](#), the first program of its kind, created exclusively for college students who go on to receive their FINRA SIE certification and multiple job offers upon program completion. WDP classes are taught by volunteer AWE members, as we believe it is impactful for black job seeker to learn from subject matter experts that look and sound like them. [AWE Campus Visits](#) feature AWE members presenting, live or virtually per institutional preference, to student groups at academic institutions throughout North America, about financial services wholesaling as a career path.

There are no costs to students for access to any AWE resource (mentorship, WDP, campus visits, job fairs, etc.). AWE shares current wholesaling & entry level job openings with all job seekers via multiple forums, including our public access [AWE Career Center](#). We also host job seeker resumes on our [AWE Resume Database](#). AWE has identified over 650 members, and we continue to grow by attracting more black talent to the world of financial services wholesaling through our outreach efforts. AWE community-building and community-strengthening efforts help your firm, and our industry retain black talent.

## **WHY WE ARE**

Industry data has indicated that black individuals comprise less than 4% of financial services wholesalers, with the majority of those being at the internal wholesaler and entry-level stage of their careers. Black sales managers comprise fewer than half of 1% of industry sales managers. The [United States Census Bureau](#) advises that black individuals comprised 12.4% of the United States population as of 2019. AWE aims to narrow these gaps of representation within our industry.