



## WHO WE ARE

The [Association for Wholesaling Diversity \(AWD\)](#) began in February 2016 as a like-minded group of African American external wholesalers working in the financial services industry. Straightaway, we grew 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 black 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, AWD 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 collective, established both Asian-American & Latin-American outreach initiatives, and helped over 250 black professionals secure new or better roles in our industry. Our [black student recruitment initiative](#) now lies at the core of our mission, as we partner with all HBCUs and our members' alma maters to identify black 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 black college students who receive their FINRA SIE certification and multiple job offers upon program completion. Our inaugural WDP class was taught by personnel from our ally the [Coalition for Equity in Wholesaling](#). WDP classes are now taught by AWD members, as we believe it is important that black students learn from subject matter experts that look and sound like them. [AWD Campus Visits](#) feature AWD 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 AWD resource (mentorship, WDP, campus visits, job fairs, etc.). AWD shares current wholesaling & entry level job openings with all job seekers via multiple forums, including our public access [AWD Career Center](#). We also host job seeker resumes on our [AWD Resume Database](#). AWD has identified over 600 members, and we continue to grow by attracting more black talent to the world of financial services wholesaling through our outreach efforts. AWD 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. AWD aims to narrow these gaps of representation within our industry.

## CORPORATE PARTNERS, SUPPORT AWD!

[Contribute](#) • [Introduce](#) AWD to your black wholesale distribution associates • Follow us on [LinkedIn](#) • [Facebook](#) • [Twitter](#)

[Post](#) all wholesaler, key accounts & advanced planning job openings (and entry level & internship roles of any kind).

## CONTRIBUTIONS

All components of all corporate and individual contributions are tax-deductible and go toward AWD's general operating expenses. We ask all financial services firms employing wholesalers to post current job openings for our members & students. The [AWD Career Center](#) allows any employer or recruiter to simply pay a flat cost of \$299.00 to directly post job openings. Entry-Level & Internship posts are always complimentary.

## AWD CORPORATE SPONSORSHIP ([Conference & Corporate Sponsorship / Exhibit Space Key](#))

Considering AWD corporate sponsorship? Our annual sponsorship levels, and corresponding benefits, are outlined below.

### Contributing Sponsor "Contributor" - \$2,500

Contributor firms receive 5 career center job postings annually, general recognition, and our members are notified of your firm's financial support of our broader effort to recruit, retain, and promote black wholesaling talent within the financial services industry.

### Silver Sponsor "Donor" - \$10,000

Silver firms receive Contributor benefits (with 15 Career Center job postings), one '15-minute presentation + Q&A session' during: 1) an AWD Quarterly Zoom Meeting or 2) an AWD Regional Dinner. Presenters are often representatives from your firm's DE&I, Talent Acquisition and/or Sales Management departments.

### Gold Sponsor "Partner" - \$15,000

Gold firms receive Silver benefits (with unlimited Career Center job postings) plus one stand-alone AWD Member Zoom Workshop designed by your firm in coordination with our Wholesaler Development Committee. Gold firms receive access to our student resume database and personalized candidate intros upon request. Gold firms' sponsorship covers the annual dues of all AWD member employees at the Gold firm. Gold firms are invited to send one corporate representative to our annual conference & fair.

### Platinum Sponsor "Ally" - \$30,000

Platinum firms receive Gold benefits plus up to two additional AWD Member Zoom Workshops or Regional Dinner presentations. Platinum firms are invited to send up to three corporate representatives to our midyear Annual Conference & Career Fair.

### Titanium Sponsor "Mentor" - \$60,000

Titanium firms receive Platinum benefits plus unlimited access to our members for individual corporate mentorship opportunities and an invitation to participate in select AWD Member Committee virtual meetings. AWD Committees design and implement new initiatives throughout the year. Titanium firms are invited to send up to five corporate representatives to our Conference & Career Fair and are featured in an AWD press release.

- Gold firms and higher may request that one *Professional Designation Scholarship*, *AWD Training Initiative*, or *AWD Campus Visit* be associated with their firm exclusively. In the case of campus visits, the firm may send personnel to join the AWD member for her or his presentation or request that one or more of the firm's AWD Members be a campus speaker.
- Two-year commitments receive a 10% discount on their total sponsorship (e.g. – 2-Year Titanium Sponsorship = \$108,000)

- All firms are asked to: 1) notify all black wholesaling associates—including strategic relationships and advanced strategies—at all levels of the firm about [AWD](#) and their pre-existing membership, 2) encourage all black wholesaling associates to [connect directly with AWD](#)—the only organization built exclusively to support them, 3) encourage all black wholesaling associates to attend their AWD events—including conference, retreat, or regional dinners, and 4) [sponsor AWD in any capacity today!](#) Thank you!

## **AWD ANNUAL CONFERENCE**

Each year, AWD holds an Annual Conference, Assembly & Career Fair, and a stand-alone AWD Women’s Retreat.

- The annual gathering begins with an evening networking event for all attendees, followed by a full day business conference the following day.
- The second day conference is open to all AWD members, sponsors by invitation, select students, and aspiring wholesalers—to engage and participate in AWD’s community, content, and good works. On the evening of the second day, we hold our Awards Dinner, to which the second day’s Conference attendees are invited.
- On the third and final day, we hold our AWD Member Assembly. This is an exclusive, members-only event. (AWD members are defined as all black wholesaling, advanced markets, and key accounts professionals, at all financial services intermediary distribution firms, at all levels of seniority, from entry-level to senior management.)
- Non-member conference guests may depart on day three or engage with students and job seekers during the final day career fair, which is always held the morning of the final day in the exhibit hall of the conference hotel. Non-member conference guests may also opt to continue networking with AWD Members throughout the day during breaks between Member Assembly sessions.
- On the final evening, we may opt (if fundraising permits) to hold a final networking event that all remaining guests may attend.
- Our annual AWD Women’s Retreat features content exclusive to black women AWD Members (as defined above) and may be held immediately preceding our Annual Conference or independent of it, as determined by the black women leadership team.
- **NOTE:** Attendance at any AWD events for business & job skill enrichment purposes only. Firms should not require PTO for our members to attend our conference. Travel expenses, including transportation & lodging costs, should be fully expensable, as they would be for any other industry business conference.
- All [AWD Members](#) employed at sponsor firms receive complimentary conference registration, meals, and event participation. Travel expenses (lodging, airfare, mileage) are expected to be covered by employers, irrespective of sponsorship level.
- AWD corporate and conference sponsors may send corporate representatives to attend our conference, as outlined in the [sponsor key](#) below.
- Conference Sponsorship contributions are in addition to corporate sponsorship contributions outlined above.

## **AWD CONFERENCE SPONSORSHIP ([Conference & Corporate Sponsorship / Exhibit Space Key](#))**

Considering AWD conference sponsorship? Our conference sponsorship levels, and corresponding benefits, are outlined below.

### AWD Conference “Career” Sponsor - \$10,000

Conference Career firms receive exhibitor space throughout the 3-day Conference and Assembly. Career Fair participation and promotion on all materials related to our Regional in-person Career Fair, which is marketed to the region where our conference is being held.

### AWD Conference “Assembly” Sponsor - \$30,000

Conference Assembly firms receive all Career benefits, plus their AWD member employees are identified as panel discussion and breakout session participants. Assembly firms also have their names associated with daily meals and breaks throughout the conference. Assembly firms also have one conference breakout session assigned to their representatives to judge. Assembly firms are also included in social media promotion surrounding our events.

### AWD Conference “Event” Sponsor - \$40,000

Conference Event firms receive all Assembly benefits and association with one of our networking events designed to open and close the Conference. (Limited to event count, 2 or 3)

### AWD Conference “Premier” Sponsor - \$50,000

Conference Premier firms receive all Event benefits, minus the naming rights, plus one 30 to 45-minute speaking slot during the Conference from one senior executive of African descent. Premier Sponsors are also included in all AWD press releases surrounding our events. Premier Sponsors also participate in a private, onsite lunch or meeting with AWD executive leadership, during the conference, to discuss partnership and ongoing initiatives live. (Maximum 2 Premier Sponsors per conference).

**NOTE:** [AWD Members](#) employed at all sponsor firms receive complimentary conference registration, meals, and event participation. Travel expenses are expected to be covered by employers, irrespective of corporate or conference sponsorship.

## **Corporate & Conference Sponsor Key:**

**Conference** Premier Sponsor (50K): 5 additional corporate conference attendees + full conference exhibit space

**Conference** Event Sponsor (40K): 4 additional corporate conference attendees + full conference exhibit space

**Conference** Assembly Sponsor (30K): 3 additional corporate conference attendees + full conference exhibit space

**Conference** Career Sponsor (10K): 1 additional corporate conference attendee + full conference exhibit space

**Corporate** Titanium Sponsor (60K): 6 corporate conference attendees + full conference exhibit space

**Corporate** Platinum Sponsor (30K): 3 corporate conference attendees + full conference exhibit space

**Corporate** Gold Sponsor (15K): 2 corporate conference attendees + full conference exhibit space

**Corporate** Silver Sponsor (10K): 1 corporate conference attendee + career fair exhibit space (day 3 only)

**Corporate** Contributor Sponsor (2.5K): 1 corporate career fair attendee (day 3 only) + career fair exhibit space (day 3 only)

Attendee Registration Administrative Costs - Corporate Attendees: \$100 + tax / AWD Members & Job Seekers: \$0.00

Coalition for Equity in Wholesaling Firms - Not a sponsor of AWD yet? An AWD Corporate Contributor Sponsorship is only \$2,500.00.

\*\*\* Additional Conference Branding Opportunities - Wi-Fi / Room Keys / Hydration Station / Lanyards / Booklet Ads

**MORE INFO?** Email: [info@diversityinwholesaling.com](mailto:info@diversityinwholesaling.com) / [events@diversityinwholesaling.com](mailto:events@diversityinwholesaling.com) / [admin@diversityinwholesaling.com](mailto:admin@diversityinwholesaling.com)

[diversityinwholesaling.org](http://diversityinwholesaling.org)