



## Corporate Partners, Thank You for Supporting the AWD Mission!

### Simple ways companies can support the AWD mission:

- Contribute directly via the AWD Charitable Contribution Portal: [diversityinwholesaling.com/contribute](https://diversityinwholesaling.com/contribute)
- Introduce AWD to all black wholesalers, key accounts & advanced sales employees at your firm.
  - They are already members: [diversityinwholesaling.com/members](https://diversityinwholesaling.com/members) | [/about-us](#)
- Instruct your social media team to have your firm follow AWD on [LinkedIn](#), [YouTube](#), [Facebook](#) and [X](#).
  - AWD will follow your firm in return.
- Post all wholesaling, key accounts, advanced sales & internship job openings to the AWD 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 AWD's general operating expenses. Charitable contributions are not payment for services.

### Definitions

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

*Member Dues* – Voluntary donations by AWD members | [diversityinwholesaling.com/membership-dues](https://diversityinwholesaling.com/membership-dues)

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

*Conference & Career Fair* – [Renaissance Waverly Atlanta](#) | Thursday June 27<sup>th</sup> through Saturday June 29<sup>th</sup> 2024

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

*Collaborative Zoom Workshop* – Member zoom workshops facilitated by sponsors & the AWD dev committee.

*Member Regional Dinner* – Metro area member meetups of members to engage 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.

## AWD Corporate Sponsorship Packages

Our 2024 annual corporate sponsorship levels and related benefits are outlined below.

### Contributing Sponsor - \$5,000

- Contributor firms may post to the Job Board (unlimited internship posts & up to 5 other posts annually)
- AWD members and students are notified that your firm supports AWD and its mission.
- Your firm is referenced on social media when AWD recognizes its members employed at your firm.
- A booth at the annual AWD Career Fair only.

### Silver Sponsor - \$10,000

- Silver firms receive all previously listed benefits (∞ internship posts & up to 10 other posts annually)
- One brief presentation and Q&A at the start of one AWD Member Zoom Workshop or Regional Dinner.
  - AWD member attendees hear from your firm representative(s) regarding your firm's support of AWD.
    - ◆ Firm representatives depart for the remainder of the Member Workshop or Member Dinner.
  - Presenters may include (but aren't limited to) your staff from Sales Management, Talent, or DEI.
- 1 complimentary firm representative registration + a booth at the annual AWD Conference & Career Fair.

### Gold Sponsor - \$20,000

- Gold firms receive all previously listed benefits (unlimited internship & job posts annually) plus,
- Design one Collaborative AWD Zoom Workshop hosted by your firm.
  - Firm representatives present the workshop to AWD members and remain on hand for its entirety.
  - Coordinate with the AWD Wholesaler Development Committee to determine workshop content.
- Talent professional password access to the AWD Resume Database
- Personalized job candidate introductions upon request: [info@diversityinwholesaling.org](mailto:info@diversityinwholesaling.org)
- AWD member annual dues of your firm's AWD member employees are considered paid-in-full for 2024.
- Up to 2 complimentary firm rep registrations and a booth at the annual AWD Conference & Career Fair.

### Platinum Sponsor - \$35,000

- Platinum firms receive all previously listed benefits plus,
- Design one additional Collaborative AWD Zoom Workshops.
- Recognition in AWD press releases and social media posts.
- Firm affiliation with one AWD Professional Designation Scholarship or AWD Campus Visit annually.
- Up to 3 complimentary firm rep registrations and a booth at the annual AWD Conference & Career Fair.

- AWD member associates & non-member firm representative annual conference attendees are highlighted as panel discussion participants, boot camp competition judges and/or breakout session leaders throughout the conference.
- Early registration pricing (see below\*\*\*) extended through May 3<sup>rd</sup>, 2024, 11:59PM\*\*\*
- Firm affiliation with one or more daily meals and breaks throughout the conference.
- Firm is promoted in all conference related press releases & social media posts.

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

- Titanium firms receive all previously listed benefits plus,
- Corporate mentorship access to members seeking mentorship from a corporate leader.
- Ongoing or at-will engagement with AWD Leadership – [/leadership](#)
  - Includes engagement w/ committees designing & implementing new initiatives.
- Up to 6 complimentary firm rep registrations and a booth at the annual AWD Conference & Career Fair.
- Featured in AWD press releases and social media posts.
- During one affiliated AWD Campus Visit, the firm may send personnel to accompany and present alongside the AWD member speaker or request an AWD member employed by their firm be the campus visit speaker.
- Firm affiliation with one major conference event (women’s retreat, opening reception, keynote speaker, awards banquet or closing reception, etc.). (Limit number of major events).
- Participate in a private, onsite meeting with AWD executive leadership, during the conference, to discuss partnership and ongoing initiatives.

#### *>>> AWD Corporate Sponsorship Package Notes <<<*

- ‘Enterprise’ Sponsorships include full sponsorship benefits for all affiliated firms under one corporate umbrella. There is no additional cost for satellite firms.
- 2-year commitments receive a 10% discount on total sponsorship (e.g. – 2-Year Titanium = \$98K)
- Once sponsorship is confirmed, firm representatives are asked to:
  - Notify all current AWD member (see definition above) associates of their pre-existing membership in the AWD community and full access to their membership resources – [/resources](#)
  - Notify newly hired AWD member associates of the same. (AWD Brochures will be provided.)
  - Bookmark & check the relevant AWD web site pages for firm specific recruiting and engagement.
- For Conference Wi-Fi, Room Key, Cooling Station branding, email [info@diversityinwholesaling.com](mailto:info@diversityinwholesaling.com) to inquire.

## AWD Annual Conference & Career Fair

Each year AWD holds an Annual Conference, which is an invitation-only event for members, sponsor 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 One - Black Women's Wholesaler Retreat / Conference Opening Reception
  - The Black Women's Wholesaler Retreat features content exclusive to AWD Member women.
  - The conference reception is open to all conference attendees and vendors.
- Day Two – Sponsor Symposium / Boot Camp Competition / Awards Dinner
  - All day two programming is open to all conference attendees and vendors.
- Day Three – Member Assembly / Hybrid Career Fair / Conference Closing Reception
  - The member assembly features content exclusive to AWD members.
  - The career fair is open to all (current students, recent graduates, career changers, and the public).
  - The closing reception is open to all conference attendees and vendors.

The AWD Annual Conference is a business building & job skill enrichment event designed to help your AWD 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, sponsors or not, to:

- Encourage their AWD member associates to attend.
- Not require their AWD members' use of PTO to attend.
- Cover their AWD members' transportation and lodging expenses to attend.
- For reference, please see the links below:
  - **#AWD-DC-2022** – [2022 Conference Program](#) & [2022 Video Highlights](#)
  - **#AWDChicago2023** – [2023 Conference Program](#) & [2023 Video Highlights](#)
  - [The Business Case for AWD Conference Attendance](#)

### >>> AWD Conference Specific Costs <<<

#### Conference Registration Costs

Career Fair Job Seeker Registration:	Complimentary
Early AWD Member Registration Cost:	Complimentary, if registered by May 1 <sup>st</sup> , 2024, 11:59PM
Standard AWD Member Registration:	\$50.00, if registered after May 1 <sup>st</sup> , 2024***
Early Sponsor Firm Rep Registration:	Complimentary, if registered by May 1 <sup>st</sup> , 2024, 11:59PM
Standard Sponsor Firm Rep Registration:	\$500.00, if registered after May 1 <sup>st</sup> , 2024***

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

Quarter Page: \$50.00

Half Page: \$75.00

Full Page: \$100.00

### Lodging Cost

Renaissance Atlanta Waverly / Check-in: Thursday June 27<sup>th</sup> / Check-Out: Saturday June 29<sup>th</sup>)

\$199.00 + Tax per room night

Click here to reserve your hotel room: [Book Your Group / Corporate Rate | Marriott International](#)

### **MORE INFO?**

Email: [info@diversityinwholesaling.org](mailto:info@diversityinwholesaling.org) / [admin@diversityinwholesaling.org](mailto:admin@diversityinwholesaling.org)

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### **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.