



## 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 few black wholesaling industry sales managers to inspire and help prepare our members for that stage in their successful wholesaling career. Over the years, AWD has 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 sales. Our 501(c)(3) delivers a robust [Wholesaling Development Program \(WDP\)](#) which we created for black students, who receive their FINRA SIE certification and multiple job offers upon program completion. While our inaugural WDP class was taught by personnel from the [Coalition for Equity in Wholesaling](#), WDP classes are now taught by AWD members. There is no cost to students while they learn from black faces and black voices, all of whom are seasoned professionals. AWD members also present, live or virtually per institutional preference, to student groups at any interested academic institution in North America, about financial services wholesaling as a career path. AWD provides members and students with current job openings via multiple forums, including our [AWD Career Center](#) and posts member and student resumes to our [AWD Resume Database](#). AWD has identified over 700 members, and we continue to grow by attracting more black talent to the world of financial services wholesaling.

## 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, PLEASE 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 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.

### ANNUAL CORPORATE SPONSORSHIP ([Conference Registration Discount & Exhibit Space Key](#))

For firms considering AWD 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 generally representatives 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 above 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!

## **ANNUAL CONFERENCE SPONSORSHIP** ([Conference Registration Discount & Exhibit Space Key](#))

Each year, AWD holds an Annual Conference, Assembly & Career Fair, and a stand-alone AWD Women's Retreat. The annual gathering begins with a Thursday evening networking event for all attendees, followed by a full day business conference on Friday. Friday's conference is open to all attendees—AWD members, sponsors, students, aspiring wholesalers, and guests—to observe, engage, and participate in AWD's community, content, and good works. On Friday evening we hold our Awards Dinner, to which all attendees are also invited. Saturday morning, we hold our AWD Member Assembly. This members-only event runs all day Saturday from early morning to late afternoon. (AWD members are defined as, all black wholesaler, advanced markets, and strategic accounts professionals at all financial services intermediary distribution firms, at all levels of seniority, from entry-level to senior management.) Non-member conference guests are asked to engage students during the Saturday career fair and network with members throughout the day between sessions. Saturday evening, we hold a final networking event where all remaining guests are again welcome. Our annual Women's Retreat features content exclusive to our black women members and may be held immediately preceding our Annual Conference or independent of it, as determined by the women on our leadership team. **NOTE:** Attendance at our events is for business & job skill enrichment purposes only. Firms should not require PTO for our members to attend. Travel expenses, including transportation & lodging costs, should be fully expensable, as they would be for any other industry business conference.

**Corporate** Sponsors are encouraged to send corporate representatives to attend our conference, as outlined in the sponsor packages. Women sponsor representatives may also be invited to attend the AWD Women's Retreat. **Conference** Sponsorship commitment levels, which are in addition to corporate sponsorship, are outlined below. Only Corporate Sponsors are eligible to be Conference Sponsors.

### Career Sponsor - \$10,000

These sponsors 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.

### Conference Sponsor - \$30,000

These sponsors receive all Career Sponsor benefits, plus their AWD member employees are identified as panel discussion and breakout session participants. Conference Sponsors also have their names associated with daily meals and breaks throughout the conference. Conference Sponsors also have one Assembly Breakout session assigned to their representatives to judge. Conference Sponsors are also included in social media promotion surrounding our events. [AWD Members](#) employed at Conference Sponsor firms receive complimentary conference registration, lodging, meals, and event participation.

### Event Sponsor - \$40,000

These sponsors receive all Conference Sponsor benefits and association with one of our two networking events designed to open and close the Conference. (Limit 2 Event Sponsors)

### Premier Sponsor - \$50,000

These sponsors receive all Event Sponsor 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. Premier Sponsors are welcome to invite up to three additional corporate representatives to conference, above their corporate sponsorship limit. (Limit 2) *Titanium Premiers receive 10% off their total.*

## Conference Registration Discount Key:

Titanium Corporate + Conference Premier: 8 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Titanium Corporate: 5 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Platinum Corporate + Conference Premier: 6 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Platinum Corporate: 3 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Gold Corporate + Conference Premier: 4 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Gold Corporate: 1 Discounted Corporate Conference Registration (\$200.00 Off one Registration)

Silver Corporate + Conference Premier: 3 Discounted Corporate Conference Registrations (\$200.00 Off each Registration)

Silver Corporate: 0 Discounted Corporate Conference Registrations.

## Conference & Career Fair Exhibit / Booth Space:

All “Gold” Corporate Sponsors and above receive exhibit / booth space throughout conference.

All “Career” Conference Sponsors and above receive exhibit / booth space throughout conference.

“Silver” Corporate Sponsors Only receive complimentary exhibit / booth space on **Friday June 23<sup>rd</sup>** only. (**Career Fair Day**)

“Coalition for Equity in Wholesaling” Member Firms who are not Sponsors of AWD: A \$3,500.00 contribution provides 1 Discounted (\$200 Off) **Career Fair Only** Registration and Booth Space on **Friday June 23<sup>rd</sup>** only. (**Career Fair Day**).

## Additional Conference Branding Opportunities:

Conference Area Wi-Fi / Hotel Room Keys / Hydration Stations / Lanyards / Co-Branded AWD Promo Items