



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

Simple ways companies can support the AWD mission:

- Contribute directly via the AWD Charitable Contribution Portal: diversityinwholesaling.com/contribute
- Introduce AWD to all black wholesalers, key accounts & advanced sales employees at your firm.
 - They are already members: diversityinwholesaling.com/members | [/about-us](#)
- Direct 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 payments 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

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

Conference & Career Fair – [Hyatt Regency Baytown Houston](#) | June 17th – June 20th 2025 **#AWDHouston2025**

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

Collaborative Zoom Workshop – Member zoom workshops facilitated by sponsors & the AWD who 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.

AWD Corporate Sponsorship Packages

Our 2025 annual corporate sponsorship levels and related benefits are outlined below.

All AWD Sponsors Receive

- 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.
- Complementary conference registration for all AWD Members employed at your firm.

Contributing Sponsor - \$5,000

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

Silver Sponsor - \$10,000

- Silver firms may post to the Job Board (unlimited internship posts + 10 non-internship posts annually)
- A booth/table at the full AWD Annual Conference & Career Fair.
- 1 complimentary corporate representative conference registration (additional \$500 each)
- Brief engagement (talk and Q&A) at the start of 1 AWD Zoom Workshop or Regional Dinner.
 - Attendees hear from your firm representatives regarding your firm's values & its support of AWD.
 - ◆ 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 Sponsor - \$20,000

- Gold firms may post to the Job Board (unlimited internship posts and unlimited non-internship posts)
- A booth/table at the full AWD Annual Conference & Career Fair.
- 2 complimentary corporate representative conference registrations (additional \$350 each)
- 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 w/ the AWD Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWD Resume Database.
- Personalized job candidate introductions upon request: info@diversityinwholesaling.org
- Annual AWD member dues of your firm's AWD member employees are considered paid-in-full for 2025.

Platinum Sponsor - \$35,000

- Platinum firms may post to the Job Board (unlimited internship posts & unlimited non-internship posts)
- A booth/table at the full AWD Annual Conference & Career Fair.
- 4 complimentary corporate representative conference registrations (additional \$200 each)
- 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 w/ the AWD Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWD Resume Database.
- Personalized job candidate introductions upon request: info@diversityinwholesaling.org
- Annual AWD member dues of your firm's AWD member employees are paid-in-full for 2025.
- Highlighted recognition in all AWD press releases and select social media posts.
- Firm affiliation with 1 AWD Professional Designation Scholarship or AWD 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 Sponsor - \$60,000

- Titanium firms may post to the Job Board (unlimited internship posts & unlimited non-internship posts)
- A booth/table at the full AWD Annual Conference & Career Fair.
- 6 complimentary corporate representative conference registrations (additional \$50 each)
- 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 w/ the AWD Wholesaler Development Committee to determine workshop content.
- Firm talent team receives password access to the AWD Resume Database.
- Personalized job candidate introductions upon request: info@diversityinwholesaling.org
- Annual AWD member dues of your firm's AWD member employees are paid-in-full for 2025.
- Highlighted recognition in all AWD press releases and select social media posts.
- Firm affiliation w/ 1 AWD Professional Designation Scholarship and participation in 1 AWD 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 AWD 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 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 multiple firms with one corporate parent.
- 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 provided upon request.)
 - 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.org 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 1 –Queen’s Retreat / Conference Welcome Reception
 - The Queen’s Retreat features content exclusive to AWD Member women.
 - The conference welcome reception is open to all conference attendees and guests.
- Day 2 – Sponsor 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 AWD Members.
 - The career fair is open to the public.
 - The closing reception is open to all conference attendees and guests.

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 who employ wholesalers to:

- Encourage their AWD member associates to attend.
- Ensure that PTO is not required in order for their AWD members to attend.
- Ensure business travel costs may be expensed for AWD members attending.
- For reference, please see the links below:
 - **#AWD-DC-2022** – [2022 Conference Program](#) & [2022 Video Highlights](#)
 - **#AWDChicago2023** – [2023 Conference Program](#) & [2023 Video Highlights](#)
 - **#AWDAtlanta2024** – [2024 Video Highlights](#)
 - [The Business Case for AWD Conference Attendance](#)

>>> AWD Conference Specific Costs <<<

Conference Registration Costs

Career Fair Job Seeker Registration:	Complimentary
AWD Member Registration Cost:	Complimentary (Please Register by 04/30/2025)
AWD Member Late Registration:	\$50.00 (after 04/30/2025)
Sponsor Corporate Representative Registration:	<i>See sponsorship details above</i> (Register by 04/30/2025)
Sponsor Late Registration:	Additional \$50.00 (after 04/30/2025)

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

Quarter Page: \$50.00

Half Page: \$75.00

Full Page: \$100.00

Lodging Cost

Hyatt Regency Baytown Houston / AWD Conference Room Rate \$99.00 + Tax per room night

Earliest Conference Check-in: Tuesday June 17th / Latest Conference Check-Out: Saturday June 21st

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

MORE INFO?

Email: info@diversityinwholesaling.org / admin@diversityinwholesaling.org

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. 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 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 300 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 go on to 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.