

Women in the Room & At the Table

Annual Partnerships 2024-2025

Executive Alliance connects accomplished women on professional and personal levels to expand their impact and influence in the board room, the community, and in leadership of businesses, civic organizations, and government.

Executive Alliance's goal is to meet the needs of women throughout their careers. Through advocacy, education, and mentorship we take decisive action to ensure women have seats at the table. Executive Alliance accelerates the success and leadership of women in Maryland by enhancing their skills and broad networks.

UNSTOPPABLE WOMEN: Redefining Leadership

- **Engage through events:** Women of Excellence, Honor Roll and our new In the Room Mentoring signature events bring together corporate decision makers focused on women's leadership. Together, our signature events reach nearly 1,000 top leaders in the area. Two glossy magazine event publications are inserted into The Daily Record and the Baltimore Business Journal and virtual publications are carried by the AFRO and other media partners, reaching over 10K business readers.
- **Enhance your Influence:** Stand for women's leadership with our board matching program that matches members with non-profit and corporate board opportunities. Executive Alliance's website consistently has over 1,200 visits each month, our LinkedIn presence reaches 1,092 followers with each post, and our monthly newsletters are sent to over 2,000 subscribers.
- **Develop your Team:** Professional development webinar series, workshops, and our Effective Impact Mentoring Program help women move forward.
- **Grow your Network:** Peer to peer networking, member meetings and socials, public member directory, and thought leadership opportunities strengthen your network.

Partnering with Executive Alliance creates **meaningful connections** and **visible leadership** within our community and provides **opportunities for women at all levels** of your organization.

Rebecca Snyder, Executive Director, 443-768-3281 or rebecca@executivealliance.org

Suggested Partnership Options

Executive Alliance helps you Engage through events, Enhance your Influence,
Develop your Team and Grow your Network

Individual Membership

\$1,650

- Table of 8 for November 13th Women of Excellence with 600+ attendees (additional tickets available at discounted member rate of \$110)
- 1 Ticket to March 2025 Honor Roll event (additional tickets available at discounted member rate of \$110)
- Mentoring role at May 2025's In the Room Mentoring, and 1 ticket to share with a protégé
- Monthly sessions of zoom Wisdom in the Room with opportunity to present
- Access to ongoing Mastermind groups on topics of interest
- Discounted, member-only ticket prices to specialty events
- Showcase member accomplishments on LinkedIn (1,000+ followers) & Weekly Planner
- Access to private member directory with contact information
- Profile in member directory on website and in Honor Roll & Women's Leadership Guide glossy magazines, distributed to over 10K readers through media partners
- Opportunity to blog in thought leadership series on EA website with backlinks
- Member access to professional development workshops
- Participate in member only committees to further the mission
- Member access to Board Matching program for non-profit and private company boards
- Member mentor in Effective Impact Mentoring program, with training and support
- Peer to peer member networking with supportive women from diverse fields
- Member meetings and social events (at least 6 per year, additional registration required)
- Access to EA experts for speaking engagements and consulting

Member Partner

\$3,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- All inclusive access to member dinners and socials at no additional cost (registration required)
- On-site recognition & inclusion in program at signature events
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- One social media post highlighting the partnership with tags
- Recognition in Partnership Impact Report presented annually (*Posted to website, social media, and included in member communications and mailing list*).

** Nonprofit rate for nonprofits with budgets under \$5M – please enquire*

** Specialty ticketed events are not included*

Mission Partner

\$5,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- One additional membership to Executive Alliance
- One additional protégé ticket to In the Room Mentoring (2 total tickets).
- Quarter-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers

- Quarter-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- On-site recognition & inclusion in program at signature events
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- One social media post highlighting the partnership.
- \$750 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

* *Specialty ticketed events are not included*

Mentor Partner

\$7,500

All the benefits of individual membership (including a table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- One additional membership to Executive Alliance (total of two memberships)
- Additional ticket to Honor Roll (\$110 value) (2 total tickets)
- Two protégé tickets to In the Room Mentoring (\$110 value) (3 total tickets)
- On-site recognition & inclusion in program at signature events
- Quarter-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Quarter-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute.)
- Custom session relating to women's board service or mentoring for your organization
- Two social media posts highlighting the partnership.
- One complimentary access to professional development workshops for prospective members
- \$1,000 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

Advocate Partner

\$10,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).
- Four protégé tickets to In the Room Mentoring (\$220 value).
- On-site recognition & inclusion in program at signature events
- Half-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Half-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute.)

- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Three social media posts highlighting the partnership.
- Custom session relating to women's board service or mentoring for your organization
- Two complimentary access seats to professional development workshops for prospective members
- Two additional memberships to Executive Alliance (total of three memberships)
- \$1,250 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

Accelerator Partner

\$15,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).
- Four protégé tickets to In the Room Mentoring (\$220 value).
- On-site recognition & inclusion in program at signature events
- Half-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Half-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Two additional memberships to Executive Alliance (total of three memberships)
- Three social media posts highlighting the partnership.
- Customizable, multi-year partnership opportunities available
- Opportunity to exhibit at Women of Excellence & Honor Roll
- Three complimentary access seats to professional development workshops for prospective members
- \$1,500 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

Impact Partner

\$25,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Customizable, multi-year partnership opportunities available
- Presenting sponsor and role for a collaborative event (excludes signature events)
- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).
- Four protégé tickets to In the Room Mentoring (\$220 value).
- Premium exhibit space flanking photo booth for Women of Excellence & Honor Roll
- On-site recognition & inclusion in program at signature events
- Full-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers

- Full-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Recognition on exclusive item or activity provided to EA members
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Four social media posts highlighting the partnership.
- Four complimentary access seats to professional development workshops for prospective members
- Three additional memberships to Executive Alliance (total of four memberships)
- \$2,000 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

Sustaining Partner

\$35,000

All the benefits of individual membership (including a table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Customizable, multi-year partnership opportunities available
- Presenting sponsor and role for a collaborative event (excludes signature events)
- Premium placement of Women of Excellence table
- Premium exhibit space flanking photo booth for Women of Excellence & Honor Roll
- Six tickets to Honor Roll (\$660 value).
- Six tickets to In the Room Mentoring (\$330 value)
- On-site recognition & inclusion in program at signature events
- Full-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Full-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Recognition on exclusive item or activity provided to EA members
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Four complimentary access seats to professional development workshops for prospective members
- Speaking opportunity during Executive Alliance signature events, Women of Excellence & Honor Roll
- Promotional video opportunity at signature events
- Premium placement of company logo and hyperlink on Executive Alliance website
- Four social media posts highlighting the partnership.
- Five complimentary access seats to professional development workshops for prospective members

- Four additional memberships to Executive Alliance (total of five memberships)
- \$2,900 full tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

Opportunity to blog in thought leadership series on EA website with backlinks	✓	✓	✓	✓	✓	✓	✓	✓
Social media posts highlighting the partnership	Four	Four	Three	Three	Two	One	One	
Recognition in Partnership Impact Report presented annually	✓	✓	✓	✓	✓	✓	✓	

Develop your Team								
Custom session relating to women's board service or mentoring for your organization	✓	✓	✓	✓	✓			
Access to professional development workshops for prospective members	5	4	3	2	1			
Member access to professional development workshops	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor one programming series (Greenbag, Board Readiness, Branding Yourself)								
Participate in member only committees to further the mission	✓	✓	✓	✓	✓	✓	✓	✓
Tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)	\$2,900	\$1,750	\$1,500	\$1,250	\$1,000	\$750		
Grow your Network								
Executive Alliance membership upon acceptance, July 1- June 30	5	4	3	3	2	2	1	1
Member access to Board Matching program for non-profit and corporate boards	✓	✓	✓	✓	✓	✓	✓	✓
Member mentor in Effective Impact Mentoring program, with training and support	✓	✓	✓	✓	✓	✓	✓	✓
Access to private member directory with contact information	✓	✓	✓	✓	✓	✓	✓	✓
Peer to peer member networking with supportive women from diverse fields	✓	✓	✓	✓	✓	✓	✓	✓
Access to EA experts for speaking engagements and consulting	✓	✓	✓	✓	✓	✓	✓	✓

Have an innovative partnership idea? Let's talk!

Kelly Makimaa, Partnership co-chair, Executive Alliance;
Executive Director, Girls on the Run of the Greater Chesapeake, kelly.makimaa@girlsontherun.org

Pattie Dash, Partnership's co-chair, Executive Alliance;
Executive Director, National Kidney Foundation Serving Maryland & Delaware, pattie.dash@kidney.org



Executive Alliance Partnership Proposal for

XXXX

July 1, 2022 – June 30, 2023

Partner has not previously partnered with Executive Alliance. Karen Albert is a long-time Executive Alliance member.

Based on our conversation, Company is interested in focusing benefits on building expertise and knowledge of gender diversity and DEIB topics in the workforce, visibility in the area of women's leadership and engaging and developing their own employees, especially in the early and mid-career levels so that they are retained into more senior levels. This proposal highlights those areas.

With two members in Executive Alliance and the requirement to purchase 5 tickets per member to the Women of Excellence event, the monetary obligation is \$4,750, broken down as follows:

Two members @ \$500 each	\$1,000
Ticket obligation (10 tickets @ \$125 each)	\$1,250
Mentoring Program (one mentee @ \$2,500)	\$2,500

We propose three options to fit the budget and need:

Mentor (\$7,500)

Advocate (\$10,000)

Accelerator (\$15,000)

Specific benefits of the partner levels are on the preceding pages.

To accept the proposal, please indicate the desired level, sign the proposal and return to Rebecca Snyder, Executive Director, Executive Alliance at rebecca@executivealliance.org.

Signed:

Company Representative

Rebecca Snyder
Executive Alliance

