

2021 Annual Prospectus



WOMEN IN INSURANCE & FINANCIAL SERVICES

85 *Inspiring Years*
1936-2021



Partners for Excellence

Join us as a Partner for Excellence and stand proudly with our mission on an annual basis. WIFS recognizes our Partners as simply that: allies in the commitment to promote diversity and inclusion. Be seen as a thought leader who demonstrates support for women and inclusion through WIFS communications, professional development, conference programming, education, brand visibility, industry collaboration and attraction. Our Partners for Excellence share visibility and branding across all of WIFS marketing and communications, and are represented during all WIFS events. WIFS offers varying levels of partnership or will customize an annual package to best align with your organization's strategic goals.

Costs:

- Leadership: \$55,000
- Executive: \$40,000
- Ambassador: \$30,000
- Director: \$20,000



SupportHER/Affiliate Membership (non- industry partners)

WIFS adds value to your corporate commitment to women—and bottom line—by recognizing you with a SupportHER designation as a woman-friendly company. Companies that are part of SupportHER share a common commitment and goal to be public about their dedication to the attraction, development, and advancement of women. Add your name to those working together to advance the objectives.

Cost:

- \$7,500



Webinar Series

WIFS offers robust educational and thought leadership programming via live webinars, videos, and on-demand sessions throughout the year, in addition to reinstating our annual live conference in 2021.

Costs:

- \$5,000 - Three Webinars
- \$1,000 - Single Webinar



Tuesdays at Two

Free, live webinars throughout the year, providing valuable educational information on timely, interdisciplinary topics. Expert speakers deliver knowledge on a variety of cutting-edge topics, and answer questions submitted by live viewers.

Cost:

- \$1,000



WIFS Annual Conference

WIFS leaders take great care to deliver exceptional and timely content at the WIFS Annual Conference. Filled with education and engagement, WIFS will provide a highly interactive, visually rich learning environment for all attendees. Exhibitors will have the opportunity to showcase their products and services to an audience of insurance and financial services professionals in the Exhibit Hall.

- The 2021 WIFS Conference will be held in-person in Indianapolis, IN October 10–13. Sponsorship opportunities for Conference will be available at wifsnational.org in May 2021.



AdviseHER Magazine

AdviseHER is the official magazine of WIFS, published online three times a year. Within its pages, you'll find new ideas and expert insights on leadership, technology, membership, professional development and much more.

Single Issue Placements:

- Full Page: \$1,200
- Half Page: \$700
- Quarter Page: \$400

Multi-Placements (3 Issues)

- Full Page: \$3,000
- Half Page: \$1,800
- Quarter Page: \$1,000



LeadHER Blog

LeadHER highlights hot topics that impact women in the profession, the latest WIFS news, and important industry updates. We invite our members and industry thought leaders to submit articles to be featured in upcoming monthly LeadHER blog posts.

Cost:

- \$500



Social Media

(costs vary depending on content)

- Promoted content
- Live Facebook Events



Lunch & Learn

Cost:

- \$2,000
- \$5,000 (includes lunch for attendees)



Happy Hour

(TED Talk style or activity-driven)

Cost:

- \$2,500 & up



Bulk Membership Discount

(National Dues are \$260 for 2021)

Discount:

- 0–10 Members: 10%
- 11–20 Members: 20%
- 21–40 Members: 30%
- 41+ Members: 40%