

4 December 2020

Dear Prestigious Organization,

The Women in Standards is pleased to announce the Women in Standards Annual Dinner will be held Virtually this year and will be held on January 21, 2021. Each year, the Women in Standards annual dinner provides opportunities for the standards community to network, learn about new products and services, and to catch up on events and activities in the standards community.

**The Women in Standards cordially invites you to support the work of the organization by becoming a *Women in Standards Sponsor*.** The Women in Standards advances issues of inclusiveness and balance in standardization, seeks to connect with new communities to educate and promote their involvement in standards development, and supports our members through education, mentorship, and events in growing within their career and seeking new opportunities for leadership.

### Benefits

We would like to offer you an opportunity to put your company's brand in front of key industry professionals, C-suite executives, and management level experts from a wide range of industries and professions, who have a vested interest in your products, by becoming a Women in Standards sponsor.

**Website branding** – As a Sponsor you will be highlighted on the Women in Standards homepage and sponsorship pages.

**Articles** – Take advantage of our sponsored article options to highlight how your services benefit members and support their business success. Each article will be included on the Women in Standards website, in the Women in Standards E-News Update or Newsletter, and promoted online.

**Event recognition** – Enjoy prominent placement in Women in Standards branding at events including the January 2021 Women in Standards annual dinner and upcoming educational events and be provided with first look status for all upcoming opportunities.

**Special Opportunities** – Reach out to Women in Standards to discuss unique sponsorship opportunities to support your interests and goals for 2021. These might include, special program sponsorship, award sponsorship, co-hosted events, educational program development sponsorship, and more.

***A full listing on sponsorship options and benefits can be found on page 4.***

## Demographics

Women in Standards outreach, website presence, and membership touches audiences from around the world including individuals from government, commercial, nonprofit, and educational settings; a recent review of our members and followers estimates

### Occupation

- 61% Standards Professional
- 10% Government
- 16% Industry
- 6% Conformity assessment body
- 5% Student
- 2% Consumer

### Employment level

- 46% Thought leader
- 33% Management
- 13% Knowledgeable staff
- 6% Introductory learners

### Top Job Functions

- 23% Marketing
- 23% Program & Project Management
- 18% Engineering

### Top Industries

- Biotechnology
- Construction
- Finance
- Manufacturing
- Technology
- Telecommunications

### Gender

- 56% Women
- 44% Men

### Age

- 15% 18-24 years of age
- 25% 25-34 years of age
- 19% 35-44 years of age
- 18% 45-54 years of age
- 13% 55-64 years of age

### Interests

- Media & Entertainment
- Employment
- Business & productivity software
- Technology & Innovation

### Geographic location

- 81% United States
- Top 3 other Country locations:  
Canada, Switzerland, and Belgium

Major US locations: DC, VA, MD, PA and NY

## The Work of Women in Standards

Women in Standards is thankful for the support of our members, partners, and sponsors. Through their contributions we offer the standardization community:

- Support
- Education
- Community Building
- And more!

The Women in Standards works with our members to promote inclusion in standards development and has established a 2021 goal to develop document(s) for incorporating inclusion and diversity practices into standards development and related standards programs.

Our committee on education is finalizing an educational framework for the development of individuals participating in standards development and will begin work in 2021 in developing tutorials and other educational content.

In addition to our annual dinner, Women in Standards hosts events throughout the year. In 2021, we are planning webinars, virtual panels, and social events, with 10 events confirmed or being finalized and more under consideration.

Each year the Women in Standards distributes and finalizes a survey on Inclusion in Standards. Our 2021 Inclusion in Standards survey will begin distribution this month with formal publication scheduled for the summer of 2021.

### Sponsorship Levels

Benefits	Sponsorship & Vendor Options					2021 Annual Dinner Only	
	<a href="#">Article Sponsor</a>	<a href="#">Website Sponsor</a>	<a href="#">Events Sponsor</a>	<a href="#">Annual Sponsor</a>	<a href="#">Table Sponsor</a>	<a href="#">Booth Vendor</a>	
	US\$500	US\$2,000	US\$3,000	US\$6,500	US\$200	US\$500	
Signage recognition (Logo displayed) at events over a 12-month period (beginning on the date your payment is received)	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <small>*2021 Annual Dinner only</small>	<input checked="" type="checkbox"/> <small>*2021 Annual Dinner only</small>	
Website recognition (Logo displayed) on event pages for events held over a 12-month period (beginning on the date your payment is received)	N/A	<input checked="" type="checkbox"/> <small>*Limited to 6 months</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <small>*2021 Annual Dinner Page only</small>	<input checked="" type="checkbox"/> <small>*2021 Annual Dinner Page only</small>	
Website recognition on the Sponsors page (Logo displayed) over a 12-month period (beginning on the date your payment is received)	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	N/A	N/A	
Invitation for 1 to an upcoming Women in Standards Annual Dinner	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Inclusion of an article drafted by you in an upcoming Women in Standards E-Newsletter and promoted on social media. (Note 1)	<input checked="" type="checkbox"/>	N/A	N/A	<input checked="" type="checkbox"/>	N/A	N/A	
Virtual Vendor Booth space at the 2021 Virtual Annual Dinner - Meet virtually with attendees and gain valuable opportunities to highlight your products and services.	N/A	N/A	N/A	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	
Virtual Banner at the 2021 Virtual Annual Diner - Your logo will be displayed prominently in the event hall on clickable vendor banners. When clicked, the banners expand to display your unique message	N/A	N/A	N/A	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>	
Select a theme for your table at the 2021 Virtual Annual Dinner. (Theme subject to approval by Events Committee)	N/A	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	N/A	

Note 1 – Sponsored articles may cover topics of news, updates, reviews of published standards and include click backs to the sponsor website. Articles must include content beneficial to readers in one of the following areas: intro to standards, professional development, committee management, review of a published standard(s).

Note 2 - Logos should be HiRes in PNG format.

### Payment Options:

Visit the Women in Standards website to checkout online, [click here](#) for our sponsorship page - [click here](#) for our 2021 Virtual Annual Dinner Options and Brochure.

<input type="checkbox"/> Check Payable to Women in Standards	
Contact Person:	Organization:
_____	_____
Address: _____	
City: _____	State/Province: _____
Zip/Postal Code: _____	Telephone: _____
Fax: _____	Email: _____

Complete the above and mail check to address listed below. To ensure swift processing, please email Women in Standards at [admin@womeninstandards.org](mailto:admin@womeninstandards.org)