

Dear Future Women in Standards Sponsor,

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 promotes the value and important role standards play in our day-to-day lives, 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.

Your sponsorship supports the standardization community through:



Benefits

A strong standards community supports future innovation and growth in the industry. And diversity within the community will bolster creativity and new ideas.

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 Women in Standards annual dinner, virtual workshops, tutorials, and panels, networking and industry forums.

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

- 66% Standards Professional
- 8% Government
- 13% Industry
- 5% Conformity assessment body
- 6% Student
- 2% Consumer

Employment level

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

Top Job Functions

- Program & Project Management
- Marketing
- Operations

Top Industries

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

Gender

- 60% Women
- 40% Men

Age

- 23% 18-24 years of age
- 23% 25-34 years of age
- 17% 35-44 years of age
- 15% 45-54 years of age
- 11% 55-64 years of age

Interests

- Media & Entertainment
- Employment
- Career Consulting Services
- Technology & Innovation

Geographic location

- 87% United States
- Top 3 other Country locations:
Canada, India, and Finland

Major US locations: CA, TX, FL, NY, and VA

*Based on previous 6 months of data, last updated March 2021

The Work of Women in Standards

Women in Standards is thankful for the support of our members, partners, and sponsors. Your contributions support our many programs including:

- Outreach
- Events
- Education
- Diversity, Equity, and Inclusion Initiatives
- Community Building
- And more!

1

This year the Women in Standards will develop case studies, resources, terminology, and more to support the establishment of inclusion and diversity practices in standards development and related standards programs.

2

This year the Women in Standards will be completing our 2021 Inclusion in Standards survey, benchmarking for the second year in a row the status of diversity in Standards Development.

3

This year the Women in Standards published our valued skills, abilities, and experience recommendations for standards volunteers and will continue to develop a robust library of educational tutorials, workshops, snapshots, events, and recordings.

4

This year the Women in Standards will connect with diversity focused groups, universities, research organizations, and more to build partnerships for a stronger standards community.

5

This year the Women in Standards will connect our international community of standards professionals through our 'Standards out for Public Comment', 'In the News,' and monthly events and grow our community through outreach and engagement.

Sponsorship Levels

	Sponsorship & Vendor Options				
	Community Sponsor	Article Sponsor	Website Sponsor	Events Sponsor	Annual Sponsor
Benefits	US\$500	US\$500	US\$2,000	US\$3,000	US\$6,500
Signage recognition (Logo displayed) at events over a 12-month period (beginning on the date your payment is received)	N/A	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website recognition (Logo displayed) on website sidebar (visible on most pages) and in social media for a 12-month period (beginning on the date your payment is received)	N/A	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website recognition (Logo displayed) on the Sponsors page and front-page rotator over a 12-month period (beginning on the date your payment is received)	N/A	N/A	<input checked="" type="checkbox"/> *Limited to 6 months	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation for 1 to an upcoming Women in Standards Annual Dinner	N/A	N/A	N/A	<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)	N/A	<input checked="" type="checkbox"/>	N/A	N/A	<input checked="" type="checkbox"/>
Recognition in an upcoming issue of the Women in Standards E-Newsletter and listed as a sponsor in the Women in Standards Annual Report*. *Requests for anonymity will be respected.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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.

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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