The women of FWCA are:

- Trailblazers
- Forward-Thinking Researchers
- Influential Community Leaders
- Parents and Partners
- Celebrated Scholars
- Educating the Next Generation
- Consumers with Sophisticated Taste and Disposable Income

Capitalize on four-day access to almost 1,000 Women of Color Scholars
Gain year-around access to 10,000 Women of Color consumers.

Supporting the empowerment of Women of Color in higher education to connect with brilliant intellectual academics from around the country

Connect

- Opportunity to Connect through:
  - Interacting with Diverse Consumer Market at Conference
  - Engaging Year-Around on Digital Platforms
  - Building Brand Loyalty
  - Facilitating Sponored Workshop
  - Presenting Sponsor of a Healing Hour Event

Support

- Opportunity to Support through:
  - Financing Attendee Costs
  - Donating Products or Services
  - Sponsoring Achievement Awards
  - Aiding with ADA Accessibility Costs
  - Reducing Individual Childcare Costs

Empower

- Opportunity to Empower through:
  - Enhancing Career Development
  - Providing Leadership Skills
  - Reinvigorating Personal Well-Being
  - Offering Financial Literacy Education
  - Supporting Community Engagement and Activism

According to Jack Morton Worldwide Agency, Women of Color represent $5 billion in buying power - they are the fastest growing and most economically important audience in the United States.

The global impact of investing in women of color in the workplace correlates to increased economic growth, work productivity and public health benefits.

By 2060, women of color will make up the majority of all women in the United States.

Contact Dr. Menah Pratt at fwca@vt.edu to support the FWCA network through sponsorships.
FWCA Sponsors Are:

**FWCA Sponsorship Levels:**

- **DIAMOND**
  - $20,000
  - Supportive of Women of Color
  - Respected as an Ethical Organization

- **PEARL**
  - $10,000
  - Inspired by Academic Leadership
  - Passionate about Physical and Mental Wellness

- **PLATINUM**
  - $7,500
  - Connected to the Global Community
  - Dedicated to Publishing Innovative Research

- Aligned with Diversity, Equity and Inclusion (DEI) efforts

- Partnered with Under-Served Communities

- Committed to the Value of Education

**What’s the value of becoming a sponsor at one of these levels?**

- Engagement throughout the year
- Website visibility
- Access at the conference

**Become a sponsor today!**