



We're on  
a mission...

*Will you  
join us?*

2021 AWESOME SPONSORSHIPS



We're on a mission...

## **We're on a mission to advance and transform the future of supply chain leadership...**

Since 2013, when Ann Drake founded AWESOME, we've been bringing together senior women leaders in supply chain for connecting, learning, collaboration, recognition and inspiration.

Our AWESOME community is now more than 1,500 women in diverse senior supply chain leadership roles across a broad spectrum of organizations, and our reach extends to leaders throughout supply chain, the business community, and beyond.

Now we are finding evolutionary and revolutionary ways to impact our industry and our world.

***In 2021, we're on a quest...a trek...a journey.  
And we're inviting companies to join us who share our values  
and our sense of purpose in advancing women's leadership.***



...Will you join us?

## **2021 Awesome Sponsorships**

***AWESOME A-List Alliance Sponsors***

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***AWESOME Virtual Event Visionaries***

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***AWESOME Honor Roll of Scholars Supporters***

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Our sponsorships provide meaningful ways to demonstrate your genuine commitment to AWESOME and to advancing women's leadership.

*As a 501c3, we build upon this support to carry out our mission.*

## AWESOME A-List Alliance

Some companies already have gone quite a distance in advancing women's leadership – and others are at the start. Wherever you are on your own drive for diversity – there is an important place for you in our Alliance. In support of AWESOME, you'll be joining with other companies committed to our mission and work as we strengthen our community, create opportunities, address priorities and extend our impact throughout the supply chain, the business community and beyond.

**AWESOME Accelerators** **\$50,000**

**AWESOME Activators** **\$25,000**

**"ALL" Award Amplifiers** **\$15,000**  
*AWESOME Legendary Leadership AWARD*

**AWESOME Advocates** **\$10,000**

### AWESOME Accelerators

- Participation in annual Best Practice Sessions
- 2 pages in Sponsors Section of AWESOME website
- Feature article on AWESOME website
- Logo displayed monthly in AWESOME Alert
- Highlighted in news release
- Special Insignia for use in sponsor's communications
- End-of-the-year cocktail event

### AWESOME Activators

- 1 page in Sponsors Section of AWESOME website
- Logo displayed every two months in AWESOME Alert
- Special insignia for use in sponsor's communications
- End-of-the-year cocktail event

### "ALL" Award Amplifiers

- Recognition in communications about "ALL" Award
- 1/2 page in Sponsors Section of AWESOME website
- Logo displayed quarterly in AWESOME Alert

### AWESOME Advocates

- Logo in Sponsors Section of AWESOME website
- Logo displayed quarterly in AWESOME Alert

# AWESOME Virtual Event Visionaries

AWESOME successfully began its own transformation in 2020 when we pivoted from in-person events to virtual events. Between June and December of 2020, we held more than 30 programs and estimate that our total audience exceeded 1,500 live participants as well as other leaders who viewed the recorded programs. Four of our most popular program series are available for Visionaries to sponsor in 2021.

**Virtual Event Super Visionary (all programs) \$75,000**

**Virtual Event Visionary (single program series) \$25,000**



## **Series A: Transformative Leadership Panels**

Discussion among Senior Supply Chain Leaders on topics relevant to these transformative times, focused on meaningful and action-oriented ideas about professional challenges, leadership strategies and/or successful supply chain strategies and approaches.



## **Series B: Lead-and-Succeed Workshops**

Sessions featuring an expert or team of experts describing and demonstrating proven techniques, platforms or processes used successful by individuals or groups to achieve goals and advance their career and their leadership.



## **Series C: Cross-Industry Collaborations**

Interactive “working” sessions among supply chain leaders representing companies in a cross-section of industries who will use data, analysis, and brainstorming to arrive at new conclusions and solutions.



## **Series D: Lightning Rounds**

Rapid-fire discussions with audience participation on hot topics of high interest and high value to leaders who want to learn more or hear different perspectives, approaches, or outcomes.

## **Virtual Event Super Visionary (all programs)**

- Participation in annual Best Practice Sessions
- 2 pages in Sponsors section of AWESOME website
- Recognition in marketing of all virtual events
- Feature article on AWESOME website
- Logo displayed monthly in AWESOME Alert
- End-of-the-year cocktail event

## **Virtual Event Visionary (single program series)**

- Recognition in marketing of series events
- 1 page in Sponsors Section of AWESOME website
- Logo displayed every two months in AWESOME Alert
- End-of-the-year cocktail event

# AWESOME Honor Roll of Scholar Supporters

Honor Roll sponsorships provide not just recognition – but also interaction with the next generation of supply chain leaders. AWESOME has developed programs for outstanding young women selected to receive our AWESOME Excellence in Education Scholarships and AWESOME/MIT Advancing Women through Education (AWE) Fellowships.

## The 2021 (company name) AWESOME Scholar Forum Series

**\$75,000**

This exclusive naming opportunity supports one of the most impactful programs for AWESOME Scholars and Fellows. We've created a series of sessions to help young women learn relevant leadership skills and take ownership of their career. At these sessions, the 2021 Forum Series sponsor will be able to participate and interact with the young leaders.

## Friends of AWESOME Scholar *CONNECT!*

**\$25,000**

Because a community of peers is such a critical resource for women leaders as they advance, we're helping our Scholars and Fellows build that network. Scholar *CONNECT!* events held throughout 2021 culminate in an end-of-the year event where Friends of AWESOME Scholar *CONNECT!* will meet the young women.

## Friends of AWESOME Scholarships

**\$15,000**

2021 AWESOME Excellence in Education Scholarships are being awarded to 20 outstanding women enrolled in undergraduate supply chain management programs. In addition to \$5,000 toward tuition, the Scholarship funds each Scholar's participation in selected AWESOME and industry events. Friends of AWESOME Scholarships will be invited to the annual session where Scholars report on their experiences.

## The 2021 (company name)

### AWESOME Scholar Forum Series

- Participation in annual Best Practice Sessions
- Exclusive company-named program in all communications
- 2 pages in the Sponsor section of AWESOME website
- Feature story about the company on AWESOME website
- Logo displayed monthly in AWESOME Alert
- Highlighted in news release
- Attendance at Scholar Forum sessions and annual *CONNECT!* event

### Friends of AWESOME Scholar *CONNECT!*

- Company recognition in communications about Scholar *CONNECT!* events
- 1 page in Sponsors section of AWESOME website
- Logo displayed every two months in AWESOME Alert
- Attendance at annual *CONNECT!* event

### Friends of AWESOME Scholarships

- Company recognition in communications about 2021 Scholarships
- Logo included in the Sponsor section of AWESOME website
- Attendance at 2021 Scholars' session reporting on year's experiences

# 2021 AWESOME Sponsorships

## ***AWESOME A-List Alliance Sponsors***

AWESOME Accelerators

AWESOME Activators

"ALL" Award Amplifiers

AWESOME Advocates

## ***AWESOME Virtual Event Visionaries***

Virtual Event Super Visionary

Virtual Event Visionary

## ***AWESOME Honor Roll of Scholars Supporters***

The 2021 (company name) AWESOME Scholar Forum Series

Friends of AWESOME Scholar *CONNECT!*

Friends of AWESOME Scholarships

*We're on a mission...*

# DESTINATION: TRANSFORMATION

WOMEN'S LEADERSHIP TRANSFORMING AN INDUSTRY

WOMEN'S LEADERSHIP CHANGING THE WORLD

***Will you join us?***

CONTACT [SARAH.MYER@AWESOMELEADERS.ORG](mailto:SARAH.MYER@AWESOMELEADERS.ORG)



**We're on a mission... Will you join us?**  
**[www.awesomeleaders.org](http://www.awesomeleaders.org)**

### **PAST SPONSORS**

ABM, ADECCO, AJILON, ALOM, AMAZON, ARMADA, ARRIVE,  
ASCEND PERFORMANCE MATERIALS, BAYER, BIMBO BAKERIES, BLUE YONDER, CBRE,  
C.H. ROBINSON, CJ LOGISTICS, C&S WHOLESALE GROCERS, CHOBANI, CISCO,  
CLARKSTON CONSULTING, CLAYTON DUBILIER & RICE, COLLIERS, COYOTE, EXPEDITORS,  
DELOITTE, HASSETT LOGISTICS, HONEYWELL, INTEL, JOHNSON & JOHNSON, MCDONALD'S,  
MGM RESORTS, MORTON SALT, NIKE, OPTRICITY, STARBUCKS, TRANSPLACE, ULTA, UNILEVER, XPO

**Learn more about past sponsors at [www.awesomeleaders.org/sponsors](http://www.awesomeleaders.org/sponsors)**