

WOMEN'S TECHNOLOGY ALLIANCE OF CHARLOTTE

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Women's Technology Alliance of Charlotte is a non-profit technology profession group formed in 2019 focusing on providing thought leadership, career enhancement, community support, and further empowering Women in the IT industry in Charlotte, NC.

Our mission is to Seek, Empower, Achieve, and contribute to our community Together.



ANNUAL EVENTS OVERVIEW

EXECUTIVE BRUNCH PANELS (2)

The Spring and Fall Executive Brunch Panels bring together IT executives, thought leaders, and contributors in the greater Charlotte area. Our goal is the cultivation of our communities' entrepreneurial, financial, and leadership skills. These events provide structured conversations for our four panelists and guest moderator to share their perspectives and engage in lively discourse. These events are typically held on a Friday from 11:00am-1:00pm and registration closes at 80 participants.

LEADERSHIP SERIES EVENTS (4)

These quarterly events provide networking opportunities for our WTAC community with a guest speaker as our headliner. Each guest speaker is carefully selected to further the entrepreneurial, financial, and leadership skills of our community. The leadership events are typically from 5:00- 7:00 pm, allowing time to network before and after our speaker takes the stage. Registration for these events closes at 50 participants.

COMMUNITY OUTREACH EVENTS (3+)

Community outreach is not just a commitment; it's our driving force. We proudly collaborate with esteemed partners such as the Dottie Rose Foundation, Neighborhood Hope Carolina Breast Friends, and VeteransBridgeHome to raise awareness, support fundraising efforts, and actively contribute to the causes we hold dear.

Our dedication goes beyond mere partnerships. We believe in a hands-on approach, actively participating and contributing our time to make a tangible impact. By actively engaging with the community through our planned events, we aim to create lasting connections, raise awareness, and make meaningful contributions to the well-being of those we serve.

Join us on this journey as we strive to make a difference, one community at a time.

ANNUAL WTAC SPONSORSHIP OPPORTUNITIES

EXECUTIVE SPONSOR

\$10,000

- *Honorary member of our 2025 Executive Advisory Board* – Invitation for 2 representatives to attend our private Roundtable dinner event with our EAB (there are no other sponsorship opportunities to participate in this exclusive event hosting up to 12 executive members)
- Full Table (8 tickets) to both the **Spring AND Fall Executive Panel** events
- Exclusive invitation to the Panelist-only prep breakfast before your choice of 1 **Executive Panel** event- private access to our executive panelists
- Option to nominate a panelist* for your choice of 1 **Executive Panel** event
- Personalized introduction via email to executive panelists following both the **Spring AND Fall Executive Panel** events
- Full attendee list provided for both the **Spring AND Fall Executive Panel** events
- 4 tickets to each quarterly **Leadership Series** event (4 events per year)
- Company introduction at the start of each event hosted by WTAC
- Year-round Branding on WTAC website and social media platforms as well as Premium Branding at every event hosted by WTAC for the calendar year
- 2 tickets to each **Outreach** event
- Personalized WTAC swag and Welcome package for your team

AMBASSADOR SPONSOR

\$5,000

- 6 tickets to both the **Spring AND Fall Executive Panel** events
- Option to nominate a panelist* for either the **Spring or Fall Executive Panel** event
- Personalized introduction via email to executive panelists following both the **Spring AND Fall Executive Panel** events
- Full attendee list provided for both the **Spring AND Fall Executive Panel** events
- 4 tickets to each quarterly **Leadership Series** event (4 events per year)
- Company introduction at the start of each event hosted by WTAC
- Year-round Branding on WTAC website and social media platforms as well as Premium Branding at every event hosted by WTAC for the calendar year
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- Personalized WTAC swag and Welcome package for your team

**Our Executive Panel events are focused on delivering impactful content and fostering open collaboration between executive practitioners. We ask that sponsor-chosen panelists not be sales or marketing representatives.*

EXECUTIVE PANEL SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$3,000

- Full Table (8 tickets) to **WTAC Executive Panel event**
- Option to nominate a panelist* of your choosing
- Exclusive invitation to the Panelist-only prep breakfast before chosen **Executive Panel** event- private access to our executive panelists
- 5-minute company overview opportunity at event
- Personalized introduction via email to executive panelists following event
- Year-round Branding on WTAC website and social media platforms as well as Premium Branding at chosen **Executive Panel** event
- Full attendee list provided following event
- 2 tickets to your choice of 1 **Outreach** event
- WTAC Welcome package

DIAMOND SPONSOR

\$1,500

- 6 tickets to **WTAC Executive Panel** event
- Option to nominate a panelist* of your choosing
- 5-minute company overview opportunity at event
- Year-round Branding on WTAC website and social media platforms as well as Premium Branding at **Executive Panel** event
- Full attendee list provided following event
- 2 tickets to your choice of 1 **Outreach** event

GOLD SPONSOR

\$750

- 4 tickets to **WTAC Executive Panel** event
- Option to nominate a panelist* for chosen **Executive Panel** event
- Company introduction at event
- Premium Branding at **Executive Panel** event
- Full attendee list provided following event

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LEADERSHIP SERIES SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$1,200

- 6 tickets to **Leadership Series** event
- 5-minute company overview opportunity at event
- Year-round Branding on WTAC website and social media platforms as well as Premium Branding at chosen **Leadership Series** event
- Full attendee list provided following event
- 2 tickets to your choice of 1 **Outreach** event
- WTAC Welcome package

PREMIER SPONSOR

\$500

- 4 tickets to **Leadership Series** event
- Company introduction at event
- Premium Branding at chosen **Leadership Series** event
- Full attendee list provided following event

APPENDIX & REFERENCE

WTAC is a registered 501c3 non-profit through the state of North Carolina. Proceeds benefit a select group of local Outreach partners that align with our organizations' Mission & Values.

Ticket prices for our events are as follows (subject to change):

- Executive Panel Events: \$75
- Leadership Series Events: \$40
- Community Outreach: donation-based
- Membership Events: Please inquire @ wtacqc@gmail.com or visit our website

Companies typically represented at our events:

AAA of Carolinas	City of Charlotte	Moore & Van Allen
Albemarle	Coca-Cola Bottling	Movement Mortgage
Ally Financial	Charlotte Business Journal	Northwestern Mutual
AmWINS	CPI Security	National Gypsum
Atrium	Curtis-Wright	Novant Health
AvidXchange	Duke Energy	Novolex
Bank of America	EnPro Industries	Nucor
Barings Financial	Extended Stay	Pike Electric
Belk	Family Dollar	Red Ventures
Brighthouse Financial	Hendrick Automotive	Roundpoint Mortgage
Cadrillion Capital	Hornet's	Sealed Air
Cardinal Innovations	Jeld-Wen	Sonic Automotive
Char/ Meck Schools	Krispy Kreme	SPX
Charlotte Airport	LendingTree	Wastequip
Charlotte Ear, Eyes, Nose & Throat (CEENTA)	Lincoln Financial	Wells-Fargo
Charlotte Pipe	Lowe's	XPO Logistics
	LPL Financial	

We look forward to welcoming your team at an upcoming event!