



2020-2021

# SPONSORSHIP OPPORTUNITIES

**NWR**

*National Women in Roofing*

[www.NationalWomeninRoofing.org](http://www.NationalWomeninRoofing.org)



# NWiR

## National Women in Roofing

Dear NWiR Sponsors,

National Women in Roofing has experienced another year of tremendous growth, thanks to the dedicated women in our organization backed by the support and motivation from our sponsors. As an organization of volunteers whose hands-on approach gives every woman and man involved a vested interest in its creation and celebrations, your support of our mission and our four pillars: Networking, Mentoring, Recruitment and Education has been instrumental in establishing our "hand-print" throughout our industry and beyond.

Our Annual Report (a companion piece to this document) represents our progress in membership, council development, mentoring, industry event support and communication; and the realization of exciting new programs and services on a local, regional and national basis.

This vision and your place in it as a partner with NWiR is presented here in the Sponsorship Opportunities brochure. National Women in Roofing offers four sponsor levels: Diamond, Platinum, Gold and Silver. In order to keep membership costs low for individual members, we depend on sponsors to help fund the operating budget of the association. We truly couldn't do it without you and your support is an important indication of how your companies see the role of women in the roofing industry.

We have come a long way in such a short time, yet we are always mindful of how much more we have yet to do! It is with the support of outstanding industry leaders like you that we can continue and expand on our mission together.

With great thanks and appreciation,

*Heidi Ellsworth*

**Heidi Ellsworth**

NWiR Past Chair & Sponsorship Liaison

*Michelle Boykin*

**Michelle Boykin**

NWiR Executive Committee & Sponsorship Liaison



# NWiR Sponsorship Opportunities

Below is a summary of the 2020-2021 sponsorship benefits (in effect from June 1, 2020 – May 31, 2021).

Benefit	Details	Founding Sponsors	Silver \$1,000 USD	Gold \$5,000 USD	Platinum \$10,000 USD	Diamond \$25,000 USD
Career	Highlighted posts on the recruitment page.			✓	✓	✓
Career	Careers page sponsor.				✓	✓
Consult	In person consultation with a NWiR board member to enhance internal programs.					✓
Consult	Virtual consultation with a NWiR board member to enhance internal programs.				✓	
Directory	Access to member directory for informational purposes.			✓	✓	✓
Marketing	Spotlight in the newsletter.				✓	✓
Marketing	Post on website blog (submitted by sponsor) .			2	4	6
Marketing	Corporate logo on digital event signage.	✓	✓	✓	✓	✓
Marketing	Corporate logo on brochure and event signage.				✓	✓
Marketing	Corporate logo on webinars.	✓			✓	✓
Education	Opportunity to submit seminars, meetings, events to the website calendar and content resource library (must be product neutral and educational in nature).	✓	✓	✓	✓	✓
Education	Additional opportunity for education that we aren't quite sure what it is going to be yet but save this space.					✓
Marketing	NWiR will re-share your social media content about your company's participation as a NWiR Sponsor and support of women's initiatives.	✓	✓	✓	✓	✓
Marketing	Acknowledgment every month on newsletter.		✓	✓	✓	✓
Marketing	Access to NWiR logo for corporate use.	✓	✓	✓	✓	✓
Marketing	Local council sponsorship.		✓			
NWiR Day	Access to preferred seating at keynote address.					8
NWiR Day	Access to complimentary tickets.				2	8
NWiR Day	Opportunity to make brief remarks.					✓
NWiR Day	Corporate display.					✓
NWiR Day	Opportunity to provide gifts to attendees (gifts must be co-branded with NWiR logo).	✓	✓	✓	✓	✓
NWiR Day	Logo included on NWiR Day official gift.					✓
NWiR Day	Access to digital invitation to use throughout your company and with customers.	✓	✓	✓	✓	✓
NWiR Day	Corporate logo on invitation and webpage.					✓
Recruitment	Sponsors may submit member profiles for highlighting on the blog.			✓	✓	✓
Website	Access to Resources for Sponsors page.	✓	✓	✓	✓	✓
Website	Corporate logo on Home page.			✓	✓	✓
Website	Corporate logo on Sponsorship page.		✓	✓	✓	✓

Contact Heidi Ellsworth ([hje@ellsworth.us](mailto:hje@ellsworth.us)) or Michelle Boykin ([michelle@rackleyroofing.com](mailto:michelle@rackleyroofing.com)) to renew or set up your sponsorship package for 2020-2021.



## The mission of National Women in Roofing (NWiR) is to empower women in the roofing industry.

NWiR is a volunteer-based organization that supports and advances the careers of women roofing professionals. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite.

Our focus is on connecting and empowering women so that their training and leadership skills can help drive the overall betterment and professionalism of the roofing industry. Our membership also includes and welcomes men who support the inclusion of women in the roofing industry. Working together, we are bringing the industry to a new level of excellence by supporting and promoting the contributions of women as an essential component to the future of roofing.

**To accomplish the mission, NWiR is guided by a strong framework of bylaws, policies, and programs that rely on the following pillars:**

### **Industry Recruitment**

Reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents and experiences to the roofing industry.

### **Networking**

Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting and supportive networks.

### **Education**

Create high-quality learning programs and experiences for women to build successful businesses and careers.

**Mentoring:** Women mentor women through groups and one-to-one relationships to achieve excellence in their chosen careers and stay in the roofing industry.