



2024

SPONSORSHIP OPPORTUNITIES

NWIR
National Women in Roofing
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 person 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 communications; 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 national 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 programs and initiatives 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,

Michelle Boykin

Michelle Boykin

Rackley Roofing

NWiR Past Chair & Sponsor Liaison

Heidi Ellsworth

Heidi Ellsworth

RoofersCoffeeShop

NWiR Past Chair & Sponsor Liaison

Christee Holbrook

Christee Holbrook

Graham Roofing

NWiR Treasurer & Sponsor Liaison



NWiR Sponsorship Opportunities

Below is a summary of the 2024 Sponsorship Benefits, in effect from January 1 – December 31, 2024.

Benefit	Details	Silver \$2,500 USD	Gold \$5,550 USD	Platinum \$11,000 USD	Diamond \$27,500 USD
Career	Careers microsite 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	Corporate spotlight in the newsletter; submitted by sponsor.			1	1
Marketing	Post on the website blog; submitted by sponsor.		2	4	6
Marketing	Corporate logo on digital signage at events.	✓	✓	✓	✓
Marketing	Corporate logo on event signage.			✓	✓
Marketing	Corporate logo on webinars.			✓	✓
Education	Opportunity to submit seminars, meetings, events to the website calendar and content resource library. Submitted by sponsor (must be product neutral and educational in nature).		✓	✓	✓
Marketing	NWiR will re-share social media content about your company's participation as a NWiR Sponsor and support of women's initiatives. Submitted by sponsor.	✓	✓	✓	✓
Marketing	Acknowledgment every month on newsletter.	✓	✓	✓	✓
Marketing	Access to NWiR logo for corporate use.	✓	✓	✓	✓
NWiR Day	Access to preferred seating at keynote address.				8
NWiR Day	Access to complimentary tickets.			2	8
NWiR Day	Intentional engagement at NWiR Day as well as recognition from the main stage.				✓
NWiR Day	Opportunity to provide gifts to attendees (gifts must be co-branded with NWiR logo) in the official "swag bag."	✓	✓	✓	✓
NWiR Day	Logo included on NWiR Day official gift, which is provided by NWiR.				✓
NWiR Day	Access to digital invitation to use throughout your company and with customers.	✓	✓	✓	✓
NWiR Day	Corporate logo on invitation and web page.				✓
Recruitment	Member profiles on the website blog; submitted by sponsor.		2	4	6
Website	Corporate logo on Home page.			✓	✓
Website	Corporate logo on Sponsorship page.	✓	✓	✓	✓

NWiR generally has a booth and/or presence at the following national and industry events: *NERCA, Roofing Day, FRSA, WSRCA, and adjacent to the Best of Success Conference* (there is no NWiR booth at Roofing Day or BOS, just a mentoring session and luncheon or reception). We are offering an "add-on" option for sponsors to support the NWiR presence at these events. The donation for this sponsorship is \$1500 and will include recognition from the podium and recognition on digital signage. This add-on option is limited to Gold, Platinum and Diamond Sponsors.

Please contact Elizabeth Miller at elizabeth@nationalwomeninroofing.org to register your intent to be a sponsor for 2024, to renew your sponsorship, or to set up a call with a member of the sponsorship committee to discuss further.

NWiR Sponsorship Benefits

Below is a summary of the 2024 sponsorship benefits (organized differently from the previous page) in effect from January 1 – December 31, 2024.

DIAMOND SPONSORS

Receive all of the Silver, Gold, and Platinum Benefits plus...

Consult

- ✓ In person consultation with a NWiR board member to enhance internal programs.

Marketing

- ✓ Six (6) posts on website blog, submitted by sponsor.

Education

- ✓ NWiR will advertise one webinar/event that is being hosted by your company;
 - one newsletter article
 - one blog post
 - a listing on the national calendar
 - one social media posting across three channels

NWiR Day

- ✓ Access to preferred seating at keynote address (8).
- ✓ Access to complimentary tickets (8).
- ✓ Logo included on NWiR Day official gift.
- ✓ Corporate logo on invitation and web page.

Recruitment

- ✓ Six (6) member profiles on the website blog, submitted by sponsor.

PLATINUM SPONSORS

Receive all of the Silver and Gold Benefits plus...

Consult

- ✓ Virtual consultation with a NWiR board member to enhance internal programs.

Marketing

- ✓ Spotlight in the newsletter, submitted by sponsor.
- ✓ Four posts on website blog, submitted by sponsor.
- ✓ Corporate logo on brochure and event signage.
- ✓ Corporate logo on webinars.

NWiR Day

- ✓ Access to complimentary tickets (2).

Recruitment

- ✓ Four (4) member profiles on the website blog, submitted by sponsor.

Website

- ✓ Corporate logo on Home page.

GOLD SPONSORS

Receive all of the Silver benefits plus...

Careers Microsite (new)

- ✓ Careers site sponsor
- ✓ Highlighted posts on the jobs listing page.

Directory

- ✓ Access to member directory for informational purposes.

Marketing

- ✓ Two (2) posts on website blog, submitted by sponsor.

Recruitment

- ✓ Two (2) member profiles on the website blog, submitted by sponsor.

Education (new)

- ✓ Opportunity to submit seminars, meetings, events to the website calendar and content resource library (must be product neutral and education in nature). Submitted by sponsor.

SILVER SPONSORS

Marketing

- ✓ Corporate logo on digital event signage
- ✓ NWiR will re-share social media content about your company's participation as a NWiR sponsor and support of women's initiatives. Submitted by sponsor.
- ✓ Acknowledgment every month on newsletter.
- ✓ Access to NWiR logo for corporate use.

NWiR Day

- ✓ Opportunity to provide gifts to attendees (gifts must be co-branded with NWiR logo) in the official "swag bag."
- ✓ Access to digital invitation to use throughout your company and with customers.

Website

- ✓ Access to Resources for Sponsors page.
- ✓ Corporate logo on Sponsorship page.

ANNUAL COUNCIL SPONSORS (\$1000)

Companies who have a more regional or local focus may choose to sponsor a NWiR Council instead of the national organization. In this case, please view the list where [NWiR has active Councils](#) and reach out to the local leaders by completing the contact form to offer your support.

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

National Women in Roofing (NWIR) is a 501(c)6 volunteer-based organization that supports and advances the careers of women roofing professionals, from those working in manufacturing to design to installation, investigation to repair to management, and every step in between. We provide networking, mentoring, education and industry 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. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry.

Building Inclusion

Membership also includes and welcomes men who support the inclusion of women in the roofing industry. Working together, NWIR members 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.

Leadership and Professional Management

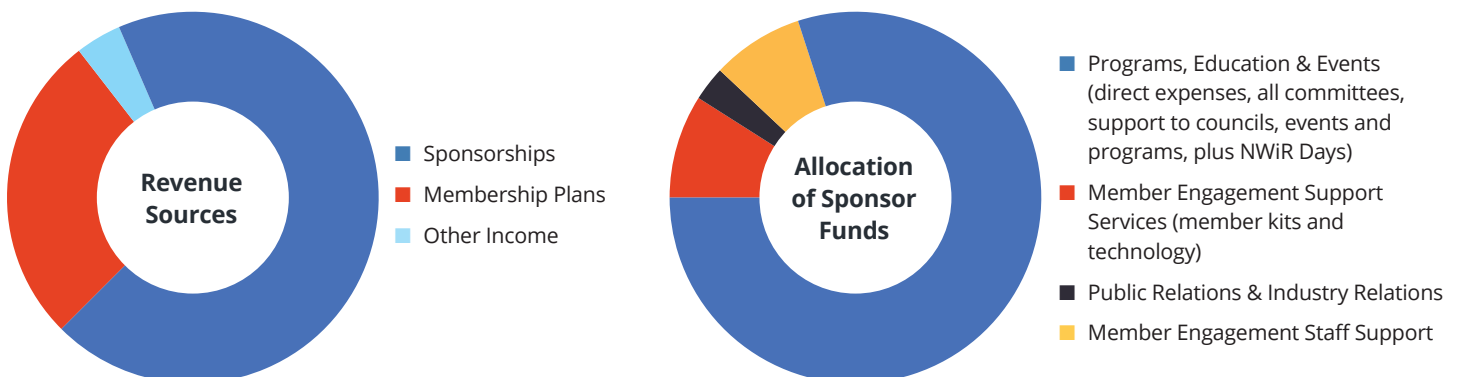
NWIR is professionally managed by an association management firm, Civica Management, with Ellen Thorp, M.A., CAE serving as the independent Executive Director of the organization. NWIR headquarters are housed in the Civica office in the Denver, Colorado metro area. As a volunteer-led organization, many of the programs and initiatives of NWIR are developed and implemented by the Board of Directors; and every effort is made to fill association needs by member volunteers before looking outside the association. The Executive Committee is the officers of the association who provide a vision for the association for the upcoming 1-3 years, serve as liaisons for 2-3 committees to provide guidance and strategic oversight, and address significant issues that affect the association..

Industry Partner

NWIR has a significant presence at the following national and industry events: International Roofing Expo, IIBEC Convention, NERCA Convention, WSRCA Convention, FRSA Convention, and Roofing Day. In addition, NWIR hosts an annual convention entitled NWIR Days which is the premier conference for multidisciplinary women professionals in the roofing industry to get together to learn about the latest business strategies, connect with each other, and share a vision for empowering each other and elevating the roofing industry.

Financials and Budget

The Statement of Financial Position is available in the Annual Report. Here is a breakdown of how sponsor dollars are advocated:



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