



Our mission moves ahead...

NEW DEVELOPMENTS

NEW DIRECTIONS

Join us!

2022 AWESOME SPONSORSHIPS



Our mission moves ahead...

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

Since 2013, when Ann Drake founded AWESOME, our mission hasn't changed. We're on a quest...a trek...a journey to transform the future of supply chain leadership.

As our world and our industry change, we're constantly finding evolutionary and revolutionary ways to impact how women can reach their full potential, rise to new levels of leadership, and make a positive difference in their organizations, their communities, the nation and the global economy.

We're inviting companies who share our values and sense of purpose to join us as 2022 AWESOME Sponsors. As a 501c3, we build upon this support to carry out our mission.

In 2022, our sponsorships continue to provide meaningful ways to demonstrate and activate genuine commitment to AWESOME and to advancing women's leadership. Our new developments and directions in 2022 step up to the challenges of these times.



...Will you join us?

WHO will AWESOME be in 2022...

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

During 2020 and 2021, as leaders faced unprecedented challenges, AWESOME was there every step of the way – bringing women leaders together for connecting, learning, collaboration, recognition, and inspiration. As AWESOME leaders adapted, re-configured and innovated, so did AWESOME. Like the strongest leaders in our community and the companies who support us, AWESOME is moving ahead.

...and who will join us in this mission?

AWESOME A-List Alliance

As an A-List Alliance Sponsor, 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.

In 2022, we have added a fifth category in the A-List Alliance for companies who want to take their support to the next level. Sponsors at this level – named "Above-and-Beyond" Sponsors – will receive additional recognition and be involved in reaching our AWESOME community in new ways.

AWESOME Above-and-Beyond Sponsors	\$100,000
AWESOME Accelerators	\$50,000
AWESOME Activators	\$25,000
ALL Award Amplifiers <i>AWESOME Legendary Leadership Award</i>	\$15,000
AWESOME Advocates	\$10,000

AWESOME Above-and-Beyond Sponsors

- Participation in annual Best Practice Sessions
- Permanent banner on homepage of AWESOME website
- Two pages in Sponsors Section of AWESOME website
- Feature article on AWESOME Website
- Logo displayed weekly in AWESOME Alert
- Highlighted in news release
- Special insignia for use in sponsor's communications
- End-of-the-year cocktail event

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

Beginning in mid-2020, AWESOME programming entered a new era of virtual events. In addition to keeping connections growing among members of our AWESOME community – providing opportunities for senior women in supply chain to learn from each other and support each other – our virtual events have enabled us to reach a much larger and broader population. Through eight different series of virtual event programs, participants joined us for programs on a wide variety of relevant and timely topics, and many more – both inside and outside the supply chain industry – were reached through on-demand program videos. Four of our most popular program series are available for Visionaries to sponsor in 2022.

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

New Direction:

AccessAWESOME Regional Event Sponsorship

Some of our most exciting and successful programs in recent years have been our Regional Events, which focused on helping senior supply chain leaders build and strengthen connections with other women leaders in their geographical area. These events were held in Dallas, San Francisco, Atlanta, Chicago and New York/New Jersey. In 2022, meeting all protocols for health and safety – including providing a small-group setting for optimal interaction -- we will resume and expand these events. We are inviting companies to sponsor an event in their region in 2022 and work with AWESOME to provide programming that meets the needs and interests of AWESOME leaders in that locale. Companies interested in sponsoring a Regional Event in the Midwest, Northwest, Southwest, or Northeast are encouraged to contact AWESOME promptly to be considered for this limited availability sponsorship role.

Regional Event Sponsor (*One in each region*)

Midwest Regional Event	\$50,000
Northwest Regional Event	\$50,000
Southeast Regional Event	\$50,000
Northeast Regional Event	\$50,000

AccessAWESOME Regional Event Sponsor

- Recognition in marketing of sponsor's Regional Event
- Participation in event programming
- Reserved attendance at no charge for up to six women chosen by company
- 2 pages in Sponsors Section of AWESOME website
- Logo displayed monthly 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 2022 (company name) AWESOME Scholar Forum

\$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 2022 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 2022 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

2022 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 2022 (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 2022 Scholarships
- Logo included in the Sponsor section of AWESOME website
- Attendance at 2022 Scholars' session reporting on year's experiences

2022 AWESOME Sponsorships

AWESOME A-List Alliance Sponsors

AWESOME Above-and-Beyond Sponsors

AWESOME Accelerators

AWESOME Activators

ALL Award Amplifiers

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AWESOME Virtual Event Visionaries

Virtual Event Super Visionary

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AccessAWESOME Regional Event Sponsors

Midwest Regional Event

Northwest Regional Event

Southeast Regional Event

Northeast Regional Event

AWESOME Honor Roll of Scholars Supporters

The 2022 (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: INFO@AWESOMELEADERS.ORG

Our mission moves ahead... Join us!
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, DELOITTE, ECHO, EY,
EXPEDITORS, 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