

# Women in the Room & At the Table

## Annual Partnerships 2026-2027

Executive Alliance is Maryland's premier organization for advancing women leaders. Through advocacy, education, and mentorship, we connect accomplished women to the relationships, resources, and opportunities that expand their influence in business, civic organizations, government, and the community.

### Why partner with Executive Alliance?

#### **Engage with Influential Leaders**

Our signature events—Women of Excellence, Honor Roll, and In the Room Mentoring—bring together nearly 1,000 executive leaders, decision-makers, and emerging leaders each year. Event publications distributed through our media partners reach more than 10,000 business professionals across the region.

#### **Elevate Your Brand and Influence**

Demonstrate your commitment to advancing women in leadership while increasing visibility among an influential audience. Executive Alliance's digital platforms provide year-round exposure through our website, social media channels, and monthly communications reaching thousands of professionals across Maryland.

#### **Invest in Leadership Development**

Support the growth of women across your organization through executive-level programming, leadership development opportunities, mentoring initiatives, and board readiness resources that help women prepare for leadership and board service.

#### **Expand Your Network**

Build meaningful relationships with accomplished women leaders across industries through networking events, member meetings, thought leadership opportunities, and our trusted peer community.

#### **Invest in Women's Leadership**

Partnering with Executive Alliance is more than sponsorship—it's an investment in leadership, talent, and opportunity. Together, we are building stronger organizations, stronger communities, and a stronger pipeline of women leaders across Maryland.

**When women advance, organizations thrive.**

**Rebecca Snyder, Executive Director, 443-768-3281 or [rebecca@executivealliance.org](mailto:rebecca@executivealliance.org)**

# Suggested Partnership Options

Executive Alliance helps you Engage through events, Enhance your Influence,  
Develop your Team and Grow your Network

## Individual Membership

**\$1,650**

- Table of 8 for November 2026 Women of Excellence with 400+ attendees (additional tickets available at discounted member rate of \$110)
- 1 Ticket to March 2027 Honor Roll event (additional tickets available at discounted member rate of \$110)
- Mentoring role at May 2027's In the Room Mentoring, and 1 ticket to share with a protégé
- Gold membership in EA's Speaker Network, supported by SpeakerHub
- Opportunity to apply for QuickStart Board Readiness program (cohort limited to 8 women; additional fee of \$950 applies)
- Monthly sessions of zoom Wisdom in the Room with opportunity to present
- Opportunity to be a guest on the Executive Alliance Podcast
- Discounted, member-only ticket prices to specialty events
- Showcase member accomplishments on LinkedIn (1,800+ followers) & Weekly Planner
- Access to private member directory with contact information
- Profile in member directory on website and in Honor Roll & Women's Leadership Guide glossy magazines, distributed to over 10K readers through media partners
- Opportunity to blog in thought leadership series on EA website with backlinks
- Member access to professional development workshops
- Participate in member only committees to further the mission
- Member access to Board Matching program for non-profit and private company boards
- Member mentor in Effective Impact Mentoring program, with training and support
- Peer to peer member networking with supportive women from diverse fields
- Member meetings and social events (additional registration required)
- Access to EA experts for speaking engagements and consulting

## Member Partner

**\$3,000**

All the benefits of individual membership (including a table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- All inclusive access to member dinners and socials at no additional cost (registration required)
- On-site recognition & inclusion in program at signature events
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- One social media post highlighting the partnership with tags
- Recognition in Partnership Impact Report presented annually (*Posted to website, social media, and included in member communications and mailing list*).

\* Nonprofit rate for nonprofits with budgets under \$5M – please enquire

\* Specialty ticketed events are not included

## Mission Partner

**\$5,000**

All the benefits of individual membership (including one table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- One additional membership to Executive Alliance
- One additional protégé ticket to In the Room Mentoring (2 total tickets).

- Quarter-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Quarter-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- On-site recognition & inclusion in program at signature events
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- One social media post highlighting the partnership.
- \$750 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

\* Specialty ticketed events are not included

## **Mentor Partner**

**\$7,500**

All the benefits of individual membership (including one table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- One additional membership to Executive Alliance (total of two memberships)
- Additional ticket to Honor Roll (\$110 value) (2 total tickets)
- Two protégé tickets to In the Room Mentoring (\$110 value) (3 total tickets)
- On-site recognition & inclusion in program at signature events
- Quarter-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Quarter-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute.)
- Custom session relating to women's board service or mentoring for your organization
- Two social media posts highlighting the partnership.
- One complimentary access to professional development workshops for prospective members
- \$1,000 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

## **Advocate Partner**

**\$10,000**

All the benefits of individual membership (including one table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).
- Four protégé tickets to In the Room Mentoring (\$220 value).
- On-site recognition & inclusion in program at signature events
- Half-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Half-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages

- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute.)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Three social media posts highlighting the partnership.
- Custom session relating to women's board service or mentoring for your organization
- Two complimentary access seats to professional development workshops for prospective members
- Two additional memberships to Executive Alliance (total of three memberships)
- \$1,250 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

## Accelerator Partner

**\$15,000**

All the benefits of individual membership (including one table of 8 for Women of Excellence, 1 ticket to Honor Roll, Mentoring role at In the Room Mentoring and 1 ticket to share with a protégé), PLUS

- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).
- Four protégé tickets to In the Room Mentoring (\$220 value).
- On-site recognition & inclusion in program at signature events
- Half-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Half-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Two additional memberships to Executive Alliance (total of three memberships)
- Three social media posts highlighting the partnership.
- Customizable, multi-year partnership opportunities available
- Opportunity to exhibit at Women of Excellence & Honor Roll
- Three complimentary access seats to professional development workshops for prospective members
- \$1,500 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

## Impact Partner

**\$25,000**

All the benefits of individual membership (including one table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Customizable, multi-year partnership opportunities available
- Presenting sponsor and role for a collaborative event (excludes signature events)
- Premium placement of Women of Excellence table
- Four tickets to Honor Roll (\$440 value).

- Four protégé tickets to In the Room Mentoring (\$220 value).
- Premium exhibit space flanking photo booth for Women of Excellence & Honor Roll
- On-site recognition & inclusion in program at signature events
- Full-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Full-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Recognition on exclusive item or activity provided to EA members
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Four social media posts highlighting the partnership.
- Four complimentary access seats to professional development workshops for prospective members
- Three additional memberships to Executive Alliance (total of four memberships)
- \$2,000 tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)

## Sustaining Partner

**\$35,000**

All the benefits of individual membership (including one table of 8 for Women of Excellence, Mentoring role at In the Room Mentoring), PLUS

- Customizable, multi-year partnership opportunities available
- Presenting sponsor and role for a collaborative event (excludes signature events)
- Premium placement of Women of Excellence table
- Premium exhibit space flanking photo booth for Women of Excellence & Honor Roll
- Six tickets to Honor Roll (\$660 value).
- Six tickets to In the Room Mentoring (\$330 value)
- On-site recognition & inclusion in program at signature events
- Full-page recognition in glossy magazine distributed at Honor Roll and through media partners to over 10K readers
- Full-page ad in Women's Leadership Guide, glossy magazine distributed at Women of Excellence and through media partners to over 10K readers
- Recognition on exclusive item or activity provided to EA members
- Included in media promotions and news press releases as applicable
- Company name or logo on social media messages
- Company logo on "Accelerate Women" email blasts sent to over 2,000 subscribers with clickable link to company website
- Opportunity to distribute approved educational materials to EA mailing list virtually (2,000 members of our community of interest. EA will distribute)
- Company logo on Executive Alliance Partner webpage
- Recognition in Partnership Impact Report presented annually
- Custom session relating to women's board service or mentoring for your organization
- Four complimentary access seats to professional development workshops for prospective members
- Speaking opportunity during Executive Alliance signature events, Women of Excellence & Honor Roll

- Promotional video opportunity at signature events
- Premium placement of company logo and hyperlink on Executive Alliance website
- Four social media posts highlighting the partnership.
- Five complimentary access seats to professional development workshops for prospective members
- Four additional memberships to Executive Alliance (total of five memberships)
- \$2,900 full tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)



Opportunity to blog in thought leadership series on EA website with backlinks	✓	✓	✓	✓	✓	✓	✓	✓
Social media posts highlighting the partnership	Four	Four	Three	Three	Two	One	One	
Recognition in Partnership Impact Report presented annually	✓	✓	✓	✓	✓	✓	✓	
<b>Develop your Team</b>								
Custom session relating to women's board service or mentoring for your organization	✓	✓	✓	✓	✓			
Access to professional development workshops for prospective members	5	4	3	2	1			
Member access to professional development workshops	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor one programming series (Greenbag, Board Readiness, Branding Yourself)								
Participate in member only committees to further the mission	✓	✓	✓	✓	✓	✓	✓	✓
Tuition remission upon acceptance to the Effective Impact Mentoring Program (tuition is \$2,900)	\$2,900	\$1,750	\$1,500	\$1,250	\$1,000	\$750		
<b>Grow your Network</b>								
Executive Alliance membership upon acceptance, July 1- June 30	5	4	3	3	2	2	1	1
Member access to Board Matching program for non-profit and corporate boards	✓	✓	✓	✓	✓	✓	✓	✓
Member mentor in Effective Impact Mentoring program, with training and support	✓	✓	✓	✓	✓	✓	✓	✓
Access to private member directory with contact information	✓	✓	✓	✓	✓	✓	✓	✓
Peer to peer member networking with supportive women from diverse fields	✓	✓	✓	✓	✓	✓	✓	✓
Access to EA experts for speaking engagements and consulting	✓	✓	✓	✓	✓	✓	✓	✓

## Have an innovative partnership idea? Let's talk!

Pattie Dash, Partnership chair, Executive Alliance – pattiedash@gmail.com



# Executive Alliance Partnership Proposal for

**XXXX**

July 1, 2022 – June 30, 2023

Partner has not previously partnered with Executive Alliance. Karen Albert is a long-time Executive Alliance member.

Based on our conversation, Company is interested in focusing benefits on building expertise and knowledge of gender diversity and DEIB topics in the workforce, visibility in the area of women's leadership and engaging and developing their own employees, especially in the early and mid-career levels so that they are retained into more senior levels. This proposal highlights those areas.

With two members in Executive Alliance and the requirement to purchase 5 tickets per member to the Women of Excellence event, the monetary obligation is \$4,750, broken down as follows:

Two members @ \$500 each	\$1,000
Ticket obligation (10 tickets @ \$125 each)	\$1,250
Mentoring Program (one mentee @ \$2,500)	\$2,500

We propose three options to fit the budget and need:

Mentor (\$7,500)

Advocate (\$10,000)

Accelerator (\$15,000)

Specific benefits of the partner levels are on the preceding pages.

To accept the proposal, please indicate the desired level, sign the proposal and return to Rebecca Snyder, Executive Director, Executive Alliance at [rebecca@executivealliance.org](mailto:rebecca@executivealliance.org).

Signed:

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Company Representative

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Rebecca Snyder  
Executive Alliance

