



nwi • iwa



#nwiiva



NORTHWEST INDIANA INFLUENTIAL
WOMEN ASSOCIATION



2026 PARTNERSHIP PROGRAM



*get involved
stay connected*



WHY PARTNER WITH NWIIWA?

If Women Are Part of Your:

Workforce → Development & Engagement Matter

Leadership Pipeline → Retention & Growth Matter

Teams & Culture → Connection & Support Matter

Clients or Customers → Visibility & Credibility Matter

Purchasing Decisions → Brand Alignment Matters

...then Partnering with NWIIWA Makes Business Sense.



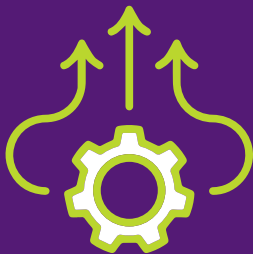
**One Investment.
Total Coverage.**



**Year-Round
Brand Visibility**



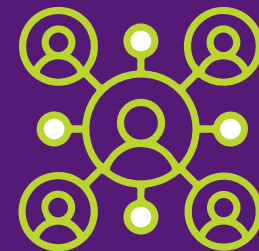
**Direct Access to Talent
and Decision-Makers**



**Purpose-Driven
Brand Alignment**



**Predictable
Annual Investment**



**Measurable Reach
Beyond Events**

THE RESULT

Stronger Teams | Better Leaders | Higher Retention | Measurable Impact

investing in your team



// Your people are your greatest asset, and NWIIWA makes investing in your teams easy and affordable. *//*

Rob Joseph

Operations Manager | ArcelorMittal R&D | NWIIWA Board of Directors

Get Invested

NWIIWA ELITE PARTNERSHIP

\$10,000 INVESTMENT | \$17,050 VALUE

The ultimate level in providing the greatest number of marketing impressions and attendance opportunities throughout the year as well as highest level sponsorships at all major events for maximum visibility.

NWIIWA MEMBERSHIP

Premier Membership with all Benefits

As many individuals from your organization may have a NWIIWA Membership at no additional cost, saving you money. Individual memberships are \$150 per person

Application for Board of Directors Seat

Opportunities for your Team to Get Involved and Join Committees

MARKETING

NWIIWA Website

2025 | 20K Unique Users | 92K Clicks
Logo, and hyperlink to your website on Member Directory
Banner ad on website for 12 months

NWIIWA Newsletter

2025 | 2,000 Emailed Each Quarter
Your ad in 4 Newsletters

Social Media

2025 | 784K Views | 300K Reach | 7K Followers
Your ad on our social 4 times per year

PARTNERSHIPS ONLY

NWIIWA Eblasts

2025 | 90,400 Sent with a 40% Open Rate
Logo included on all NWIIWA Eblasts

NWIIWA Event Sell Sheet

Logo included on all event sell sheets.

NWIIWA Letterhead

Logo included on NWIIWA letterhead

AWARDS & RECOGNITION PROGRAMS

Awards Banquet | Influential Women of Northwest Indiana | September 24, 2026

Premier Sponsorship: Large Logo on Event Website and Signage, Full Page Ad in Program, Name Recognition at Event and 1 Premium Table of 10

Nominee Mixer | TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

EDUCATIONAL PROGRAMS

Professional Women's Conference *Special Package* | November 11, 2026

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event, 5 Premium Tickets

Business & Economic Outlook | October 30, 2026

Platinum Sponsorship: Unlimited Tickets

Educational Event | Program 1 | Date TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 4 Premium Tickets

Educational Event | Program 2 | Date TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 4 Premium Tickets

Educational Event | Program 3 | Date TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 4 Premium Tickets

Certificate Program | January 15th, 22nd, 29th 2026 | Virtual Series

Platinum Sponsorship: Large Logo on Event Website, Name Recognition at Event & 4 Tickets

MENTORSHIP PROGRAM - NEW

2026 Cohort | Spring & Fall

Platinum Sponsorship

NETWORKING PROGRAMS & EVENTS

Speed Networking | Date TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

Designer Purse & Sunglass Bingo Fundraiser | March 4, 2026

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

Networking Event | Network & Chill | TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | TBD

Platinum Sponsorship: Large Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | TBD

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Networking Event | Network & Chill | TBD

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leadership development

// NWIIWA understands that leadership development and community engagement aren't one-time initiatives. Their year-round approach aligns with our long-term goals, not just marketing objectives. //

Aida Abuelizam

NiSource | Manager, Strategy & Risk | NWIIWA Board Member

Get Inspired



NWIIWA PREMIER PARTNERSHIP

\$7,500 INVESTMENT | \$10,575 VALUE

Consistent high brand visibility on marketing materials and outreach, as well as tickets and sponsorships to all programs and events throughout the year.

NWIIWA MEMBERSHIP

Premier Membership with all Benefits

As many individuals from your organization may have a NWIIWA Membership at no additional cost, saving you money. Individual memberships are \$150 per person

Opportunities for your Team to Get Involved and Join Committees

MARKETING

2025 | 20K Unique Users | 92K Clicks
Logo, and hyperlink to your website on Member Directory
Banner ad on website for 6 months

NWIIWA Newsletter

2025 | 2,000 Emailed Each Quarter
Your ad in 2 Newsletters

Social Media

2025 | 784K Views | 300K Reach | 7K Followers
Your ad on our social 2 times per year

PARTNERSHIPS ONLY

NWIIWA Eblasts

2025 | 90,400 Sent with a 40% Open Rate
Logo included on all NWIIWA Eblasts

NWIIWA Event Sell Sheet

Logo included on all event sell sheets

NWIIWA Letterhead

Logo included on NWIIWA letterhead

AWARDS & RECOGNITION PROGRAMS

Awards Banquet | Influential Women of Northwest Indiana | September 24, 2026

Gold Sponsorship: Medium Logo on Event Website and Signage, Half Page Ad in Program, Name Recognition at Event and 1 Premium Table of 10

Nominee Mixer | TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 2 Tickets

EDUCATIONAL PROGRAMS

Professional Women's Conference *Special Package* | November 11, 2026

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event, 4 Premium Tickets

Business & Economic Outlook | October 30, 2026

Gold Sponsorship: Unlimited Tickets

Educational Event | Program 1 | Date TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

Educational Event | Program 2 | Date TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

Educational Event | Program 3 | Date TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 3 Tickets

Certificate Program | January 15th, 22nd, 29th 2026 | Virtual Series

Gold Sponsorship: Medium Logo on Event Website & 3 Tickets

MENTORSHIP PROGRAM - NEW

2026 Cohort | Spring & Fall

Gold Sponsorship

NETWORKING PROGRAMS & EVENTS

Speed Networking | Date TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 2 Tickets

Designer Purse & Sunglass Bingo Fundraiser | March 4, 2026

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & 2 Tickets

Networking Event | Network & Chill | TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | TBD

Gold Sponsorship: Medium Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

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Networking Event | Network & Chill | TBD

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consistent engagement

// We saw consistent engagement through conferences, networking events and education that our franchises valued. //

Kerry Wright
Owner/Operator | Portage Biggby

Engage Now



NWIIWA CORE PARTNERSHIP

\$5,000 INVESTMENT | \$6,725 VALUE

Regular marketing opportunities through the year, silver sponsorship to awards banquet, discounted tickets to events and access to all annual educational opportunities.

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Logo included on all NWIIWA Eblasts

NWIIWA Event Sell Sheet

Logo included on all event sell sheets

NWIIWA Letterhead

Logo included on NWIIWA letterhead

AWARDS & RECOGNITION PROGRAMS

Awards Banquet | Influential Women of Northwest Indiana | September 24, 2026

Silver Sponsorship: Small Logo on Event Website and Signage, Half Page Ad in Program, Name Recognition at Event and 5 Premium Tickets

Nominee Mixer | April 21, 2025

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

EDUCATIONAL PROGRAMS

Professional Women's Conference *Special Package* | November 11, 2026

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event, 3 Premium Tickets

Business & Economic Outlook | October 30, 2026

Silver Sponsorship: Unlimited Tickets

Educational Event | Program 1 | Date TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

Educational Event | Program 2 | Date TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

Educational Event | Program 3 | Date TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

Certificate Program | January 15th, 22nd, 29th 2026 | Virtual Series

Silver Sponsorship: Small Logo on Event Website and 1 Event Ticket

MENTORSHIP PROGRAM - NEW

2025 Cohort Mentorship Program

Silver Sponsorship

NETWORKING PROGRAMS & EVENTS

Speed Networking | Date TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

Designer Purse & Sunglass Bingo Fundraiser | March 5, 2025

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & 1 Ticket

Networking Event | Network & Chill | February 11, 2025

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | May 13, 2025

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | August TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets

Networking Event | Network & Chill | October TBD

Silver Sponsorship: Small Logo on Event Website and Signage, Name Recognition at Event & Unlimited Tickets



membership vs partnership

	MEMBERSHIP	PARTNERSHIP
Budgeting Approach	Per-Person/Per-Event	One Predictable Annual Investment
Designed for	Individual Professionals	Organizations & Teams
Primary Focus	Participation & Connection	Visibility, Participation, Influence & ROI
Team Members Covered	Named Individuals	Multiple Team Members Included- Flexibility to Send Who you Want to an Event
Event Sponsorships	X	Included Tickets to all Events
Tickets to NWIIWA Events	X	Included Year-Round
Brand Visibility & Marketing	X	Built into Partnership
Logo Placement & Recognition	X	Across Events & Platforms
Digital, Email & Social Reach	X	Integrated Amplification

value & connection



// Our partnership with NWIIWA adds value and connection that truly support the work we're doing within our Advisor Resource Group. //

Shvonne Barber
Credit Analyst II | Horizon Bank

Get Connected



219.226.0300 | nwiiwa.org

