



PAYTECH WOMEN LEADERSHIP SUMMIT

CHOOSE.TO.BE.

ATLANTA, GA | SEPT. 24-25, 2024

SPONSORED BY 

Leadership Summit Sponsorship Prospectus 2024



PAYTECH WOMEN
Rise. Thrive. Connect.

The ONLY non-profit serving professional women in the payments industry

paytechwomen.org/PTWSummit2024



Dear Industry Leader:

Thank you for your interest in becoming a sponsor of the PayTech Women 17th Annual [Leadership Summit](#), Sponsored by FIS. The PTW Summit is the pinnacle event of the year for women and our valued male allies across the global paytech environment.

For nearly 20 years, PayTech Women has been dedicated to empowering and supporting women in the payments industry. Our 2024 Summit theme, "CHOOSE TO BE," encourages attendees to embrace the power of choice, guiding them toward limitless possibilities in their professional lives.

Your support of PayTech Women and your team members within our community plays a vital role in our goal to create a world where a woman's potential knows no bounds. By becoming a sponsor, your organization demonstrates a commitment to reducing the gender imbalance in leadership roles within the industry, allowing ambitious women to rise in the payments sector.

Choosing to be a sponsor of the PTW Summit is a strategic investment in women's leadership. Your contribution fuels our ongoing efforts to provide inspiring and educational programming in our industry. Additionally, your company will receive exposure as a key sponsor of the event, expanding your brand visibility to our nearly 6,000 members, 700 attendees and beyond.

Join the ranks of esteemed PTW sponsors like FIS, Fiserv, Global Payments, JPMorgan, Discover, Bank of America, Visa, Mastercard and others by sponsoring our annual conference. Your participation aligns your company with an organization dedicated to fostering diversity and inclusivity while supporting your employees' success.

Thank you for exploring this opportunity. I'm confident that your involvement in our annual event will bring immense value to both your team and organization.

Sincerely,

Polly Van Duser, SPHR

2024 PayTech Women Board President

Vice President, Talent Acquisition

One Inc

PAYTECH WOMEN
**LEADERSHIP
SUMMIT**

CHOOSE.TO.BE.

ATLANTA, GA | SEPT. 24-25, 2024

SPONSORED BY **FIS**



PayTech Women has been at the forefront of advancing gender diversity for nearly 20 years!

When You Invest in PayTech Women, You Invest in Women.

Our Vision

A world where a woman's potential is as unlimited as her ambition.

Our Mission

To create a stronger and more diverse industry by empowering and investing in women.

We Are: Women Who Lead and Men Who Advocate

Nearly 6,000 Members Worldwide!



Executives and
emerging leaders



...from across payments &
fintech ecosystems



...from start-ups to
Fortune 100

We Are:

Members from More than 250 Companies



PTW 2023 Board & Past Leadership (l to r): Dr. Gail Burgos, BCG, Inc.; President Kelly Beatty, FIS; Immediate Past President Kelly Tufts, Discover; President-Elect Polly Van Duser, One Inc; PTW Founders Holli Targan, Taft Law & Diane Faro, Savify; Kathryn Kmiolek, Fortis; Whitney Stewart Russell, Fiserv; Past President Linda Rossetti; Retired, Payroc/Bluestone; Laura Gibson, Georgia Fintech Academy; Past President Mary Uslander, Fiserv; Wendy Holliday, PTW CEO. Not Pictured: Treasurer, Audrey Blackmon, i2c Inc.; Secretary Dawn Delaney, JPMorgan Chase; Beth Deck, Solutions by Text; Genevieve Dozier, Finova Capital; Robyn Growe, Global Payments; Cynthia Knowles, Retired, FIS; PTW Founder Linda Perry, Retired, Visa, Inc.; Jess Turner, Mastercard

- Innovators and established players
- Traditional tenders like credit cards and ACH
- Education
- Retail banking
- Investment management
- Digitally-enabled payments such as mobile payments and cryptocurrency

52 PAYTECH WOMEN CORPORATE PARTNERS

As of July 1, 2024

PINNACLE



LEGACY

JPMORGAN CHASE & Co.

VISIONARY



LEADERSHIP



AMBASSADOR



PATRON



FRIENDS



FEATURE SPACE



Giesecke+Devrient

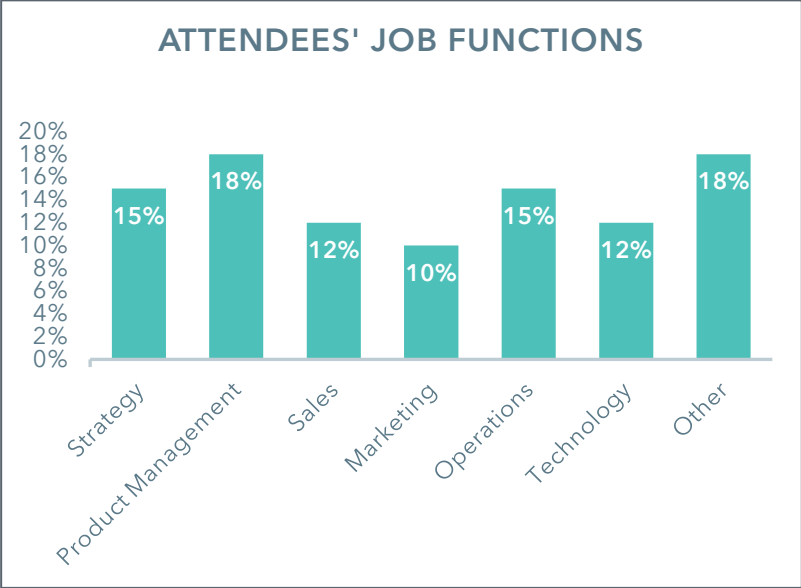
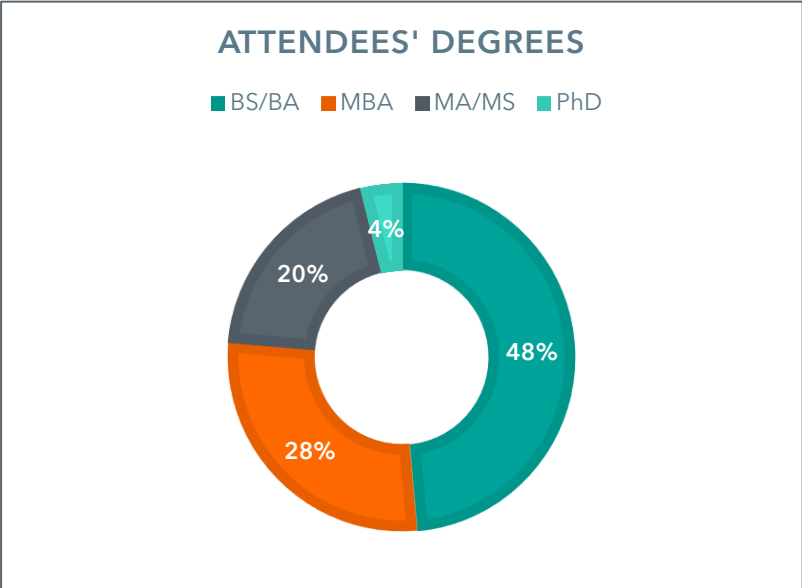
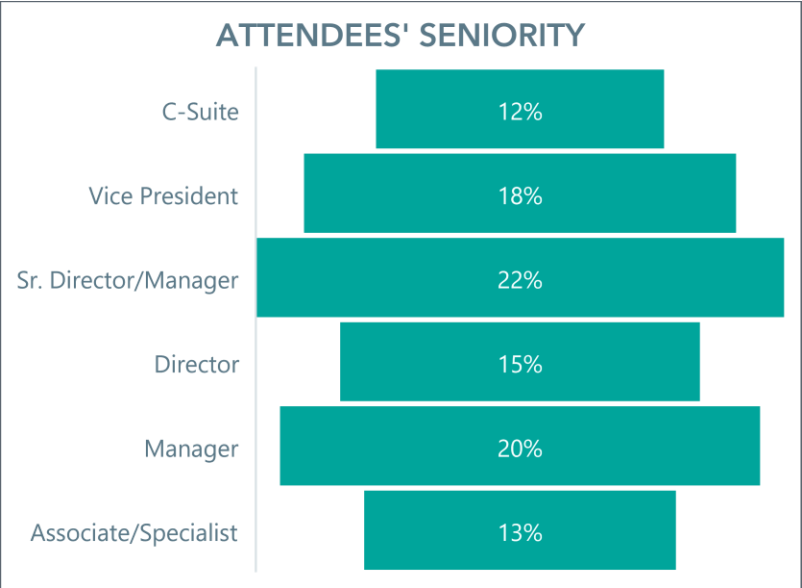
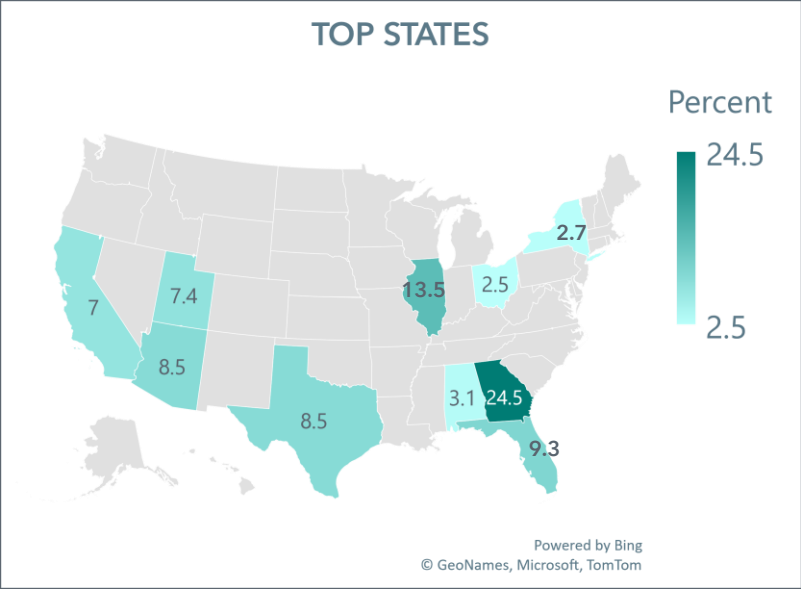
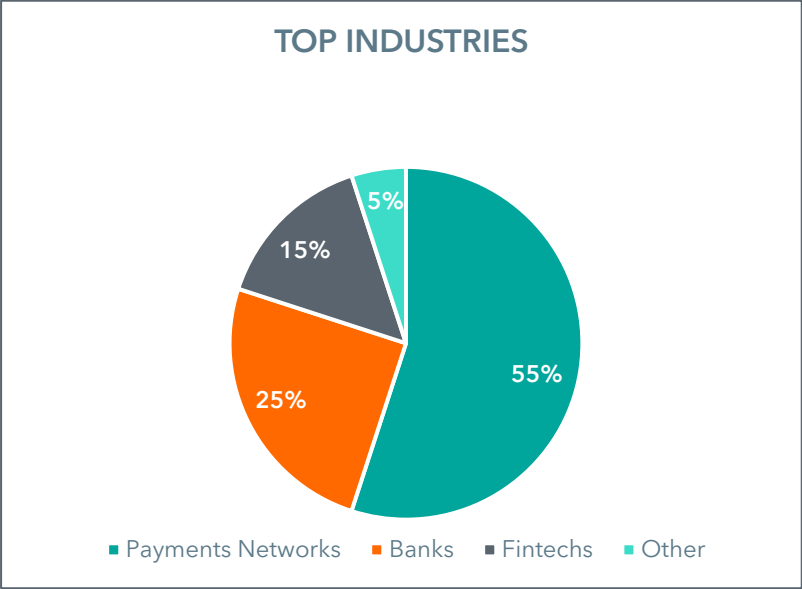


INNOVATOR



PTW Leadership Summit: Who Attends?

PayTech Women 2023 Leadership Summit Data



Sponsorship Benefits

Boost Your Brand and Promote Diversity



Your Organization Will:

- **Demonstrate Commitment to Diversity & Inclusion** by supporting opportunities at the Leadership Summit
- **Reach nearly 6,000 Members from 250+ Organizations** in the evolving payments and fintech ecosystem
- **Increase Awareness of Your Brand** with visibility at the Summit as well as with pre- and post-event promotions
- **Highlight Your Company to 700 Attendees** as advocates of women empowerment
- **Be Seen as a Thought Leader** with the opportunity to contribute to PTW programs, sessions and experiences

Sponsorship Benefits

Magnify Your Brand's Influence

Attendees Gain

- **Knowledge and Advice** from executive women who have successfully navigated to C-Suites & Boards
- **Information to Empower Advancement** of gender diversity solutions
- **Leadership Development** to build skills, competence and confidence
- **Interactive Opportunities** to expand professional networks and develop relationships



TITLE Sponsor

By becoming the **Leadership Summit Title Sponsor**, you demonstrate an unparalleled and unwavering commitment to the development of women, showing the industry that you understand the value of a diverse and empowered workforce.

Pre-Event

- Co-branded with the Summit on marketing materials, event web pages, social postings, email promotions, publications and media releases: **"PayTech Women Leadership Summit, Sponsored by (Your Company Name or Logo)"**

Event

SOLD

- Ten (10) Summit Registrations (valued at **\$9,250**)
- Co-branded with the Summit on marketing materials, event web pages, social postings, email promotions, publications, media releases, presentation slides and signage: **"PayTech Women Leadership Summit, Sponsored by (Your Company Name or Logo)"**
- Featured as the **exclusive sponsor of the highly regarded Awards Ceremony & General Session**
- Five (5) minute sponsor remarks from podium during Tuesday's Awards Ceremony
- Partner Experience Table (6') with collateral materials on both days
- Your branded marketing materials included in Summit attendee bags

Investment: \$30,000



PLATINUM Sponsor

As the **Platinum Leadership Summit Sponsor**, your brand will receive exceptional exposure and recognition before and throughout the Summit, along with free registrations. Plus, as the exclusive sponsor of our celebrated Summit Opening Night Event, you'll have the opportunity to connect with attendees in a unique and memorable way. This engaging event includes the closing of the Virtual Auction, giving your brand even more visibility.

Pre-Event

- Logo and/or company name featured on pre-event marketing materials, event web pages, social postings and email promotions

SOLD

Event

- Four (4) Summit Registrations (valued at **\$3,700**)
- Logo and/or company name featured on event marketing materials, event web pages, social postings, email promotions, presentation slides and signage
- Featured as the **exclusive sponsor of the Opening Night Event**
- Five (5) minute sponsor remarks from podium during Tuesday's Opening Night Event
- Partner Experience Table (6') with collateral materials on both days
- Your branded marketing materials included in Summit attendee bags



Investment: \$22,000

DIAMOND Sponsor

By becoming the **Leadership Summit Diamond Sponsor**, your benefits include premier brand promotion and placement before and throughout the Summit.

Pre-Event

- Logo and/or company name featured on pre-event marketing materials, event web pages, social postings and email promotions

Event

- Five (4) Summit Registrations (valued at **\$4,625**)
- Logo and/or company name featured on event marketing materials, event web pages, social postings, email promotions, presentation slides, bookplates and signage
- Featured as the **exclusive sponsor of the Closing General Session**
- Five (5) minute sponsor remarks from podium during Wednesday's Closing General Session
- Partner Experience Table (6') with collateral materials on both days
- Your branded marketing materials included in Summit attendee bags

Investment: \$20,000

SOLD



SAPPHIRE Sponsor

Showcase your brand to a captive audience of industry leaders as the **Sapphire Leadership Summit Sponsor**, featured at one of the conference highlights - the Wednesday morning general session. This exclusive sponsorship opportunity offers promotional benefits and representation before and throughout the Summit.

Pre-Event

- Logo and/or company name featured on pre-event marketing materials, event web pages, social postings and email promotions

Event

- Three (3) Summit Registrations (valued at **\$2,775**)
- Logo and/or company name featured on event marketing materials, event web pages, social postings, email promotions, presentation slides and signage
- Featured as the **exclusive sponsor of the Wednesday Morning General Session**
- Five (5) minute sponsor remarks from podium during Wednesday Morning General Session
- Partner Experience Table (6') with collateral materials on both days
- Your branded marketing materials included in Summit attendee bags



Investment: \$15,000

GOLD Sponsor

Elevate your company's presence as the **Gold Leadership Summit Sponsor**, with premier brand promotion and placement before and throughout the Summit, as a select Networking Luncheon sponsor. New for 2024, connect with industry leaders and make a lasting impression on attendees during Tuesday's Lunch and Virtual Auction or Wednesday's Lunch and Partner Engagement Experiences.

Pre-Event

- Logo and/or company name featured on pre-event marketing materials, event web pages, social postings and email promotions

Event

- Logo and/or company name featured on event marketing materials, event web pages, social postings, email promotions, presentation slides and signage
- Featured as a **sponsor of the Tuesday or Wednesday Luncheon Networking Events**
- Your branded marketing materials included in Summit attendee bags

Investment: \$10,000 - TWO AVAILABLE



SILVER Sponsor

Expand your brand's visibility and energize your Summit experience by becoming the **Silver Leadership Summit Sponsor**. Your company will be promoted before and throughout the event and you will have the opportunity to stimulate networking during the Summit's Afternoon Refreshment Breaks.

Pre-Event

- Logo and/or company name featured on pre-event marketing materials, event web pages, social postings and email promotions

Event

- Logo and/or company name featured on event marketing materials, event web pages, social postings, email promotions, presentation slides and signage
- Featured as a **sponsor of the Tuesday or Wednesday Afternoon Refreshment Breaks**
- Your branded marketing materials included in Summit attendee bags

Investment: \$5,000 - FOUR AVAILABLE (2 each day)

1 SOLD



PTW 2024 Summit Sponsorship Opportunities

	TITLE \$30,000 <div>SOLD</div> 10	PLATINUM \$22,000 <div>SOLD</div> 4	DIAMOND \$20,000 <div>SOLD</div> 4	SAPPHIRE \$15,000 3	GOLD (2) \$10,000 ea.	SILVER (4) \$5,000 ea.
Summit Registrations						
Exclusive Sponsor of the Awards Ceremony and General Session with 5-minute sponsor remarks from podium	<div></div>					
Exclusive Sponsor of the Opening Night Event plus 5-minute sponsor remarks from podium		<div></div>				
Exclusive Sponsor of the Closing General Session plus 5-minute sponsor remarks from podium			<div></div>			
Exclusive Sponsor of the Wednesday Morning General Session plus 5-minute sponsor remarks from podium				<div></div>		
Sponsor of the Tuesday or Wednesday Luncheon Networking Events (2 available)					<div></div>	
Sponsor of the Tuesday or Wednesday Afternoon Refreshment Breaks (4 available) <div>1 SOLD</div>						<div></div>
6' Partner Experience Table	<div></div>	<div></div>	<div></div>	<div></div>		
Company Logo in Pre-event & On-site Signage	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Company Marketing Materials in Summit Attendee Bag	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

À La Carte Summit Sponsorship Opportunities

All include logo and link on Leadership Summit website, onsite signage plus option to include an item in Attendee Bag

Location: **M** Marriott **R** Renaissance **B** Both Hotels

Headshot Lounge: \$10,000

An attendee-favorite, two-day opportunity that includes naming rights and space to promote your brand. In our digital world, everyone needs and appreciates a professional headshot. **R**



Wellness Lounge: \$10,000

Position yourself as a champion of wellness with our exclusive two-day Summit space dedicated to fostering holistic well-being. Enjoy prominent branding where attendees will engage with wellness breakout sessions and events. **M**

Closing Wine Down: \$12,000

Enjoy exclusive naming rights and close the event with this special experience! The highly anticipated final event includes several wine-tasting stations, music and great networking opportunities for all. **R**



Career Pathways Pavilion: \$10,000

Elevate your brand as the catalyst for career advancement at our "Choose Your Future" lounge. Show your commitment to professional growth by sponsoring this exclusive area where attendees can access breakout sessions and experiences tailored to their career advancement! **R**

Invite-Only Senior Leader Symposium and Breakfast: \$12,500

"Choose To Lead" and advance your brand by sponsoring our invite-only leadership session and private breakfast. Network with influential attendees and host a speaker of your choice. Limited to 100 participants, including 50 tickets for your VIP invitations. **R**



Amplify! Mini-Sessions: \$2,500

Introduce three rounds of our popular 10-minute presentations, which met with overwhelming demand last year! With expanded space in 2024, your brand gains even greater visibility during these quick but powerful sessions. **R**

Wireless Network and WiFi Name: \$10,000

Unlock seamless connectivity with our WiFi sponsorship. As a sponsor, not only do you ensure smooth browsing and networking opportunities for all, but you also gain additional brand exposure by naming the WiFi network! **B**



Education Tracks: \$5,000 each

Showcase your thought leadership with an Education Track Sponsorship. Your name will be included in track name, and your name and logo will be displayed on event signage and in pre- and post-event promotions. **M** Choose from:

- **RISE: Rise to Your Fullest Potential**
- **THRIVE: Level Up on Your Development**
- **CONNECT: Elevate All Areas of Your Life**
- **DEI: Dig into Diversity, Equity & Inclusion**

À La Carte Summit Sponsorship Opportunities

All include logo and link on Leadership Summit website, onsite signage plus option to include an item in Attendee Bag

Location: **M** Marriott **R** Renaissance **B** Both Hotels

Animated Photo Booth: \$10,000

Bring the traditional photo booth into the 21st century with our NEW GIF Booth! Guests receive an animated GIF of three photos, plus printed takeaways – all branded with your logo. These keepsakes are perfect for sharing on social media and taking home. This sponsorship offers excellent brand visibility and engagement with attendees. **B**



Virtual Auction Site: \$5,000

Support PayTech Women, a 501(c)(3) non-profit, and increase your brand's impact with the exclusive Virtual Auction Site Sponsorship. Your company name and logo will be visible on the PTW Auction landing page, ads throughout the site and in all

communications promoting this highly anticipated fundraiser. **M**



Lanyards: \$2,500 plus 700 lanyards

Reach every registrant at the conference by sponsoring the double-clip lanyard that holds each attendee's name badge. Maximize your brand exposure in the nation's payments hub: Atlanta!

Attendee Bags: \$2,500 plus 700 bags

Get prominent exposure with this significant event accessory – all branded with PTW – that attendees love to use during and after the event.



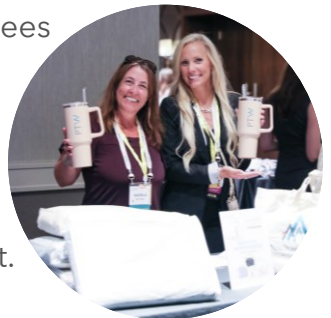
Notepads: \$2,500 plus 700 notepads

Attendees love to take notes! Let them see your company's name on the cover of the official event notepad while they learn and scribe during two days of educational sessions.



Refillable Water Bottles: \$2,500 plus 700 bottles

Keep them refreshed! Attendees will appreciate a refillable personal water bottle to use throughout the conference and take home. Water stations available throughout the two-day event.



Virtual Auction: Donation

Join in on the fun during Tuesday's Networking Lunch by donating an auction item. Your company name and logo will be visible on the PTW Auction site, and your name noted in the donations list. **M**

Conference Pens: \$2,500 plus 700 pens

Every word written with the event pen – showcasing your logo – will amplify your support of PayTech Women and the Summit attendees!

À La Carte Summit Sponsorship Opportunities

All include logo and link on Leadership Summit website, onsite signage plus option to include an item in Attendee Bag

Location: **M** Marriott **R** Renaissance **B** Both Hotels

NEW IN 2024

Specialty Coffee Bar:

\$10,000

"Choose to Energize" attendees on Tuesday and Wednesday in the Renaissance, offering them a premium coffee experience to fuel their days of learning and networking. **R**



CHOOSE TO DELIGHT

Coffee Break: \$5,000

A Tuesday morning refresh, near the busy Registration area, will provide attendees with a revitalizing start to their day as they network and engage with industry peers. **M**

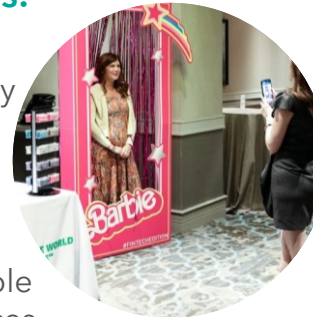
Afternoon Tea: \$5,000 each

This special afternoon tea break, hosted in the Wellness Lounge, allows attendees to unwind and recharge while continuing their important conversations. **M**

CHOOSE TO ENGAGE

Partner Experience Tables: \$5,000 each

Maximize your brand exposure by securing one of the ten Partner Experience Tables, strategically located in high-traffic areas, to showcase your company and engage attendees with memorable activities, giveaways or experiences. Each sponsorship includes one Summit registration, offering a unique opportunity for direct interaction with our diverse audience. Limited availability of 6' tables; first-contracted, first-served. **M** 5 of 10 SOLD



Chair Massages: \$10,000

Amidst the two-day event's many activities, offer attendees a moment of relaxation and indulgence. Located in the Wellness Lounge, massages are available four hours each mid-day. **M**

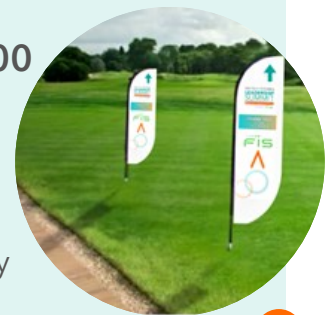
Shuttle Circulator: \$10,000

Enhance Tuesday evening experiences and champion women's entrepreneurship by securing the exclusive sponsorship of our Shuttle Circulator. Your brand will guide attendees to local restaurants, including many women-owned or women-led businesses, via our convenient transportation. Guests will enjoy seamless drop-off and pick-up services, enhancing their event journey in the vibrant ATL Airport District and College Park area. **B**

CHOOSE TO LEAD

Directional Flags: \$4,000

Choose this exclusive sponsorship to guide attendees seamlessly from one building to another. Your brand will lead the way on 3 double-sided outdoor flags and gain visibility at every step of the attendees' journey. **M** ↔ **R**



Registration



We welcome all women and men to join us in Atlanta for an energetic and inclusive industry event!

Early Bird until June 7, 2024:	
PTW Member	\$875
PTW Member 10 Ticket Pack**	\$8,200
Non-Member	\$975
Regular/Onsite:	
PTW Member	\$925
PTW Member 10 Ticket Pack**	\$8,999
Non-Member	\$1,100
Non-Member 10 Ticket Pack**	\$9,250
Table Registrations:	
PTW Members Only: EmPOWER Package*	\$9,500

*Includes 10 Registrations, one BONUS Student Registration, Student Session access and limited reserved table for General Sessions (first-contracted, first-served).

**Additional tickets over 10: \$820 for Member Early Bird, \$900 for Member Regular and \$925 for Non-Member Regular. Open seating.

Choose to Expand Your Brand's Influence

PAYTECH WOMEN LEADERSHIP SUMMIT

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SPONSORED BY 

Let's work together to design the most effective Summit sponsorship package to align with your company's goals.

We look forward to going on this journey together.

Sincerely,

Angela Summa

Strategic Partnerships

PayTech Women

asumma@paytechwomen.org

Julianie (Jules) Ferguson

Business Development Coordinator

PayTech Women

jferguson@paytechwomen.org





Thank You.

PAYTECH WOMEN
Rise. Thrive. Connect.

*PayTech Women is the ONLY 501(c)(3) non-profit organization
serving professional women in the payments and fintech industries.*