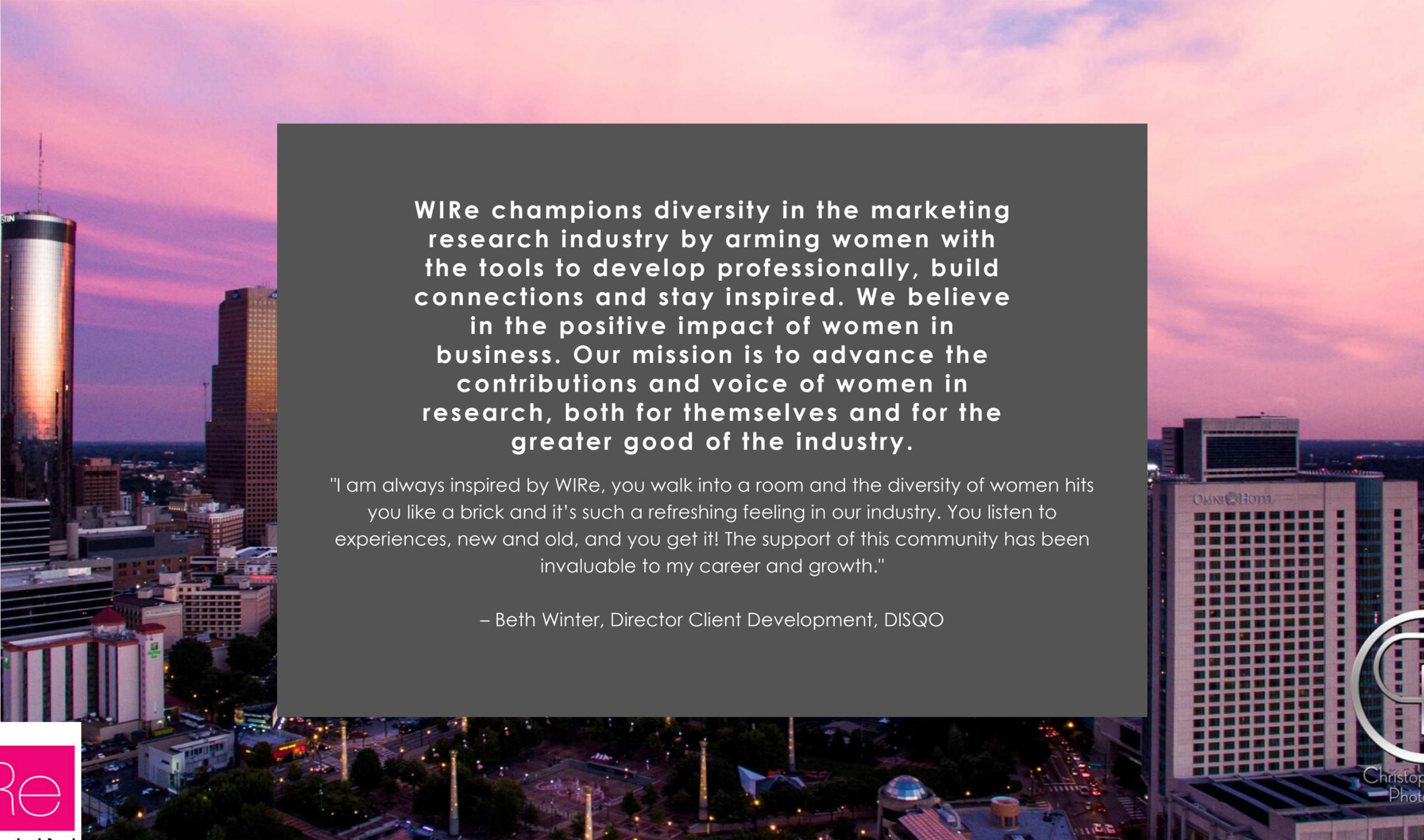




www.womeninresearch.org



2020 CORPORATE DONORSHIP OPPORTUNITIES

An aerial photograph of a city skyline at sunset. The sky is a mix of pink, purple, and blue. Several skyscrapers are visible, including a prominent cylindrical one on the left and a large rectangular one on the right with 'OMNI HOTEL' visible on its facade. A central grey text box contains the main message.

WIRe champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. We believe in the positive impact of women in business. Our mission is to advance the contributions and voice of women in research, both for themselves and for the greater good of the industry.

"I am always inspired by WIRe, you walk into a room and the diversity of women hits you like a brick and it's such a refreshing feeling in our industry. You listen to experiences, new and old, and you get it! The support of this community has been invaluable to my career and growth."

– Beth Winter, Director Client Development, DISQO

Why Prioritize Inclusion?

Diversity and inclusion have been proven to impact brand, corporate purpose, and performance.

67%

67% of job candidates want to join a diverse team.

—Glassdoor

70%

Diverse companies are 70% more likely to capture new markets.

—Harvard Business Review

2.3X

Inclusive companies have a 2.3x higher cash flow per employee over 3 years.

—Bersin, Deloitte

Companies in the top quartile for gender diversity are 27% more likely to outperform their national industry average in terms of economic profit.

—McKinsey



Women in Research (WIRE) is committed to making a measureable impact on industry and corporate diversity efforts. Your support is the key to our success.

WORKPLACE DIVERSITY IS A KEY DRIVER OF ECONOMIC GROWTH

- Companies with a higher percentage of women in executive positions have a 34% higher total return to shareholders than those that do not.
- In the U.S., women went from holding 32% of all jobs to nearly 48% over the past forty years.
- Women own nearly 10 million businesses in the U.S., accounting for \$1.5 trillion in revenues.

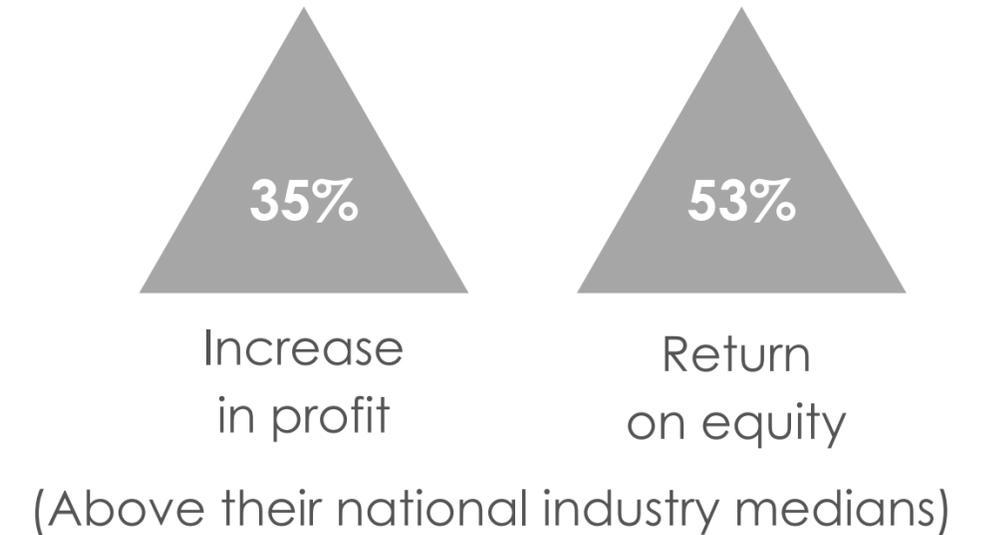
BY ADDRESSING CHALLENGES AND BARRIERS FACING MARGINALIZED COMMUNITIES WE CAN TRANSFORM OUR ECONOMIES

Reductions in barriers to female labor force participation would increase the size of GDP:



Currently 97% of U.S. companies fail to have senior leadership teams that reflect the country's ethnic labor force.

DIVERSITY ON MANAGEMENT TEAMS AND BOARDS MEANS COMPANIES WERE MORE LIKELY TO SEE:



AT CURRENT RATES, REGIONS WILL CLOSE THE ECONOMIC GENDER GAP IN:

- Western Europe - 47 YEARS
- Latin America - 61 YEARS
- Europe/Central Asia - 93 YEARS
- APAC - 111 YEARS
- MENA - 356 YEARS
- South Asia - 1,000+ YEARS
- North America - GOING BACKWARDS

OUR COMMUNITY

WIRe counts over **8,000**
professionals globally engaged with our
programming

41%

ARE EMPLOYED AS FULL SERVICE
RESEARCH PROVIDERS

28%

ARE CLIENT SIDE RESEARCHERS
OR

29%

CONSULTANTS
AMONG ANCILLARY AND
TECHNICAL SERVICE PROVIDERS

49%

WORK IN FIRMS WITH MORE THAN 100
EMPLOYEES

52%

ARE SENIOR LEVEL DECISION MAKERS



WIRe is supported by some
of the most prominent data
driven companies in the
world, including:

facebook

KANTAR

Toluna
an itwp company

Confirmit.

dynata

fieldWORK

PG Focus Point
Global

FUEL

hypothesis

LinkedIn

P2 SAMPLE
POWERFULLY PROGRAMMATIC

prodegeMR

WIRE Programming



NETWORKING EVENTS

WIRE's programming foundation is bi-annual free events that feature informal networking, panel discussions or industry speakers. Events have been hosted in and/or are being planned in cities around the world: New York, Los Angeles, San Francisco, Madrid, Chicago, Seattle, Boston, Milan, Denver, Hong Kong, Atlanta, Philadelphia, Cincinnati, Portland, London, Sydney, Melbourne, Singapore, Paris, Mexico City, Dubai, Toronto, Austin, Washington DC, Stamford, Perth and Tokyo.

MENTORING

WIRE hosts an award-winning global one-to-one mentoring program. Mentees leverage the success of industry executives, while industry executives (both female and male) benefit from growing their leadership and mentoring skills in a one-on-one environment.

"WIRE has provided me with a great mentor. She's the sounding board I need to have faith in my work & abilities. Having the guidance of someone who's been through a similar position gives me confidence to know my worth & the value of my work."

—Cheryl Neoh, Senior Analyst, Electronic Arts

OFFICE HOURS

Office Hours provide an informal, online mentoring program for women who are unable to participate in WIRE's formal mentoring program. Office Hours features a rotation of industry experts every other month who host an ongoing Q&A on WIRE's site and provide a forum for conversations about career and personal growth.

WEBINARS

WIRE's webinar series works to create educational opportunities that augment our mentoring and networking programs. Topics range from career progression to entrepreneurship, negotiation skills and financial management skills. Presenters are experts from within the research community, as well as invited speakers from outside the MR industry.

WIRE Programming

WIREXEC

The WIRexec membership program provides exclusive networking and one-to-one collaboration opportunities for C- suite, senior executives and entrepreneurs. WIRexec is an invitation-only forum, which hosts a Leadership Summit in addition to highly curated online programming. In 2019 we expanded our Leadership Summit to Europe as well.



50/50 INITIATIVE

Through the 50/50 Initiative, WIRe maintains the only database of female speakers in the marketing intelligence community and helps match them with the best MR events. Working with the biggest names in the industry, we've developed actionable guidelines help conference organizers recruit a truly diverse on-stage presence and improve speaker gender ratios at events.



GLOBAL SCHOLARSHIP FUND

The WIRe community—in cooperation with the ESOMAR Foundation and with matching donations from Unilever—has successfully funded a scholarship for an exceptional female student pursuing her studies in a market research related field in both Kenya, Cambodia, Guatemala, and Sri Lanka. Due to the success of the program, the WIRe community is working to fund another student from a disadvantaged socio-economic background and give her the chance at a rewarding career in market research.

JOB BOARD

WIRe's partnership with the MrWeb job index, the largest in the industry, puts the WIRe Job Board in front of a worldwide audience. Job opportunities posted through WIRe reach more than 50,000 MR professionals worldwide!



WIRe Corporate Donor Commitment Levels

WIRe programs offer an unparalleled opportunity to promote your brand and company capabilities while demonstrating your support of women and diversity in the research industry.

Supporting Level : \$14,500

- Logo, company name and description on WIRe website
- Five free job listings on WIRe's International Job Board (UK excluded)
- Mention on all WIRe social/community/email communications around events, webinars, Office Hours and annual mentoring program
- Thank you mention at all live events
- Permission to use WIRe logo for marketing promotion
- Share marketing materials at ANY global WIRe event (with prior arrangement)

Visionary Level : \$25,500

All of the benefits of the Supporting Level plus:

- Advertising space on all WIRe digital properties
- Opportunity to participate as a speaker/panelist for one webinar/year (speaker/topic to be approved by WIRe)
- Pre-event list of attendees made available for all, in-person networking events

Luminary Level : \$51,000

All of the benefits of the Supporting and Visionary Levels plus:

- Advertising space on all WIRe digital properties
- Opportunity to participate as a speaker/panelist for one webinar/year (speaker/topic to be approved by WIRe)
- Pre-event list of attendees made available for all, in-person networking events

As part of your corporate donor benefits, choose tailored donor benefit modules to uniquely fit your organizational needs:

1. Seat on the WIRe Advisory Board (Luminary donor only)
2. Consulting on creation or expansion of your company's corporate diversity program (Luminary donor only)
3. Speaker training for up to five women employed by donor, hosted by Kristin Luck (does not include travel costs) (Luminary donor only)
4. WIRexec Membership for a female executive at your company (C-level, Founder or SVP)
5. WIRe hosted webinar of donor content on applicable industry topics (value: \$4,000)
6. WIRe city networking event hosted at sponsor office (available only in markets where WIRe has event leads)
7. Lunch & Learn hosted educational program featuring a panel discussion for your company's employees, clients and/or agencies, designed in collaboration with WIRe (does not include travel or external speaker, venue or catering costs)
8. Breakfast Roundtable hosted educational program featuring a keynote speaker followed by guided discussion for your company's employees and/or clients, designed in collaboration with WIRe (does not include travel or externals, venue or catering costs)



**READY TO INVEST IN A
MORE DIVERSE AND
INCLUSIVE INDUSTRY?**

WIRE is a 501(c)(3) non-profit organization in the U.S. Your support of WIRE is tax deductible.

WIRE donors are rewarded with increased business, brand efficacy and recognition from our community members. Our community has expressed a strong preference and affinity for firms that encourage the professional development of women and support of diversity in our industry.

In fact, our recent community survey indicates that more than half of our global community show increased interest in doing business with WIRE donors, 52% of which are senior level decision makers.

Reach out to
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415-577-8634