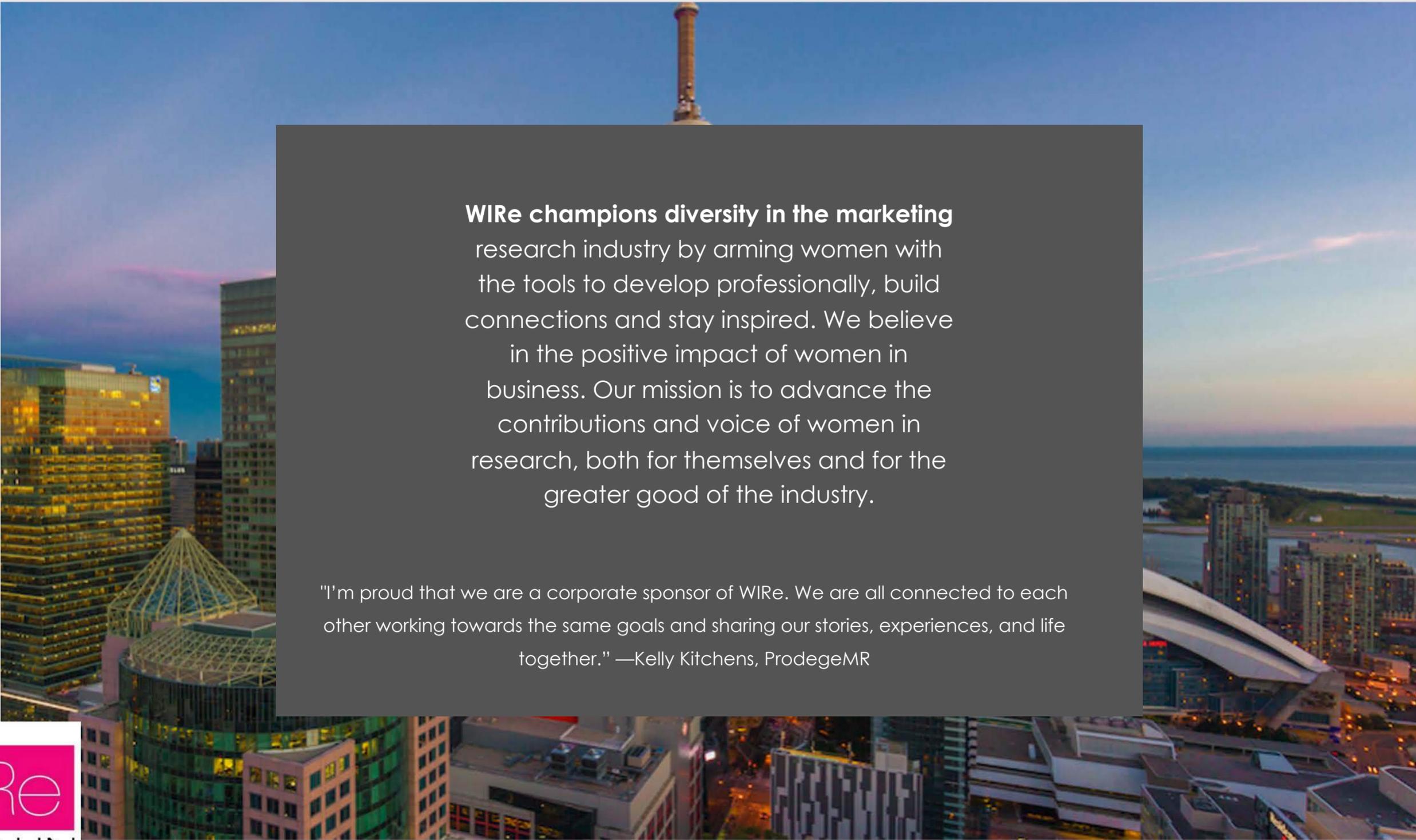




www.womeninresearch.org



2021 CORPORATE DONORSHIP OPPORTUNITIES

An aerial photograph of a city skyline at dusk. The sky is a mix of blue and purple, with some light clouds. In the foreground, several modern buildings are visible, some with their lights on. A prominent feature is a tall, thin, cylindrical structure, possibly a chimney or tower, rising from the center of the skyline. The overall scene is a mix of urban architecture and natural light.

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'm proud that we are a corporate sponsor of WIRe. We are all connected to each other working towards the same goals and sharing our stories, experiences, and life together." —Kelly Kitchens, ProdegeMR

Why Prioritize Inclusion?

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

54%

...of employees would consider finding a new job if their employer didn't demonstrate a commitment to diversity.

—Yello

70%

Diverse companies are 70% more likely capture new markets.

—Harvard Business Review

2.3X

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

—Bersin, Deloitte

50%

Company profits and share performance can be close to 50 percent higher when women are well represented at the top.

—McKinsey



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

WORKPLACE DIVERSITY IS A KEY DRIVER OF **ECONOMIC GROWTH**.

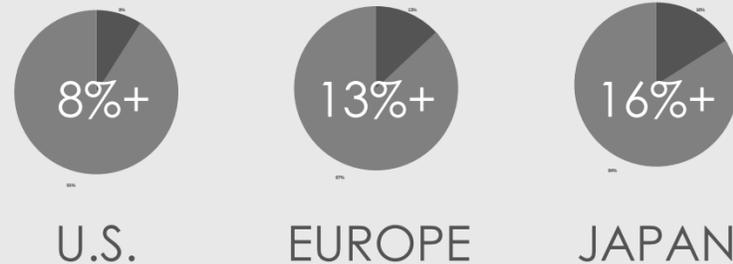
- Companies with a higher percentage of women in executive positions have a 34% higher total return to shareholders than those that do not.
- In the U.S., women went from holding 32% of all jobs to nearly 48% over the past forty years.
- Women own nearly 10 million businesses in the U.S., accounting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



SOURCES: THE WORLD ECONOMIC FORUM GENDER GAP REPORT, MCSIF

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 do NOT 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:



(Above their national industry medians)

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

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

OUR COMMUNITY

WIRe counts nearly **11,000** professionals globally engaged with our programming

42%

ARE EMPLOYED AS FULL-SERVICE RESEARCH PROVIDERS

16%

ARE CLIENT-SIDE RESEARCHERS OR WORKING FOR A BRAND

9%

ARE IN BUSINESS CONSULTING

56%

WORK IN FIRMS WITH MORE THAN 100 EMPLOYEES

54%

ARE SENIOR LEVEL DECISION MAKERS



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

FACEBOOK     

 conjoint.ly 

verizon 

Cint
Accelerating insights.

 Confirmit.

 dynata™

 fieldWORK

 FUEL

InsightsNow™

LinkedIn

MATERIAL+

 prodege


Unilever

WIRE

Programming



NETWORKING EVENTS

WIRE's educational networking events feature panel discussions, industry speakers and learning activities, and informal networking. While these previously in-person events have pivoted online during the times of the pandemic, they still originate in many cities around the world: New York, Los Angeles, San Francisco, Chicago, Boston, Denver, Atlanta, Cincinnati, Portland, London, Sydney, Melbourne, Paris, Mexico City, Toronto, Austin, Washington D.C, Stamford, and Perth. For 2021, all event formats are geared at helping our community stay connected wherever they may be located and the reach of "city" events has expanded to include global audiences through virtual format.

MENTORING

WIRE hosts an award-winning, global one-to-one mentoring program each calendar year. Mentees leverage the success of industry executives, while industry executives (of all gender identities) 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 provides an informal, online mentoring program for women who are unable to participate in WIRE's mentoring program. Office Hours features a panel of industry experts who host an ongoing Q&A on the WIRE site, supporting an on-demand forum for conversations about career and personal growth.

WIRE Programming

WIRE in COLOR

The aim of WIRE's in Color group is to raise the visibility of women of color in and outside of the market research industry and to further progress the conversation of workplace inclusion by championing racial and cultural diversity and equity in our field. The group hosts networking events and leadership webinars regularly, and stays connected through an active online forum.



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 regional Leadership Summit. The group also offers highly curated online programming. For 2021, we have shifted a number of growth opportunities online for this group.



WIRE INDUSTRY AWARD PROGRAMS

The *MRX Diversity Champion award* was created to honor individuals in the market research field who are actively embracing all aspects of diversity, encouraging investment in a diverse workforce in market research, and embodying the values of respect, dignity, autonomy, and equality. WIRE also awards the *Best Places to Work awards* in the market research industry.

WEBINARS

WIRE's webinar series fosters additional educational resources to bolster access to career-shaping information outside of 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



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.

"This Scholarship really is special because women in general and especially in Africa face a lot of challenges specifically when it comes to advancing themselves so as to reach that level of self-actualisation.... I will endeavour to be a good example to those who come behind me and I shall take full advantage of this opportunity." — Innocent Rwamba Nyaga, Kenya

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. For 2021, we are offering more online opportunities to promote your brand in the current times.

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 and virtual events
- Permission to use WIRe logo
- for marketing promotion

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 and virtual 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 and virtual 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 (can be done virtually, does not include travel costs for in-person training) (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. For 2021 only, hosting of two online city events (banner hosting recognition on all materials and at event) or, as allowed, a 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 (can be done virtually, in-person 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 (can be done virtually, in-person does not include travel or externals, venue or catering costs)



Our COVID-19 Response

The Market Research community and business at large has faced unprecedented obstacles due to the COVID-19 pandemic. At WIRe, we've made alterations to our programming in order to adjust to the prevalent conditions, heed the needs of our community, and recentralize the messaging of our donors and supporters in authentic and meaningful ways:



WEBINARS + VIRTUAL EVENTS

We've moved programming online in order to accommodate health regulations and content reach. Donors are featured in all outgoing event emails and their logos are featured in all presentations. Due to virtual programming, our reach includes an even larger global audience for donor promotion.



MENTORING

We're heeding the call of additional need for mentorship and expanded our Office Hours mentoring panel for more availability to community members to get their questions and concerns addressed by industry experts. Also, our one-to-one mentoring program is gearing up for its biggest year yet, as the need for mentoring around the world has increased during this time.



RESEARCH + RESPONSE

Members of the WIRe community carried out a study on the short-term and long-term impacts of the pandemic as a means of informing diversity + inclusion tactics for an industry-wide audience. Members of our WIRexec program also spearheaded a study looking deeply at the workplace in 2020. You can view the studies under our Resource Guide, which also has materials to help MR professionals with their lives, livelihoods and emergent needs.



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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