



BWD

BLACK WOMEN IN DATA

SPONSORSHIP

2024

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BWD

About Black Women in Data

Did you know? Black women account for less than 1% of the data industry.

Our vision is to support Black women in occupying 13% of data roles, from entry-level positions to C-suite positions by 2040. We help Black women data educators, scholars and practitioners to thrive throughout their career. We focus on coaching to develop their data, communication and entrepreneurship skills. Our strategy to accomplishing our vision is to provide growth opportunities via our signature event, the Black Women in Data Summit, a slate of specialized professional development sessions and partnering with organizations who desire an inclusive data future.

Our Core Team



Brandeis Marshall, PhD



Kat Anderson



Joy Victor

Black Women in Data Mission

Black Women in Data (BWD) centers Black women's point of view in all spaces where data lives, offer opportunities for Black women to expand their data skills, and shape pathways for Black women's advancement in the data workforce.

Past Black Women in Data Activities

Since BWD began in late 2020, we've grown our social presence to over 4500 followers, over 550 email subscribers, hosted 2 BWD Summits, public seminars and members-only sessions.

IMPACT SNAPSHOT

70+

Participants joined our community seminars and cohort programs

325+

Participants joined our Summits online and in-person

550+

Email subscribers

Sponsors & Community Partners



Black Women in Data Summit (yearly)

The Black Women in Data (BWD) Summit is the largest gathering for Black women data professionals and leaders to enhance their data and people management skills in the context of their data expertise. Data practitioners, leaders and entrepreneurs are sharing their best practices to optimize attendee's data expertise reach. You'll be given actionable steps, including worksheets and other resource materials to plan your next career move. Each speaker is paid at least \$2000 for sharing their time and expertise with the attendees. Event occurs annually in September or October over the weekend.

Black Women in Data Community Seminar (monthly)

The Black Women in Data (BWD) Community Seminars are designed to amplify the career experiences of Black women data professionals with Black women speakers from any industry and sector. These 60-min virtual-only seminars share the tips, lessons learned and advice that's not written in any book or shared through traditional leadership/professional development activities. They are intended to be candid, eye-opening and informative. Replays will be available to those who register. We offer pre- and post-event surveys to help address top of mind concerns and improve how we deliver this content publicly. Each speaker is paid at least \$1000 for sharing their time and expertise with the attendees. Events occur on a monthly basis based the availability of the invited speaker.

Black Women in Data Career Planning

The Black Women in Data (BWD) Career Planning is our safe place to receive the true professional development that invests in our full career trajectory. The Black women who engage with us span sectors, industries and ages. While we're on the path to occupy 13% of data roles by 2040, it's vital that we create paths for thriving and advancement in the data industry from data upskilling to business development programming. Contact the BWD team to discuss mutually-beneficial programming.

SPONSORSHIP OPPORTUNITIES

\$30,000

MAIN SPONSOR

up to 12 complimentary BWD Summit tickets for on-site company attendees and complimentary access to BWD Community Seminars

Brand differentiation

- In the “Our Sponsors & Partners” section of the BWD landing page, your logo will be the most visible and prominently placed of all the partners.
- Social media banners will be created to thank you for your support. DataedX will share these on social media, and you are encouraged to as well.
- Approved Item in Swag Bag (1) at the BWD Summit

Thought Leadership

- A company representative is encouraged to participate at the BWD Summit as a plenary panelist or serve as a breakout/workshop facilitator (*must identify as a Black woman and must get Black Women in Data Summit approval).
- Company representatives are welcomed to engage with our community through two (2) co-created BWD Community Seminars.

Lead generation

- The BWD team will share resumes of our members who give their content, share contact information of our members who give their content and post job announcements to our list of subscribers throughout the sponsorship duration. We’ll also provide on-site opportunities to share company information at the BWD Summit, including but not limited to in eating area, breakout rooms and workshop classrooms. You’ll receive a list of BWD Summit registrants who approve that engagement.

BENEFACTOR

\$15,000

up to 8 complimentary BWD Summit tickets for on-site company attendees and complimentary access to BWD Community Seminars

Brand differentiation

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- Social media banners will be created to thank you for your support. DataedX will share these on social media, and you are encouraged to as well.
- Approved Item in Swag Bag (1) at the BWD Summit

Thought Leadership

- Company representatives are welcomed to engage with our community through one (1) co-created BWD Community Seminars.

Lead generation

- The BWD team will share resumes of our members who give their content, share contact information of our members who give their content and post job announcements to our list of subscribers throughout the sponsorship duration. We’ll also provide on-site opportunities to share company information at the BWD Summit, including but not limited to in eating area, breakout rooms and workshop classrooms. You’ll receive a list of BWD Summit registrants who approve that engagement.



SUPPORTER

\$7,500

up to 4 complimentary BWD Summit tickets for on-site company attendees and complimentary access to BWD Community Seminars

Brand differentiation

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Lead generation

- The BWD team will share resumes of our members who give their content, share contact information of our members who give their content and post job announcements to our list of subscribers throughout the sponsorship duration. We’ll also provide on-site opportunities to share company information at the BWD Summit, including but not limited to in eating area, breakout rooms and workshop classrooms. You’ll receive a list of BWD Summit registrants who approve that engagement.



SESSION SPONSORSHIP OPTIONS

Workshop or other Summit Session Support - \$5,000 (Limit 7)

- Supporter Level Brand Differentiation
- Workshop facilitation (*must get Black Women in Data Summit approval)
- Speaker selection (*must identify as a Black woman and must get Black Women in Data Summit approval)
- Session room branding
- Other Summit sessions include breakout, panel, happy hour and Sunday brunch
- (2) in-person summit pass
- complimentary access to BWD Community Seminars



AMBASSADOR

\$1,000-\$4,500

1 complimentary BWD Summit tickets for on-site company attendees and complimentary access to BWD Community Seminars

Brand differentiation

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- Approved Item in Swag Bag (1) at the BWD Summit

GIFT GRANTER

Varies

Donate one or more BWD Summit registrations



SPECIALTY SPONSORSHIP OPTIONS

For organizations who desire an alternative to Main, Benefactor, Supporter and Ambassador sponsorship, we offer our specialty options for a more targeted engagement with the BWD Community.

BWD Community Professional Development - \$5,000 (Limit 6)

- Company representatives are welcomed to engage with our community through one (1) co-created BWD Community Seminars.
- Provide the BWD community with a hands-on data skills upskilling experience
- Social media banners will be created thanking you for your support.
- Your company will be included in “Our Sponsors & Partners” on website and Summit materials
- Two (2) in-person summit passes
- complimentary access to BWD Community Seminars for company employees



SPECIALTY SPONSORSHIP OPTIONS

BWD Community Seminars - \$5,000 (Limit 6)

- Company representatives are welcomed to engage with our community through two (2) co-created BWD Community Seminars
- Social media banners will be created thanking you for your support.
- Your company will be included in “Our Sponsors & Partners” on website and Summit materials
- Two (2) in-person summit passes
- complimentary access to BWD Community Seminars for company employees
- Supporter level lead generation



CUSTOMIZED SPONSORSHIP OPTION

BWD Build-Your-Own-Experience (to be determined)

- Contact the BWD team so we can create impactful engagements for our community and help close your company's data talent gaps.
- Your company will be included in "Our Sponsors & Partners" on website and Summit materials
- Social media banners will be created thanking you for your support.
- Two (2) in-person summit passes
- complimentary access to BWD Community Seminars



Come be part of
Black Women in Data!
blackwomenindata@dataedx.com