

SPONSORSHIP OPPORTUNITIES

2024 - 2025



ATHENA
of the **TRIANGLE**

A message from

Dr. Tiamesha Walker-Smith, Executive Director, ATHENA of the Triangle

As our community continues on the road to recovery following a period of disruption, uncertainty and change, ATHENA of the Triangle is poised to continue helping nurture the professional development of women who contribute to our region's dynamic business landscape. We couldn't deliver the robust programming and opportunities for which we're known without your help. And we thank you for your interest and support in helping to celebrate the leaders of today and develop the leaders of tomorrow.

ATHENA of the Triangle

ATHENA of the Triangle (<http://athenatriangle.org>), a non-profit organization, was founded in 2014 and is an affiliate of ATHENA International®.

OUR PROGRAMS

The ATHENA Leadership Model® has informed the development and delivery of distinctive education and mentoring programs to honor and foster women in leadership. These include:

ATHENA Enlightened Leaders, a series of eight workshops — each focusing on one of the ATHENA Leadership Model® principles. The 2-hour interactive sessions, developed by a team of educational and leadership experts, provide skill-building curriculum and small-group activities to fuel professional development. These sessions are led by local leaders who exemplify the principles.

ATHENA in STEM, a strategic initiative that aims to increase the representation and sustainable success of women leaders, at all levels, by delivering STEM-specific leadership curricula that can be replicated for all ages, while also increasing awareness of and advocacy for women in STEM.

ATHENA PowerLink®, a 12-month program that guides women-owned businesses in the Triangle and helps expand profitability potential by leveraging insights from professional advisory panels. The proven mentoring process "links" a business with a board of advisors recruited from the community.

ATHENA of the Triangle Leadership Conference connects emerging and established women leaders in business to build connections and honor and celebrate women leaders in the community.

ATHENA Leadership Awards actively celebrate the ATHENA mission of supporting, developing, and honoring women leaders and their allies.

ABOUT ATHENA International

Founded in 1982 by Martha Mayhood Mertz, ATHENA International seeks to support, develop and honor women leaders through programs that inspire them to reach their full potential. Since the program's inception, ATHENA International has fostered leadership recognition, mentoring and training programs in more than 500 U.S. cities and eight foreign countries.

ATHENA LEADERSHIP MODEL®

The ATHENA Leadership Model®, developed through a grant from the W.K. Kellogg Foundation, identifies eight distinct attributes that are reflective of women's contributions to leadership: living authentically, learning constantly, advocating fiercely, acting courageously, fostering collaboration, building relationships, giving back and celebrating.



ARE YOU ATHENA?



The ATHENA of the Triangle Board of Directors invites you to join us as a sponsor and community partner. Your support helps connect a diverse cross-section of local women leaders and deliver programming that helps them contribute to the Triangle's dynamic business landscape.

A number of different sponsorship opportunities, designed to fit a variety of budgets, are available.

SPONSORSHIP BENEFITS

As a sponsor you can make your presence felt as an advocate for diversity in business. Additionally, your support for ATHENA of the Triangle can help accomplish the following objectives for your organization:

- Align your brand with a nationally recognized women's leadership organization.
- Promote your company, products and brand to a targeted audience.
- Demonstrate your company's dedication to promoting leadership and diversity.
- Support women's leadership in the Triangle area and give back to the community.

Live Authentically

Foster Collaboration

Learn Constantly

Build Relationships

Advocate Fiercely

Give Back

Act Courageously

Celebrate

"We believe that leadership is not about job titles, but is a way of engaging, supporting and being. Leadership empowers others, grows through constant learning, shows its best self when it shows up as authentic, is courageous and innovative and bold. These are the things we focused on as we shared experiences and learned from each other."

Dr. Tiamesha Walker-Smith
Executive Director, ATHENA of the Triangle

DEVELOP. SUPPORT. HONOR.
WOMEN LEADERS

SPONSORSHIP LEVELS AND BENEFITS 2024 – 2025

2023 sponsorship levels	Fierce advocate (\$5,000)	Courageous acts (\$2,500)	Give back (\$1,000)	Building relationships (\$500)	Foster collaboration (\$250)
-------------------------	------------------------------	------------------------------	------------------------	-----------------------------------	---------------------------------

General Recognition

Recognition in AoT social media content	X	X			
Recognition in press release	X				
Recognition in eblast, opportunity	X				
Profile on AoT website	X				

Leadership Awards

Tickets to awards luncheon	6	4	2	2	1
Tickets to pre-luncheon VIP event	6	4	2		
Name/logo on event signage	X	X			
Name/logo on event web page	X	X			
Recognition in event remarks	X				
Opportunity to provide 15-30 second video	X				

Leadership Conference

Tickets	4	2	1	1	
Name/logo on event signage	X	X			
Name/logo on event web page	X	X			
Booth presence for self or designate	X	X			
Recognition in event remarks	X				

Enlightened Leaders

Participant slot OR named scholarship	1	1			
Opportunity to provide opening comments at 1 workshop	X				

Custom packages available for sponsors investing \$10,000+

ATHENA PowerLink® Participant

"My year in the program was amazing. . . .My major accomplishments were I was able to purchase a catering van, open a restaurant and grow my catering company! . . .I absolutely loved having 3 panels that gave me advice monthly and made sure I was staying on track.

Athena Powerlink will help take your DREAMS to REALITY. "

- Gabriella Terry

ATHENA Enlightened Leaders Participants

"The speakers have been phenomenal."

"I learned good strategies to apply to life."

"I made new connections that changed my thinking and helped me grow."

"I especially enjoyed the small group activities."

SPONSORSHIP PLEDGE

Organization: _____

Contact Name: _____

Email: _____

Phone: _____

Address: _____

City: _____ State _____ Zip Code _____

FIERCE ADVOCATE \$5,000

BUILDING RELATIONSHIPS \$500

COURAGEOUS ACTS \$2,500

FOSTER COLLABORATION \$250

GIVE BACK \$1,000

OTHER\$

PAYMENT OPTIONS

Please invoice me for the pledged amount.

Please include any special invoicing instructions here: _____

I will pay by check.

Please make checks payable to ATHENA of the Triangle and mail to:

ATHENA of the Triangle. 131 N Judd Parkway, Box 144. Fuquay-Varina, NC 27526

I will submit payment online via Paypal or credit card at <https://athenatriangle.org/sponsor/>.

I will submit payment via Venmo to @AthenaTriangle.

ATHENA of the Triangle is registered with the IRS as a 501(c)(3) tax-deductible nonprofit charity.

Your sponsorship contribution to AoT is tax deductible [less per attendee event ticket cost].

Sponsors will receive a letter confirming their charitable donation upon receipt of payment.