



# PAYTECH WOMEN *Live*

November 5, 2020

SPONSORSHIP PROSPECTUS



# Increase Your Visibility and Elevate Your Brand with MAXIMUM Exposure Online

## What is PayTechWomenLive?

Wnet presents PayTechWomenLive — an exciting, new 90 minute virtual event that reconnects women across the country during this challenging year of 2020. This online event includes a presentation by **Ann Cairns, Executive Vice Chair, Mastercard**, followed by interactive, live breakouts designed for smaller group discussions on topics and ideas from our speaker.

Your success at this virtual event is about **CONNECTING & ENGAGING**. Opportunities are limited, but the visibility is far-reaching. Reach hundreds of Fortune 500 and entrepreneurial women executives from across the global payments ecosystem.

## Exposure

- **450+** registrants; majority are of Director or higher level
- Reach of more than **33,150** via Wnet emails, social media, and website
- Nearly **200,000** payments subscribers / followers from industry media partners' features, ads, and newsletters

*Our international, virtual event for women in the payments Industry, and the men who advocate for us.*



# Engagement & Sponsorship Opportunities

## EXCLUSIVE Presenting Sponsor: \$21,000

With Honor of Introducing Featured Speaker

*Sponsorship includes recognition on:*

- All media and marketing promotions (pre- & post-event)
- Registration page
- Virtual stage during opening and closing remarks

## Virtual Event Co-Sponsors: \$7,000

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- All media and marketing promotions (pre- & post-event)
- Registration page
- Virtual stage during opening and closing remarks

## Breakout Co-Sponsors: \$3,000

*Sponsorship includes recognition on:*

- All media and marketing promotions (pre- & post-event)
- Registration page
- Virtual stage during breakouts



**FEATURED SPEAKER**  
**ANN CAIRNS**  
Executive Vice Chair, Mastercard  
*Undoing 50 Years of Progress:  
The Impact of COVID-19 on Gender Equality*

*We are on this journey together. I will help you and your organization to design the most effective sponsorship strategy.*

### CONTACT

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