

Making Finance Work for Women

Thought Leadership Series

#MFWW2021

Women's World Banking brings convening power to conferences and events around the world. Our events showcase over 40 years of experience in the financial inclusion sector and aim to drive actions that **accelerate opportunities for low-income women globally**.

Now in its 8th year, Women's World Banking's flagship platform, *Making Finance Work for Women*, will shift from a 2-day Summit to a series of virtual events to be held throughout 2021. The events will bring together leaders from **financial service providers, fintechs, donors, and investors** to examine issues in financial inclusion and will vary in format to include presentations, panel discussions, roundtables, workshops, etc. Topics could include, but are not limited to: **inclusive fintech, gender-lens investing, digital financial capability, savings mobilization, wage digitization, gender disaggregated data**, and more.

These events will be first come, first served, with early registration access provided to the Women's World Banking Network of financial service provider partners and the employees and clients of the series sponsors. We anticipate 400-500 attendees to join each session.

As part of the series, we will also host our **3rd annual Fintech Innovation Challenge**. The challenge will identify and support fintechs that are developing solutions to help low-income women build economic security and prosperity. In 2019 and 2020, the two grand prize winners of the Challenge went on as finalists at the Monetary Authority of Singapore's Global Fintech Hackelerator at the Singapore FinTech Festival.

Making Finance Work for Women Series Sponsorship Packages

Supporting
\$10,000

Broadening
\$25,000

Advancing
\$50,000

Leading
\$100,000

Media and Exposure

Company logo displayed prominently on series website and all promotional emails with hyperlink to corporate site	✓	✓	✓	✓
Recognition in Women's World Banking's Annual Report	✓	✓	✓	✓
Social media handles tagged in series promotional posts, reaching Women's World Banking's 81,000 social media following as well as targeted markets through paid advertising	Tagged in 5 posts throughout series	Tagged in 10 posts throughout series	Tagged in 15 posts throughout series	Tagged in 20 posts throughout series
Interview or blog entry about gender or financial inclusion-related issue close to company's agenda				✓

Virtual Event Benefits

Speaking role during series event. Our team will work with sponsors at all levels to ensure speaking roles meet thought leadership goals and are aligned with the company's areas of focus. Length of speaking role and format will be determined based on sponsor goals and investment.	✓	✓	✓	Dedicated session
Early registration access and toolkit to promote series to employees and clients	✓	✓	✓	✓
Access to list of confirmed attendees in advance of each session (does not include contact details)		✓	✓	✓
Tickets to exclusive interactive virtual event for clients and employees of sponsor organizations	10 tickets	20 tickets	30 tickets	45 tickets

Year-Round Partnership Benefits

Featured video on Women's World Banking's YouTube channel and website				✓
Brown bag at company office with presentation from Women's World Banking leadership team member. Topic will be focused on a Women's World Banking area of expertise of the sponsor's choosing.	✓	✓	✓	✓
Social media post linking company's CSR or gender initiatives	✓	✓	✓	✓

IN GOOD COMPANY - PAST SPONSORS

The impact, reach, and flexibility of our sponsorship offerings have made us the partner of choice for over 50 organizations for years, including

