



WOMEN'S  
LEADERSHIP  
CONFERENCE  
2025

# SPONSORSHIP OPPORTUNITIES 2025



WSWA Women's Leadership Council (WLC) Conference  
**September 18-19, 2025**  
InterContinental Washington, D.C. - The Wharf

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## ABOUT WLC



- EDUCATE
- ELEVATE
- EMPOWER

## MISSION

The WSWA Women's Leadership Council (WLC) is comprised of leaders in the wholesale tier of the U.S. beverage alcohol industry. Its primary mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women in the industry and providing a platform for the exchange of ideas and knowledge with peers.

## WLC ADVISORY BOARD

**WLC Chair: LAURA DEPASQUALE**  
Southern Glazer's Wine & Spirits

**WLC Vice Chair: MAGGIE MAXWELL**  
Allied Beverage Group

**JENNIFER BOWSER**  
Southern Glazer's Wine & Spirits

**MONICA CHAPLIN**  
Southern Glazer's Wine and Spirits

**VIRGINIA MEANS**  
United Distributors

**CARINA SARBAUGH**  
Republic National Distributing Company

**AMY BARRIAULT**  
Central Distributors Inc. (ME)

**MEGHAN HAMILTON**  
Breakthru Beverage Group

**JESSICA PARTINGTON**  
Winebow

**LAUREL SLICK**  
Reyes Beverage Group



# CONFERENCE OVERVIEW

## Connect with Industry Leaders for Exclusive Networking and Insightful Discussions

This uniquely designed event connects current and future women leaders in the wholesale tier by providing networking opportunities, developing advanced leadership skills and business acumen, and equipping attendees with tools to elevate and empower them in their roles in the everchanging marketplace within the beverage alcohol industry.

## HIGHLIGHTS

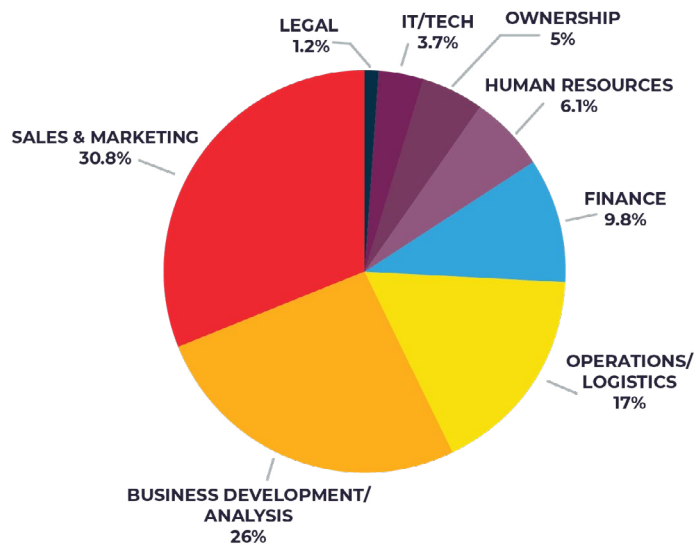
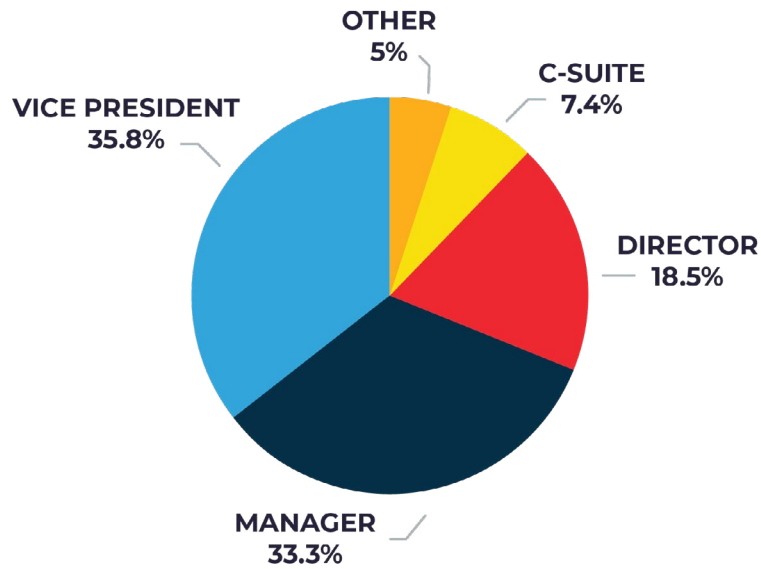
- Presentations on topics to include:
  - SipSource trends.
  - Current legislative, regulatory and legal issues affecting the wholesale tier.
  - Future challenges and opportunities facing the industry.
  - Leadership and management skills.
- Leveraging efficiency and business tools through AI.
- Building resilience: Strategies for maintaining health and well-being in high-pressure environments.
- Philanthropic activity to allow attendees an opportunity to network and collaborate in a casual environment while giving back to the community.





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# ATTENDEE PROFILES



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## PAST SPONSORS





WOMEN'S  
LEADERSHIP  
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**2025**

# Schedule At A Glance

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AS OF APRIL 2025

Schedule is subject to change.

## THURSDAY, SEPTEMBER 18

12:30 pm		<b>Registration Opens</b>
1:00 pm	–	2:30 pm <b>Philanthropic Event</b>
2:30 pm	–	3:30 pm <b>WSWA Update</b>
5:00 pm	–	6:30 pm <b>Networking Reception on Capitol Hill</b>
6:30 pm	–	8:30 pm <b>Small Group Dinners   Washington, D.C.</b>

## FRIDAY, SEPTEMBER 19

6:30 am	–	7:15 am <b>Sunrise Yoga</b>
7:30 am	–	8:35 am <b>Networking Breakfast</b>
8:00 am	–	3:00 pm <b>Headshot Cafe</b>
8:30 am	–	8:45 am <b>Opening Remarks</b>
8:45 am	–	9:45 am <b>Keynote Speaker</b>
9:45 am	–	10:00 am <b>Refresh Break</b>
10:00 am	–	11:00 am <b>SipSource Session</b>
11:00 am	–	11:30 am <b>Health &amp; Wellness Networking Break</b>
11:30 am	–	12:15 pm <b>Elevate your AI Working Knowledge</b>
12:15 pm	–	1:00 pm <b>Networking Lunch</b>
1:00 pm	–	2:15 pm <b>Empower Session</b>
2:15 pm	–	2:30 pm <b>Celebratory Champagne Toast with Attendees, Staff and Sponsors</b>





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# CONFERENCE SPONSORSHIP OPPORTUNITIES

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## PHILANTHROPIC EVENT SPONSORSHIP

### \$5,000

Thursday, September 18

### SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees during philanthropic event.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Option of including collateral material/giveaways in the registration packet.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.

## TRANSPORTATION TO WELCOME RECEPTION

### \$3,000

Thursday, September 18

### SPONSOR BENEFITS:

- Robust branding opportunities onsite and marketing as transportation sponsors. Materials can be handed out as attendees enter the bus and custom messages can be relayed during rides.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Option of including collateral material/giveaways in the registration packet.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.

## SMALL GROUP NETWORKING DINNERS

### \$3,000 EACH *(five available)*

Thursday, September 18

### SPONSOR BENEFITS:

- This unique event will feature carefully curated attendee groups, allowing for targeted networking opportunities based on specific roles and departments. Enhance your brand visibility while enjoying an evening of insightful discussions and relationship-building. Categories of attendees to host include: Sales & Marketing Professionals, Supply Chain & Logistics Professionals, Operations (HR, IT, Finance) Professionals, and more!
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Sponsor will receive an attendee list in advance of the conference, as well as a final list following the conference.
- A Company may sponsor more than one dinner.





## BREAKFAST SPONSORSHIP

**\$6,500**

**Friday, September 19**

### SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees.
- Collateral materials may be distributed during breakfast or be included in the registration packets.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.

## LUNCH SPONSORSHIP

**\$6,500**

**Friday, September 19**

### SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees.
- Collateral materials may be distributed during lunch or be included in the registration packet.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.

## SESSION SPONSOR

**\$3,500**

*(three available)*

**Friday, September 19**

Three (3) exclusive opportunities to showcase your support for ongoing education in the industry. By sponsoring a session, you'll gain prominent brand visibility through custom materials which highlight your commitment to empowering leadership and diversity.

### SPONSOR BENEFITS:

- Your brand will be showcased through a unique activation or activity related to the session topic, providing attendees with an engaging and memorable experience reflects your company values.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Sponsorship recognition on all WSWA digital and printed materials referencing this session and WLC sponsors.
- Option of including collateral material/giveaways in the registration bag.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.

## BREAK SPONSOR

**\$2,500 EACH**

**Friday, September 20**

**Creative Connection Break:** Create an opportunity for attendees to engage through interactive art installations or hands-on activities during a quick break in our programming. As a sponsor, you'll enjoy prominent visibility during the break, encouraging meaningful interactions and leaving a lasting impression on participants.

**Wellness Break:** Your brand will be recognized for promoting health, balance, and well-being among conference attendees. This sponsorship provides an opportunity to support a rejuvenating moments during the event, offering a refreshing pause for networking and relaxation.

## SPONSOR BENEFITS:

- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Sponsorship recognition on all WSWA digital and printed materials referencing this break and WLC sponsors.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.

## ATTENDEE WELCOME GIFT SPONSOR

**\$3,500+**

Showcase your brand right from the start as participants arrive at the conference! Curate a thoughtful and creative gift that embodies your company's values and demonstrates your commitment to enhancing the attendee experience.

## SPONSOR BENEFITS:

- Logo printed on welcome bags.
- One (1) complimentary "Sponsor" level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Option of including collateral material or product in the registration packet.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.







## HEADSHOT CAFE SPONSORSHIP

# \$3,500

This opportunity offers attendees the chance to refresh their professional image with high-quality headshots. As a sponsor, your logo will be featured prominently and you will have the ability to set up marketing materials in the café area.

### SPONSOR BENEFITS:

- Sponsor logo on signage will be provided outside of headshot café.
- Customized email sent to attendees when receiving their headshots.
- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Logo on easel/signage will be provided outside of headshot café.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Option of including collateral material/giveaways in welcome bag.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.

## INTERNET SPONSORSHIP

# \$2,500

### SPONSOR BENEFITS:

- Sponsor will be listed as the official internet sponsor for the full WLC Conference
- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Sponsor company name will be listed as the wi-fi access code.
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors.
- Option of including collateral material/giveaways in welcome bag.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.

## CONFERENCE NOTEBOOK AND PENS SPONSORSHIP

# \$3,000

### SPONSOR BENEFITS:

- Sponsor company logo on notebook that is handed out to each attendee.
- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- An attendee list is provided in advance of the conference, and then a final list following the conference.
- Collateral materials may be included in welcome bag.



## WLC CONFERENCE LANYARDS

# \$2,000

- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities.
- Your company logo will be imprinted on the lanyard alongside WSWA's logo.

## HYDRATION STATION SPONSORSHIP

# \$2,000

### SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station.
- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600
- Opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor).
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.
- Collateral materials may be included in welcome bag.
- Sponsorship recognition on printed and digital event materials

## YOGA SPONSOR

# \$1,500

**Friday, September 19**

We will kick off Friday morning with a Yoga session! Your logo can be imprinted on the sinage, as well as any swag you'd like to provide for attendees for this activity.

### SPONSOR BENEFITS:

- One (1) complimentary “Sponsor” level event registration, allowing participation in on-site meals, receptions, and observation of key sessions. Additional sponsor registrations offered at a discounted rate of \$600.
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference.
- Sponsorship recognition on printed and digital event materials.
- Collateral materials may be included in welcome bag.



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## QUESTIONS?

### CONTACT:

- Molly Fontaine  
Director, Sales & Business Development  
[Molly.Fontaine@wswa.org](mailto:Molly.Fontaine@wswa.org)  
603-667-3904





# SPONSOR REGISTRATION FORM

## SPONSOR CONTACT INFORMATION

Please type/clearly print all information requested. This information should be for the main contact.

FIRST/LAST NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE NUMBER

EMAIL ADDRESS

ON SITE MOBILE NUMBER

If a sponsor, what are you sponsoring?

## REGISTRATION FORM

Please complete this page for each person coming to the WLC Conference.

NAME

TITLE

COMPANY

CELL PHONE

MAILING ADDRESS

EMAIL

CITY, STATE ZIP

DIETARY RESTRICTION(S)

## REQUESTED ITEMS

Please make sure to email the following to **Molly.Fontaine@wswa.org**

- ☐ Company Logo and Description
- ☐ Hyperlink to website
- ☐ Contact name, title and email address (for published collateral)
- ☐ Sponsor Biography (if applicable)
- ☐ Screen
- ☐ Podium Microphone
- ☐ Lavalier Microphone
- ☐ Laptop and Projector for Presentation
  - Please select one:
    - ☐ I will bring my own laptop
    - ☐ I will use the WSWA provided laptop
- ☐ Internet Access
- ☐ Other: \_\_\_\_\_

### RETURN THIS COMPLETED FORM BY EMAIL TO:

Molly Fontaine  
Director, Sales & Business Development  
Molly.Fontaine@wswa.org

### CHECK PAYMENT FOR SPONSORSHIP & REGISTRATION MAY BE MAILED TO:

WSWA  
ATTN: WLC Conference  
P.O. Box Lockbox #411968  
Boston, MA 02241-1968