



- EDUCATE
- ELEVATE
- EMPOWER

SPONSORSHIP OPPORTUNITIES



WSWA Women's Leadership Council (WLC) Conference
September 17-18, 2026
InterContinental Washington, D.C. - The Wharf

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ABOUT WLC



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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

AMY BARRIAULT
Central Distributors Inc. (ME)

MONICA CHAPLIN
Southern Glazer's Wine and Spirits

MEGHAN HAMILTON
Breakthru Beverage Group

VIRGINIA MEANS
United Distributors

JESSICA PARTINGTON
Winebow

LAUREL SLICK
Reyes Beverage Group

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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.

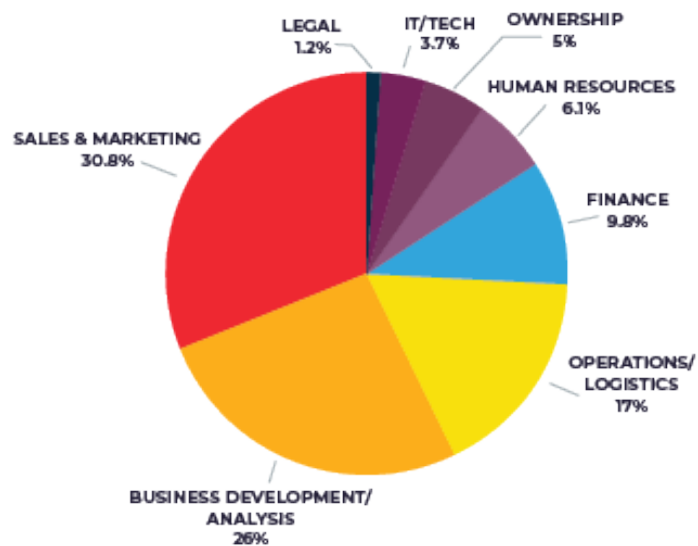
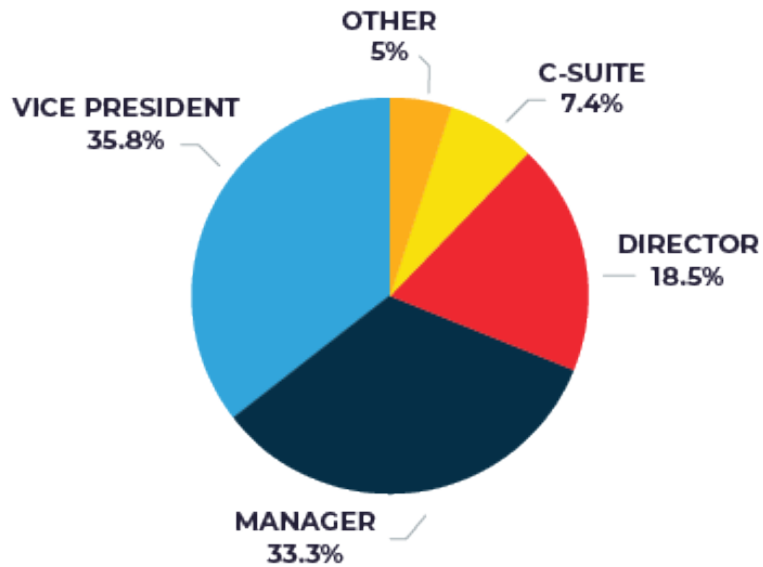


HIGHLIGHTS

- 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.
- Gain practical insights and strategies to build financial confidence, plan for the future, and make informed decisions that support both your personal and professional goals.
- Philanthropic activity to allow attendees an opportunity to network and collaborate in a casual environment while giving back to the community.

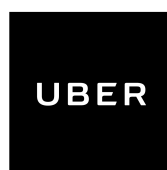


ATTENDEE PROFILES



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PAST SPONSORS



SPONSOR TIERS & BENEFITS

	\$2,500 BRONZE	\$5,000 SILVER	\$8,000 GOLD	\$12,000 PLATINUM
BENEFITS:				
Logo on Digital and Physical Signage	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓
Complimentary Attendance to WLC Programming*	1 Attendee	1 Attendee*	2 Attendees*	2 Attendees*
Social Media Shout-Out	✓	✓	✓	✓
Choice of Ad-On or Small Group Dinner	✗	✓	✓	✓
Speaking Opportunity (Meal)	✗	✗	✓	✓
Reception or Activity Host	✗	✗	✗	✓

*Additional discounted registrations available (*maximum 2*)

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SPONSOR ADD-ONS



- Registration Sponsor (1 available)
- Lanyard Sponsor (1 available)
- Branded Break (2 available)
- Headshot Cafe (1 available)
- Mindful Moment (1 available)
- Welcome Gift (1 available)



SUPPLIER PACKAGE

Thursday Only

Investment: \$5,000



- Two (2) Thursday Passes for Supplier Attendees:
 - Ability to participate in philanthropic portion of WLC
 - Access to the WLC Opening Reception
 - Enhanced networking throughout Thursday afternoon and evening
- Product Pouring Opportunity at the Opening Reception:
 - Opportunity to showcase one featured brand during the reception
 - Recognition on reception signage and event materials
 - Supplier provided: 1 case donated product
- Small Group Dinner Sponsorship:
 - Host a curated dinner with WLC attendees (guests selected in partnership with sponsor)
 - Opportunity to facilitate meaningful conversation in an intimate setting
 - Recognition as the dinner sponsor & short speaking opportunity at dinner
- Company logo Included On:
 - WLC website
 - Digital signage
 - Reception signage
- Recognition in Pre-event and Onsite Sponsor Acknowledgements

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QUESTIONS?

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