

WOMEN'S
AFFINITY ALLIANCE
2021-2022
PARTNERSHIP
OPPORTUNITIES
May 1, 2021 – April 30, 2022

WOMEN'S AFFINITY ALLIANCE

2021-2022 PARTNERSHIP OPPORTUNITIES

May 1, 2021 – April 30, 2022

MISSION

To connect ERG leaders and stakeholders and provide them with networking and access to best practices to bring back to their organizations and grow their female talent.

VISION

The go-to resource for individuals and organizations looking for best practices and connections to advance their female talent and employee resources groups.

CORE COMPETENCIES

Leadership
Mentoring
Networking

HISTORY

The Women's Affinity Alliance (WAA) was founded in 2011 by TEMPO members from Deloitte and MillerCoors who were leading their company's employee resource groups (ERG). Krista Brookman and Tami Garrison saw the opportunity to create an initiative that brings women's ERG leaders and stakeholders together to network, share best practices, and keep up-to-date on trends in women's affinity programs. With support and input from a focus group of TEMPO members, the Women's Affinity Alliance was born!

A SIGNATURE TEMPO INITIATIVE

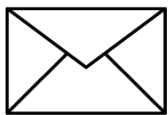
WAA is supported by TEMPO and its strong legacy of advancing executive and emerging professional women in Milwaukee. Over the last 46 years, much has changed in our world and for women in the workplace. As the landscape for women has evolved, so has our organization and we know this to be true: TEMPO's work and our collective power has never been more important.

2020-21 KEY ACCOMPLISHMENTS

 45
Individual Members

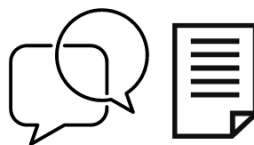
 17
Corporate Partners

Logo & brand refresh

SPECIAL INVITATIONS TO TEMPO VIRTUAL PROGRAMMING

- >>Gender Pay Gap
- >>Lessons Learned from DEI Leaders
- >>COVID, Gender Inequality + the Working Mom



1-1 INTERVIEWS
Conducted with
Corporate Partners
& Summary of
Findings Developed



BEST PRACTICES Virtual Roundtables Session Around Trending Topics

- >>Embracing Virtual
- >>Goal-setting, KPIs and Measuring Success
- >>Aligning with company-wide DEI efforts
- >>Keeping your ERG relevant and fresh

2021-2022 PARTNERSHIP OPPORTUNITIES

May 1, 2021 – April 30, 2022

MEMBER BENEFITS

- Keep up to date on current trends and issues through participation in quarterly programs.
- Tap into best practices/resources and leverage work being done outside of one's own organization.
- Develop peer-to-peer connections and cultivate a network that can advance and enhance your organization's ERG.
- Access to WAA Advisory Board experts, TEMPO members, Emerging Women Leaders members, and non-members.

>>QUARTERLY PROGRAMS

WAA programs address topics and trends that help attendees better work with and grow their organization's affinity group. Programs* are interactive and format varies between keynote, panel discussion and fireside chat.

**We are targeting Fall 2021 for a return to in-person programming; in the meantime programming will be virtual.*

Past program topics have included:

- Are ERG's More Important Than Ever?
- Best Practices for your ERG's Success
- Engaging Men as Allies
- Engaging Your ERG
- ERG Trends: Past, Present & Future

>>TOOLKIT – new!

The new WAA toolkit contains our best resources to help you start an ERG, or revitalize one. Content includes answers to frequently asked questions, templates, topic and activity suggestions, and ERG establishment steps. The toolkit will be frequently updated to reflect current trends and best practices.

>>COFFEE CONNECTIONS – new!

Mirrored after TEMPO's highly successful coffee connections program, WAA members can sign up monthly to be paired with a fellow member and meet on your timeline. The pairing can be random, or we'll pair you based on a specific topic or issue you are troubleshooting.

>>WAA MONTHLY MESSAGE – new!

Starting in May 2021, WAA members will receive a monthly communication including upcoming events of interest, resources, and other relevant content curated by the WAA Advisory Board.

2021-2022 PARTNERSHIP OPPORTUNITIES

May 1, 2021 – April 30, 2022

WAA MEMBERSHIP LEVELS

We have refreshed our WAA member benefits for 2021-22 in response to COVID, with feedback from corporate partners, and to reflect the evolving needs of our WAA members.

	Corporate Sponsor \$5,000	Corporate Partner \$1,500	Individual Member \$250/\$100 (non-member vs. TEMPO/EWL member rate)
EXCLUSIVE SPONSORSHIP	X		
Priority placement on marketing materials	X		
Podium remarks at all WAA programs	X		
Verbal recognition at all WAA programs	X		
Sponsored Content or ad in Monthly Message e-blast	quarterly		
Logo recognition on TEMPO website and at all WAA programs	X	X	
Opportunity to host quarterly WAA program & share ERG story	X	X	
Access to WAA member directory	X	X	X
Admission to quarterly WAA programs (virtual)*	25 tickets	10 tickets	
Admission to quarterly WAA programs (in-person)**	10 tickets	4 tickets	X
Monthly Message e-blast	Up to 10 contacts	Up to 4 contacts	X
Monthly Coffee Connection	Up to 10 contacts	Up to 4 contacts	X
Access to WAA Toolkit upon joining	X	X	X
Invitation to join WAA Advisory Board (TEMPO/EWL members only)	X	X	X (TEMPO/EWL members only)

*Additional guests \$40 per person

**Additional guests \$10 per person

2020-21 CORPORATE PARTNERS

Thank you for your support!



2020-21 WAA ADVISORY COMMITTEE MEMBERS

Chair: Sharon Reed, EY

Vice Chair: Sandy Hoeft, Deloitte

Mary Burgoon, Rockwell Automation
Kathie Campbell, Clarios
Lisa Cieslak, GMR Marketing
Rachael Conrad, Rockwell Automation
Tiffany Davister, EY
Dr. Jeanne Hossenlopp, Marquette University
Amy Johnson, Baird
Lecia Johnson, Godfrey & Kahn s.c.
Jenna Kruschel, BDO
Irina Kwiatkowska, Associated Bank
Alicia Lantz, U.S. Bank
Sasha Parsons Waters, Sasha J. Events LLC
Liz Poeschl, FOCUS Training
Liz Strike, Children's Wisconsin

Questions? Contact: Marit Harm Spransy
mharm@tempomilwaukee.org / (414) 301-6682

TEMPO