

bold women COLLECTIVE

POWERED BY EDMARKET

Whether she's rising, leading, or just beginning, she's shaping how the world learns.



partnerships

bold women **COLLECTIVE** POWERED BY EDMARKET

The Trailblazer: She challenges limits and leads with bold ideas.

The Builder: She turns vision into reality—transforming ideas into the spaces, tools, and experiences that inspire learning.

The Connector: She forms relationships and partnerships that strengthen the education marketplace.

The Visionary: She sees the future clearly and guides others toward it.

The Advocate: She uses her voice to champion women, equity, and positive change.

The Up & Coming: She's growing, learning, and stepping into her power as she builds her path forward.

"She sparks ideas, builds solutions, connects communities, envisions what's next, and champions change.

Whether she's rising, leading, or just beginning, she's shaping how the world learns."

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Backstory Podcast

Inspiration starts here.

- Go behind the scenes with the women shaping the education marketplace. Authenticity. Real stories. Real lessons. Real leadership in motion.
- On the road, get recognition at key industry shows: Calie(formerly CUE), Leadhershship, AASA, FETC, LearningScapes, EDspaces, Select A4LE Regionals

Monthly Virtual Speaker Series

Action begins here.

- Expert-led sessions packed with practical tools, fresh insights, and strategies she can use right now to advance her leadership.

Stronger Together

Backstory fuels the inspiration.

The Virtual Speaker Series delivers the know-how.

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THOUGHT LEADERSHIP

Benefit

Article or Speaking Opportunity
Monthly Virtual Speaker Series

Premier Sponsor

Article or Panel/Virtual Session
Premier Logo + Verbal Mention

Advantage Sponsor

Invitation Only
Grouped Logo

BACKSTORY PODCAST

Benefit

Podcast Promotion –
Social Media
Verbal Mention in Podcast Episodes
"On the road" with the Podcast –
Exposure at Key Industry Shows

Premier Sponsor

Logo Placement + Weekly
Tagged on Posts
Weekly
Premium Logo Placement

Advantage Sponsor

Tagged on Posts –
Rotation
Monthly
Grouped Logo Rotation

BWC E-NEWSLETTER

Benefit

Advertising
Call-out Feature

Premier Sponsor

Banner Ad (12x)
1-2 Annually

Advantage Sponsor

Grouped (12x)
Invitation Only

ADVERTISING

Benefit

Social Media
Essential Weekly (EW)
Essentials Publication

Premier Sponsor

Additional Call-outs (4x)
Monthly (12x)
Quarterly (4x)

Advantage Sponsor

Additional Call-outs (2x)
Grouped Monthly (6x)
Grouped Rotation (4x)

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EVENTS & EXPERIENCES

Benefit

Bold Activation Experience

Onsite Speaking Opportunity

EDspaces In-person Event

Leadership "Connect" Event

Premier Sponsor

Host Exclusive BWC Event

Included

Featured Signage + Verbal Recognition

Featured Logo + Presentation

Advantage Sponsor

Not Included

Not Included

Grouped Recognition

Grouped Logo

STRATEGY + METRICS

Benefit

KPI Reporting

Strategic Planning

Premier Sponsor

Quarterly Report

Monthly Check-ins

Advantage Sponsor

Summary Metrics

Limited

PARTNERSHIP LEVELS:

Premier Sponsor: \$50K

Advantage Sponsor: \$35K

ADDITIONAL OPPORTUNITIES

Benefit

Bold Activation Experience
Cost: 15K Per Event

BWC Master Session
Cost: 5K Per Session

Premier Sponsor

Included (1x), Additional Events Available

Add-on

Advantage Sponsor

Add-on

Add-on

Note: The Bold Activation Experience can be a standalone event without choosing a Sponsorship Level, but sponsors are given the first opportunity.

Inquiries, please contact Kelly Fisher or Heather Tuley.



BWC Backstory Podcast



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