

# 2024 ATHENA AWARD SPONSORSHIP OPPORTUNITIES

The Business Forum is celebrating its 27th year hosting the ATHENA Award® Celebration on Thursday, March 14, 2024 from 5-8 P.M. at the Monona Terrace. This is a can't-miss event! By participating in the 2024 ATHENA Award as a sponsor, you will be in front of approximately 120 in-person attendees, showcasing your support of the ATHENA mission of supporting, developing and honoring women leaders in the Madison community.

Proceeds from the ATHENA Award® Celebration will go to The Business Forum Foundation, a non-profit 501(c)(3) organization that awards scholarships to high school students and returning adult women who attend college in Wisconsin. Since this event began in 1998, The Business Forum Foundation has awarded over \$465,000 in scholarships.

To secure your sponsorship, please contact The Business Forum at [tbf@thebusinessforum.org](mailto:tbf@thebusinessforum.org) or 608.838.1019.



Name	Amount	Benefits
Platinum Sponsors	\$2,000	<ul style="list-style-type: none"> <li>● Exclusive by industry</li> <li>● 8 tickets to event</li> <li>● Mention and logo in pre and post-event promotions as well as the electronic invitation</li> <li>● Logo included in the event powerpoint</li> <li>● Full page ad in the electronic event program</li> <li>● Recognition on TBF website</li> <li>● Special introduction at the event</li> <li>● Option to speak for 3 minutes at the event</li> </ul>
Silver Sponsors	\$1,300	<ul style="list-style-type: none"> <li>● 4 tickets to event</li> <li>● Mention in pre and post-event promotions as well as the electronic invitation</li> <li>● Recognition in the electronic event program</li> <li>● Recognition on the TBF website</li> </ul>
Bronze Sponsors	\$750	<ul style="list-style-type: none"> <li>● 2 tickets to the event</li> <li>● Recognition in the electronic event program</li> <li>● Recognition on TBF website</li> </ul>
Event Sponsors	\$500	<ul style="list-style-type: none"> <li>● Recognition in the electronic event program</li> <li>● Recognition on the TBF website</li> </ul>
Scholarship Recipient Sponsors	\$100 - \$300	<ul style="list-style-type: none"> <li>● Recognition in the electronic event program</li> </ul>
Early Bird Individual Ticket (Available Through February 9, 2024)		\$80
Early Bird Corporate Table of 8 (Available Through February 9, 2024)		\$750
Individual Ticket		\$85
Corporate Table of 8		\$800

\* Multiple sponsors for each sponsorship level are welcomed.

Thank you to our media sponsors:

