

# Women In Product is a welcoming community where women product managers are inspired, connected, and celebrated.

Started in 2016 by a group of senior women working in product management, **Women In Product** has grown to become a 501(c)3 non-profit organization that equips women to thrive in product management careers at all levels, connects women in the product field, and advocates for more diverse workplaces.

Today, the organization fosters a network of more than 30,000 constituents and 27 chapters and hosts an annual conference that convenes more than 3,000 women in the field.

## 2020 WEEKLY NEWSLETTER



Average open rate: 28.8%  
Average click rate: 5.1%



## WOMEN IN PRODUCT GROUPS

# 30,841

MEMBERS IN OUR FACEBOOK GROUPS



ARE ACTIVE IN THE PRIMARY PRIVATE FACEBOOK GROUP



In a month in the primary private Facebook group, we reach 18,920 members with our posts

Product Manager  
Senior Product Manager  
Group Product Manager  
Product Lead  
Director of product  
Sr. Director of product  
Head of Product  
VP of Product  
SVP of Product  
C Suite

# 75%

of community members hold mid-career or higher titles in *product management*

# 90%

of community members are currently working in the *product management field*

## CORPORATE PARTNERSHIPS

**Premier Partners** have the exclusive benefit of a Collaborative Session to establish partnership goals and tailor plans and benefits based on the menu of options below along with bi-annual reporting on how your participation is measuring towards those goals.

	Premier Partners \$50,000	Recruiting Partners \$20,000	Supporters \$5,000
<b>Recruiting Benefits</b>			
<b>Women In Product Virtual Event Participation</b> <i>Including opt-in list of event attendees</i>	custom co-branded event with your speaker topic to be mutually agreed upon	opportunity to speak at an event with your company listed as event sponsor	--
<b>Women In Product Annual Conference Sponsorship Discount</b> <i>Title Sponsorship includes Premier Partnership</i>	30% discount on Title level 20% discount on all others	10% discount	--
<b>Complementary job postings</b>	unlimited job postings	25 job postings (\$5K value)	5 free job postings (\$1k value)
<b>Featured job postings on Women In Product Job Board</b>	all jobs featured	25 jobs featured (\$2.5K value)	5 jobs featured (\$500 value)
<b>Jobs featured in Jobs Newsletter</b>	24 jobs featured (\$4.8K value)	12 jobs featured (\$2.4K value)	4 jobs featured (\$800 value)
<b>Opportunity to implement automatic job uploads</b>	\$2,500 fee	--	--
<b>Discount on additional job postings</b>	n/a	15% discount	5%
<b>'Working @ Your Company' Feature in Job Alert e-newsletters</b> <i>All career levels</i>	1 feature (\$1.5K value)	1 feature (\$1.5K value)	1 feature (\$1.5K value)

	Premier Partnership	Recruiting Partnership	Supporters
<b>Career Development Benefits</b>			
Your women PMs invited to participate in annual Women In Product advisory committees	3 members	--	--
Up to 5 of your women PMs added to speaker database	✓	--	--
Report on our your women's engagement with Women In Product	✓	--	--
Complimentary tickets for your women to attend co-branded virtual event	unlimited	25 tickets	--
Opportunity to purchase tickets to any WIP online event in bulk <i>Event limitations permitting</i>	✓	✓	✓
<b>Industry Leadership Benefits</b>			
Participate in annual meeting on state of profession and opportunities for women and underrepresented groups	✓	--	--
Research report opportunities Examples with current research report - online session, video, etc	✓	--	--
Logo recognition in Women In Product published reports	✓	--	--
Logo recognition as a partner on Women In Product website	✓	✓	✓
Logo recognition as partner in Women In Product newsletter <i>(30k+ subscribers)</i>	✓	✓	✓
Logo recognition as partner in annual conference credit reel	✓	✓	✓
Participate in annual surveys of community through distribution to PM staff	✓	✓	✓

## Product Partners

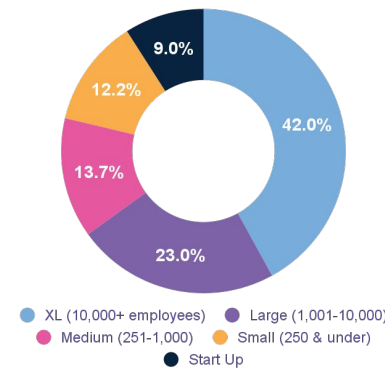
**Product Partners** are companies that are looking to get their product or service in front of women working in the product management field.

**Priced at \$10,000**

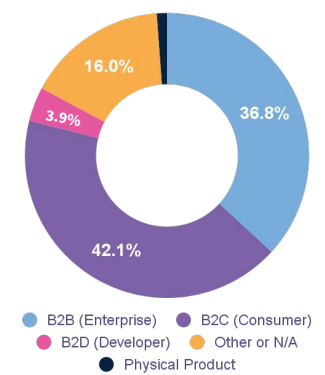
Showcase your product & generate leads	
Women In Product Virtual Product Tools Event Participation <i>include opt-in list of event attendees</i>	opportunity to speak at an event with your company listed as event sponsor
Complimentary tickets to co-branded virtual event	15 tickets
Women In Product Annual Conference Sponsorship Discount	20% discount on Product Showcase
Complementary job postings	5 free job postings (\$1k value)
Featured job postings on Women In Product Job Board	5 jobs featured (\$500 value)
Jobs featured in Jobs Newsletter	4 jobs featured (\$800 value)
Complimentary event listing in WIP event calendar <i>Discount code for attendees highly encouraged</i>	10
Product or company feature included in WIP e-newsletters <i>30k+ subscribers</i>	4 features (\$3K value)

### Our Community

Organization Size



Product Focus



Brand recognition & awareness	
Logo recognition as a partner on Women In Product website	✓
Logo recognition as partner in Women In Product newsletter (30k+ subscribers)	✓
Logo recognition as partner in annual conference credit reel	✓
Participate in annual surveys of community through distribution to PM staff	✓