

Washington Business Week

A Community Partnership for the Modern Organization

Washington Business Week recognizes that each business is unique. Your goals for community impact and outreach are highly specific and strategic. Allow us to help you reach those goals with our diverse selection of sponsorship options. Because that's how community partnerships should be—powerful and profitable for everyone.



Being a partner allows your organization to develop both your current leaders and the leaders of tomorrow.

“ This is a unique opportunity to have a virtual leadership laboratory where you can practice mentoring, team building, artful persuasion, and other critical skills. ”

STAN MCNAUGHTON, CEO | PEMCO INSURANCE



CUSTOMER LOYALTY

Get face time with the next generation of leaders through a variety of exposure channels at our programs. Present your brand in our activities, volunteer representation, materials, apparel, and more.



PROFESSIONAL DEVELOPMENT

In the Company Advisor role, your employees get a hands-on leadership experience and learn how to lead a team to success. Employees will return to work refreshed, with 21st century skills to apply in the workplace.



COMMUNITY IMPACT

Thousands of students experience the WBW model, learning teamwork, leadership, and innovation. Over 53% of students are low-income, 40% are young people of color, and 100% of students earn college credit to put them on the path to postsecondary success.



INNOVATION

Help us grow the quality of our programs through technological grant opportunities and mentorship. Your employees will return inspired by the creative young minds of tomorrow.



Select the Sponsorship that Fits Your Organization's Unique Goals



CUSTOMER LOYALTY

"At WBW, students create connections with professionals and see the companies they represent in a positive, more personal light." - Yasmeen Ahmed, WBW Alumna, Eastlake High School



PROFESSIONAL DEVELOPMENT

"[WBW] has been a life-changing opportunity for me to learn about myself as a leader and mentor for students." - Angela Barbera, The Boeing Company



COMMUNITY IMPACT

"The relevant learning experiences that [WBW] offers inspires students, builds confidence, and real-world experiences." - Randy Dorn, Superintendent of Public Instruction



INNOVATION

"The energy, enthusiasm, creativity and unbridled ambition to create a better future in business leave me impressed and inspired by the students of WBW, year after year." - Alyssa Norwood, Starbucks

Sponsorship Opportunities

	Executive Partner* \$25,000+	Managing Partner \$10,000	Contributing Partner \$5,000
Brand recognition on website and materials	✓	✓	✓
Company Advisor Professional Development	✓	✓	✓
Student program tuition subsidy	✓	✓	✓
Student Financial Aid support	✓	✓	
Top billing at annual benefit breakfast	✓		
Title sponsor of a program location, activity, or luncheon	✓		

*Executive Partner level can be tailored to include (but is not limited to): college scholarships to summer students, program tuition scholarships for children of employees to attend, and/or featuring the CEO of your organization at the student CEO luncheon.

Join us in empowering and impacting the next generation!

