

Membership and Sponsorship Guide



Empowering Women in Competitive Energy

WEA is a membership-based association that is committed to:

- Empowering women at every career stage in the competitive energy industry.
- Providing opportunities for professional development, mentorship, and networking.
- Amplifying the voices of women and ensuring their contributions are recognized within the industry.

Founding Board Members



Dominique Bourda
ENGIE



Christina Corcoran
Energy Marketing Conferences



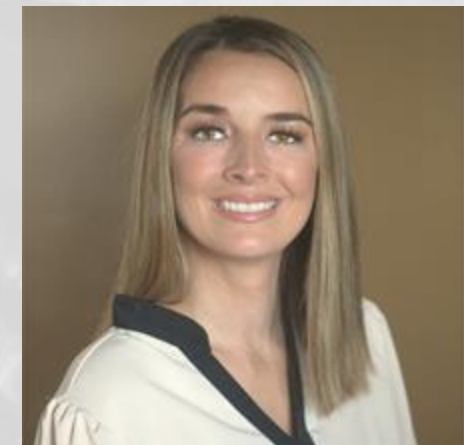
Misti Day
SPARK Energy



Shaleen Gupta
ESG



Lindsey Margiotta
Clean Sky Energy



Ashely Murphy
Nordic Energy

Mission

- WEA exists to empower women in the competitive energy industry. By sharing knowledge, building meaningful connections, and creating opportunities to learn, teach, and lead, we'll help members reach new heights—both professionally and personally.

Vision

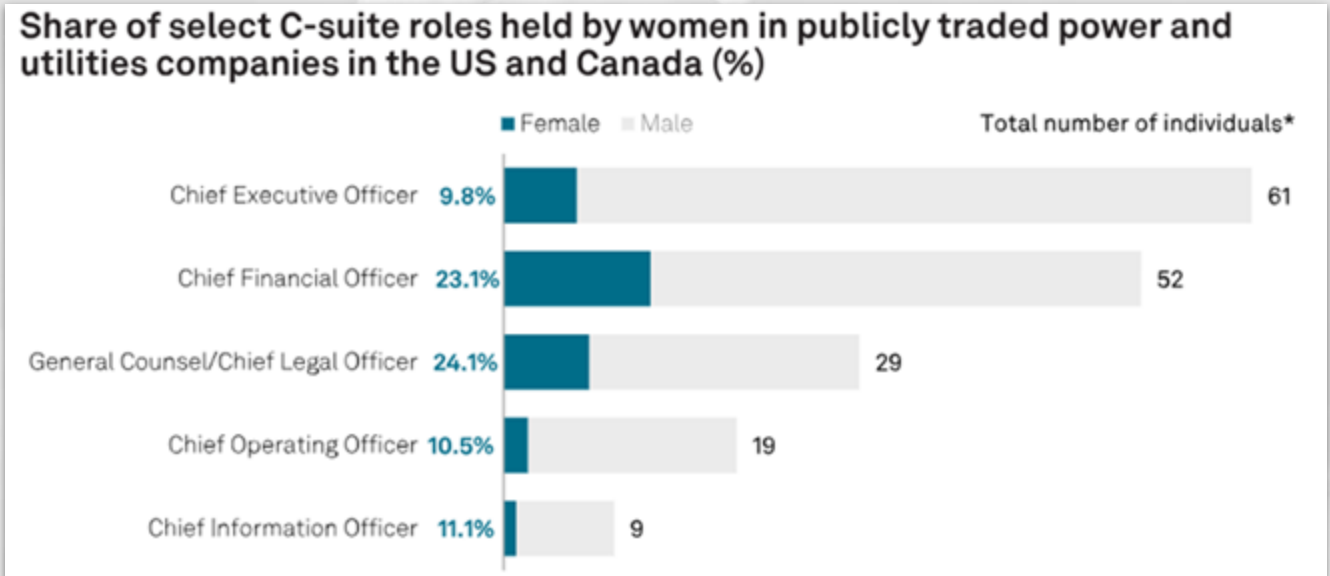
- We see a future where women in competitive energy feel empowered, supported, and recognized. Our community will lead the way in helping women enter the industry, grow their skills, advance their careers and shape the future of the energy.

Goals

- WEA will achieve its mission through accomplishing the following programs that will help empower women for decades to come:
 - In-Person Meetings
 - Virtual Meetings
 - Mentorship Programs
 - Advocacy work

Why We're Here and Where We're Going

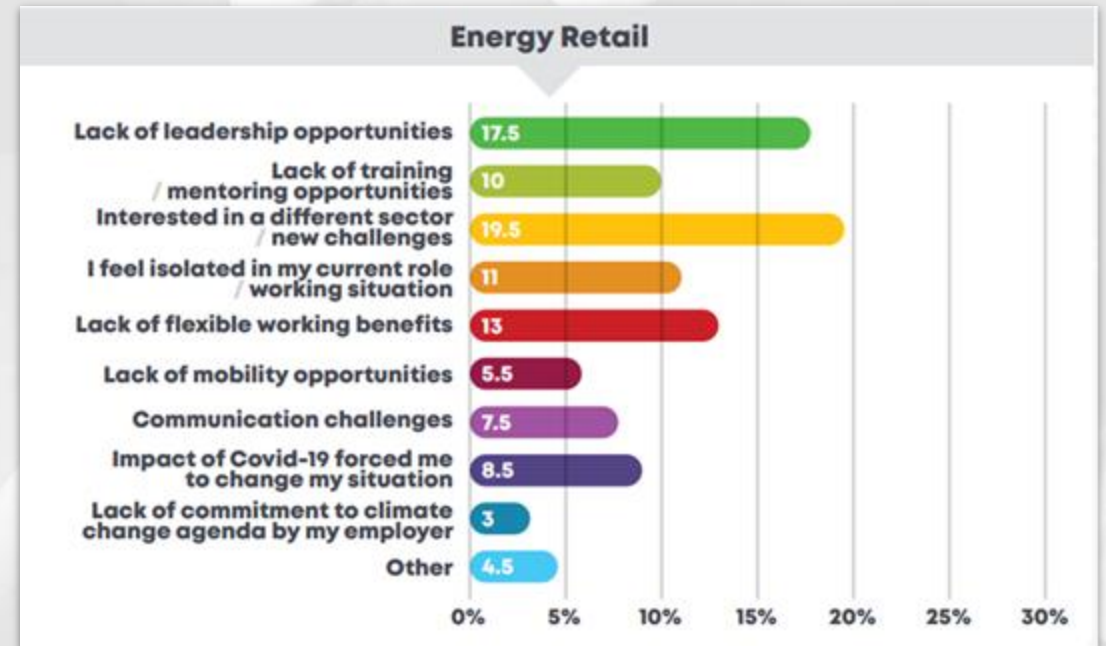
- Women only represent a mere 22% of the workforce in the competitive energy industry today.
- Only 20% of senior management positions in energy are held by women and the representation decreases dramatically at each leadership level.
- Women speakers currently represent only 15% of the total speakers at energy conferences, webinars and events.
- WEA was created by women executives working in the competitive energy industry with the mission of changing the status quo.



Source: S&P Global 2024

Why We're Here and Where We're Going

- Approximately 18% of women in retail energy cited a lack of leadership opportunities as the reason for considering a career change.
- About 20% expressed interest in moving to another sector or seeking new challenges
- WEA supports women at all levels of leadership as well as the entire competitive energy value chain.
- WEA's mission is to promote mobility at all levels for women through effective networking, professional development and mentorship.



Source: Women in Energy Global Study 2024

What the WEA Offer Members:

In-person meetings:

- Organizing local chapters of WEA in various cities including Houston, NYC, Tampa, and DC. The chapters plan to run meetings quarterly. They will feature thought-leaders as speakers and WEA members are invited to share their experiences, offer each other guidance, and help empower one another.



Virtual Meetings:

- WEA will provide workshops featuring speakers and thought-leaders discussing a wide range of practical and timely topics in retail energy. Webinars will also feature skill-building techniques and education – helping members grow their careers in retail energy.



WEA Mentorship Programs:

- Members will be encouraged to take on mentoring roles in the lives of other women who do not have as much experience in retail energy. There will be a give-and-take where the learning and growth will be mutual.



Overall Advocacy for the Role of Women in Competitive Energy:

- Showcase women's expertise through emphasizing women on EMC panels and sessions at the Energy Marketing Conferences, as well as suggesting speakers to other event coordinators.

Individual Membership: \$150 annually (Women Only)

Benefits:

Access to In-Person Events

- Members can participate in WEA-hosted events fostering professional growth and networking opportunities. (events may have additional costs to cover F&B and other event-specific expenses)

Access to the WEA Mentoring Program

- Members can become Mentors or have a mentor assigned to them. Mentors enjoy helping others grow their careers. They are honored at every EMC.

Access to WEA Webinars

- Members can participate in WEA-hosted Webinars to help with their professional development.

Advocacy:

- Be part of an organization that advocates for the empowerment of women in North America.

www.womensenergyalliance.org

WEA Allies: \$150/year per Ally (MEN ONLY)

Benefits:

**Access to EMC
“Meet and
Greet” In-
Person Event**

- Allies can participate in the WEA Meetings that take place at the Energy Marketing Conferences in person.

**Access to the
WEA Mentoring
Program as
Mentors:**

- Allies can become Mentors. Mentors enjoy helping others grow their careers. They are honored at every EMC.

**Access to WEA
Webinars**

- Allies can participate in WEA-hosted Webinars to help with their professional development.

Advocacy:

- Be part of an organization that advocates for the empowerment of women in North America.

“Pay-it-Forward” Membership Sponsor: \$150 per member per year

Benefits:

Coverage of WEA membership annual fee for recruited college students and women facing adversity.

Recognition in WEA communications highlighting the number of “Pay-it-Forward” members sponsored.

Opportunity to engage with sponsored members through networking events.

“Pay it Forward” members are encouraged to pay-it-forward as they become successful energy executives later in their career

Satisfaction of knowing that you are enabling and empowering women who cannot afford to join the WEA. These women will now be able to benefit from the extensive networking and professional development offered by the WEA to grow their careers – all thanks to you!

Featured on WEA's website and social media channels.



Sponsorship Opportunities

www.womensenergyalliance.org



Corporate Sponsorship: \$10,000/year

Benefits:

Up to 5 WEA annual memberships included for its team.

Logo display at all Webinars.

Logo display on signage at all in-person events.

Honorary mention at every EMC with logo.

Prominent corporate logo placement on WEA's official Webpage at EMC.

One thought leadership article in the Energy Marketing Conferences newsletter per year

Mentoring Program Sponsor: \$5,200/year

Benefits:

Up to 2 WEA annual memberships included for its team.

Logo placement on all mentoring materials and communications.

2 annual “Pay-it-Forward” memberships

Honorary mention at every EMC with logo.

Recognition as Sponsor of the Mentoring Program.

One thought leadership article in the Energy Marketing Conferences newsletter per year

Local Chapter Sponsor: \$5,200/year

Benefits:

Designation as the primary sponsor for a specific local chapter event.

Logo display at all relevant chapter events and meetings.

Opportunity to provide opening remarks at chapter events (5-10 minutes).

Inclusion in chapter communications and promotional materials.

Featured on WEA's website and social media channels.

Honorary mention at every EMC with logo.

One thought leadership article was included in the Energy Marketing Conferences Newsletter annually.

Webinar Sponsor: \$2,600 per webinar

Benefits:



Up to 2 annual WEA memberships for company employees.

Logo on all promotional content for webinar

Opportunity to host one webinar per year, with:

- Recognition as the exclusive sponsor of selected webinar.
- Determination of the topic, format, and selection of speakers.
- Access to detailed attendee lists for post-webinar engagement (subject to attendee consent).
- Featured on WEA's website and social media channels.

Topics may include:

- Work/Life Balance
- Office/Hybrid balance
- Getting the most out of the WEA Mentoring Program
- Industry Trends
- Professional Development – how to move up
- Entrepreneurship
- Sales and Marketing
- Energy Procurement
- And Much More!

Ways to Get Involved

Join a Committee: Program, Membership, Marketing and Communications, Sponsorship and Partnerships

Volunteer to be a mentor, speaker either for in person or online events

Submit content to share with members

Contact us at:
info@womensenergyalliance.org or
Info@energymarketingconferences.com

www.womensenergyalliance.org

Upcoming events

Misti Day, EMC23 Day 1 Keynote March 24th 12:30pm - 12:45pm

EMC23 March 25th - Panel #3, "Breaking Barriers and Building Connections in Competitive Energy: Launching the Women's Energy Alliance"

Meet us at EMC23 in the ESG VIP Lounge March 24th during the morning break 10:30am – 11am

April 24th – Networking breakfast, Junior League in Houston

May or June - virtual meeting

Stay informed sign up for our newsletter at www.womensenergyalliance.org

Join Today



Individual Annual Membership - \$150

Ally Membership - \$150

Contact us for Sponsorship Opportunities



www.womensenergyalliance.org



Thank you!

www.womensenergyalliance.org