



SPONSORING

Who we are

Working Moms - PRO KINDER. PRO KARRIERE. e.V.

is a dedicated association with over 1.000 members in Germany and Switzerland.

We support women in making the combination of career and family feel natural and achievable - as mentors, role models and networkers.

Our members are often active in management, on executive boards or as founders.

Through regular events in numerous regions as well as digital formats, we reach a broad public audience - among others via LinkedIn (with over 17.000 followers).



Sponsorship creates added value for your company

As a sponsor, you benefit from (depending on the package):

VISIBILITY & BRAND IMPACT

- ✓ Presence on our website (incl. logo & short description)
- ✓ Strengthening your image as a family-friendly employer
- ✓ Increasing your brand awareness among an engaged, highly educated target audience

NETWORK & COMMUNICATION

- ✓ Access to our network of executives, entrepreneurs, and decision-makers
- ✓ Use of our network for targeted HR communications, Employer Branding & Recruiting
- ✓ Content for your communications, CSR reports and Social Media

CUSTOMER LOYALTY & LEADS

- ✓ Stronger customer loyalty through lived values
- ✓ Lead generation through direct outreach to members & interested parties
- ✓ Positioning as a responsible, diverse company

Your sponsorship funds are used to support our initiatives

- ✓ Sponsorship funds are used to support dedicated programs such as external mentoring and internal projects such as the digitalization of the association.
- ✓ In addition, sponsorship for dedicated purposes such as the annual assembly is also possible. Please contact the sponsorship leads for detailed information.
- ✓ Our sponsors are not only financial supporters, but also important partners in our commitment to equality, family-friendliness and modern workplace culture.





Available Sponsorship Packages

Package S

from 500 € / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- × Logo & copy on website
- × Community listing (local association)
- × Invitation to networking event (2 people)
- × Thought leadership article on LinkedIn + newsletter

Package M

from 1.500 € / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- ✓ Logo & copy on website
- ✓ Community listing (local association)
- × Invitation to networking event (2 people)
- × Thought leadership article on LinkedIn + newsletter

Package L

from 2.500 € / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- ✓ Logo & copy on website
- ✓ Community listing (local association)
- ✓ Invitation to networking event (2 people)
- ✓ Thought leadership article on LinkedIn + newsletter





Available Sponsorship Packages

Package S

from 500 CHF / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- × Logo & copy on website
- × Community listing (local association)
- × Invitation to networking event (2 people)
- × Thought leadership article on LinkedIn + newsletter

Package M

from 1.500 CHF / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- ✓ Logo & copy on website
- ✓ Community listing (local association)
- × Invitation to networking event (2 people)
- × Thought leadership article on LinkedIn + newsletter

Package L

from 2.500 CHF / year

- ✓ Logo on event flyers & sendouts
- ✓ Mentioning in a WoM LinkedIn post
- ✓ Logo & copy on website
- ✓ Community listing (local association)
- ✓ Invitation to networking event (2 people)
- ✓ Thought leadership article on LinkedIn + newsletter



Additional Sponsorships to increase visibility*

Sponsorship	Amount	Benefits
Event attendance as guest speaker	250 €	Invitation as guest speaker at a Working Moms event
Event attendance as host	500 €	Invitation as host at a Working Moms event
Newsletter short feature	350 €	Short post in the community (max. 800 characters incl. spaces)
Newsletter long feature	850 €	Company profile with interview in the WoM community (2.500 – 3.000 characters)
Product placement with Kickback	tbd	

Please contact us for further information and to implement tailored sponsorship ideas.
The prices are valid until 31.12.2026. The contract term is 1 year.

* Can be booked in addition to one of the base packages above.

Contact

We look forward to your support. Let's work together to make balancing family and career the norm.

Enquiries to:

- sponsoring@workingmoms.de
- Webseite: www.workingmoms.de

Or contact directly:

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