



ATHENA SUMMIT Partnership Guide



Bold Voices.



Iconic Venues.



Real Connection.

Athena Summits are where top-tier leadership meets world-class experience. These exclusive, large-scale gatherings **convene influential executives, board directors, and visionaries** to explore the frontiers of leadership, governance, innovation, and more – together.

Each Summit **takes place in a stunning venue** – Autodesk’s Gallery in San Francisco, Nasdaq MarketSite in Times Square, and Amazon’s Spheres in Seattle to name a few – and is **thoughtfully curated around a distinctive theme** designed to ignite powerful dialogue and foster deep connection.



What Sets Athena Summits Apart



We don't do generic events. Athena Summits are **bold, immersive, and high-caliber** from start to finish.

WORLD-CLASS SPEAKERS

C-suite leaders, board chairs, founders, and industry pioneers headline provocative conversations that go far beyond the surface.

STRIKING VENUES

From architectural icons to innovation hubs, each Summit venue is selected for its energy, design, and symbolism.

CURATED CONNECTIONS

With an exclusive guest list, attendees are invited to elevate the evening's conversation – and your network.

THEMES WITH PUNCH

From “Redefining Capital and Entrepreneurship” to “Mastering the Market,” each Summit explores ideas that matter now.

Past Summits at a Glance



SAN FRANCISCO
Autodesk Gallery

In a space that celebrates design and disruption, this Summit shared insights on unlocking innovation, challenging legacy systems, and leading with vision in an era of rapid transformation. Speakers included a senior executive from Microsoft and Amazon, a product leader at GoogleX, the former Chief Impact Officer at XPRIZE, and the EVP of Product at Autodesk.



NEW YORK CITY
Nasdaq MarketSite

In the heart of Times Square, this high-energy event convened top leaders to share powerful perspectives on defining categories, building iconic brands, and leading game-changing growth. Featured speakers included the CMO of The New York Times, the CMO of CrowdStrike, the Chief People Officer of Databricks, and the President of Docusign.



SEATTLE
Amazon Spheres

Amid the lush Amazon Spheres, the CMO of AWS, the First Lady of Seattle, the CEO of Seattle Chocolate Company, and a prominent VC Partner explored how entrepreneurship and innovation intersect with civic and business leadership—and how reinvention thrives on trust, curiosity, community, and generous networks.

Impact in Motion: City by City 2026 Lineup

APRIL
New York City



MAY
Los Angeles

OCTOBER
Washington D.C.



MAY
Chicago



SEPTEMBER
Seattle

DECEMBER
San Francisco





Why Companies Choose to Partner With Athena



Athena Summits go beyond brand exposure – they create real opportunities for influence.

Our sponsors don't just show up; they shape the conversation. By moderating panels, hosting private gatherings, and leading discussions, partners engage directly with top executives, board directors, and industry leaders driving change.

At each Summit, Athena delivers added value for sponsors through specially curated opportunities – like a branded cameo in Times Square, staged and candid photos featuring sponsor logos and teams, and pop-up spaces for hosting intimate small-group discussions.

Before and after each Summit, Athena activates its network of 50,000+ top executives to amplify sponsor visibility and spotlight the value and synergy they bring to the community.

If you're ready to be part of the conversation shaping modern leadership, we invite you to join us.

Sponsor Levels

SUMMIT EVENT SPONSOR \$10,000

Make a bold impression at one of Athena's premier leadership events.

- ▶ **Exclusive sponsor recognition** at 1 Athena Summit (generally 2–3 per event)
- ▶ **Panelist speaking opportunity** at your sponsored Summit
- ▶ **Brand visibility** on all event signage, programs, and digital promotion
- ▶ **Host up to 4 senior executives** at the event
- ▶ **Extend VIP invitations** to Athena-aligned clients and prospects

SUMMIT PARTNER \$40,000

Be seen across all seven Summits.
Build sustained presence and influence.

*Includes all **Summit Event Sponsor** benefits, plus:*

- ▶ **Sponsorship of all 7 Athena Summits**
- ▶ **Panelist or moderator speaking role** at each Summit (priority after Signature)
- ▶ **Brand visibility** across series-wide promotions, signage, and follow-up
- ▶ **Host up to 6 senior executives** at each Summit
- ▶ **Participation in curated roundtables or exclusive receptions** (where applicable)
- ▶ **1 complimentary Athena membership + Athena Academy course** (\$7,500 value)

SIGNATURE PARTNER \$70,000

















Own the conversation
Become Athena's most visible, integrated thought leadership partner.

*Includes all **Summit Partner** benefits, plus:*

- ▶ **Exclusive recognition as Athena's only platform-wide partner** across all Summits
- ▶ **Keynote or fireside chat speaking opportunity** at each Summit
- ▶ **Host up to 10 senior executives** at each Summit
- ▶ **First access to bespoke activations:** private dinners, curated introductions, and post-event engagement
- ▶ **Year-long thought leadership partnership:** 4 high-profile live salons (1 per quarter) – each recorded and featured in Athena's digital library for continued access by our executive membership
- ▶ **3 complimentary Athena memberships + Athena Academy course** (\$22,500 value)

Attendees

span geographies, industries, and roles...

CHRO	CTO	CMO	COO	CMO	CCO	Chief Planning & Operations Officer	Global GM
							
Head of Delivery	CTO US Enterprise	CIO	COO	COO	CHRO	CEO	CEO
							

and represent 400+ commercial boards...



Q: What's the ROI for sponsoring Athena Summits?

A: Athena Summits are not just events – they are high-trust environments where top leaders connect deeply. As a sponsor, your brand gains visibility and proximity to decision-makers. You'll forge relationships, generate qualified leads, and elevate your executives as thought leaders. Signature Partners also benefit from evergreen content housed in our digital library, which receives 5,000+ annual views from leaders across the Athena community.

Q: Can we customize our participation?

A: Absolutely. While each tier includes fixed benefits, we welcome co-creation, especially at the Signature level. We'll collaborate on salon topics, speaking formats, or even private dinners that align with your goals.

Q: Is this only for women-focused brands?

A: No. Athena supports all leaders – regardless of gender. Our sponsors range from corporate companies to global consultancies to fintech firms. The common thread? A commitment to leadership excellence and inclusive advancement.

Q: Can we share our Summit invitations with clients or partners?

A: Yes. All sponsor tiers include a guest allocation, and we encourage you to use these to strengthen relationships. Our audience spans CEOs, board directors, investors, CHROs, and high-potential rising leaders.

Q: We're not ready to commit to all five Summits – can we try just one?

A: Yes. The Summit Event Sponsor tier is designed for brands who want to test impact before scaling up. We'll ensure your experience is high-touch, high-value, and fully measurable.

Q: What kind of support do we receive as sponsors?

A: You'll have a dedicated point of contact at Athena to ensure your experience is seamless, from pre-event planning to onsite logistics to post-event wrap-up. We also provide promotional support and copywriting guidance for visibility campaigns.

