



# AWD

Association for Wholesaling Diversity

## WHO WE ARE

The [Association for Wholesaling Diversity \(AWD\)](#) began as a like-minded group of African American external wholesalers working in the financial services industry. In January 2016 the group began growing rapidly, via word-of-mouth and the business networking platform [LinkedIn](#), as we identified more and more black financial services external wholesalers from across the United States. Our networking efforts quickly transformed into the sharing of universal wholesaling best practices and sales ideas. As a result, we soon welcomed black internal wholesalers and wholesaling interns into our network, since many of them sought to become external wholesalers and would benefit from these idea-sharing efforts. We then sought out the few black wholesaling industry sales managers to inspire and help prepare our members for that stage in their successful wholesaling career. Over the years AWD has implemented a member-to-member mentor program, developed and delivered a broad array of wholesaler development curricula, launched a [professional designation scholarship program](#), welcomed black 'wholesaling adjacent' personnel into our collective, established both Asian-American & Latin-American outreach initiatives, and helped over 150 black professionals secure new or better roles in our industry. Our [black student recruitment initiative](#) now lies at the core of our mission, as we partner with all HBCUs and our members' alma maters to identify black students with an interest in sales. Our 501(c)(3) delivers a robust [Wholesaling Development Program \(WDP\)](#) which we created for black students, who receive their FINRA SIE certification and multiple job offers upon program completion. While our inaugural WDP class was taught by personnel from the [Coalition for Equity in Wholesaling](#), WDP classes are now taught by AWD members with support from their sponsor employers and the Coalition. There is no cost to students while they learn from black faces and black voices, all of whom are seasoned professionals. AWD Members also present, live or virtually per institutional preference, to black student groups at all academic institutions about financial services wholesaling as a career path. AWD provides members and students with current job openings via multiple forums, including our [AWD Career Center](#) and posts member and student resumes to our [AWD Resume Database](#). We currently boast over 600 members, and we continue to grow by attracting more black talent to the world of financial services wholesaling.

## WHY WE ARE

Industry data has indicated that black individuals comprise less than 3% of financial services wholesalers, with the majority of those being at the internal wholesaler and entry-level stage of their careers. Black sales managers comprise fewer than 1% of 1% of industry sales managers. The [United States Census Bureau](#) advises that black individuals comprised 12.4% of the United States population as of 2019. AWD aims to narrow these gaps of representation within our industry.

## SIMPLE WAYS TO SUPPORT AWD

[Follow](#) AWD on LinkedIn • [Follow](#) AWD on Facebook • [Introduce](#) AWD to your black associates

## CONTRIBUTIONS

All contributions go toward AWD general operating expenses. All financial services firms employing wholesalers are encouraged to provide us with current job openings for our members. The [AWD Career Center](#) allows any employer or recruiter to simply pay a flat cost to directly post job openings.

## ANNUAL CORPORATE SPONSORSHIP

For firms considering AWD sponsorship, our annual sponsorship levels and corresponding benefits are outlined below.

### Contributing Sponsor “Contributor” - \$1,000

Contributor firms receive 4 career center job postings annually, general recognition, and our members are notified of your firm’s financial support of our broader effort to recruit, retain, and promote black wholesaling talent within the financial services industry.

### Silver Sponsor “Donor” - \$5,000

Silver firms receive Contributor benefits (with 17 Career Center job postings), one ‘15-minute presentation + Q&A session’ during: 1) an AWD Quarterly Zoom Meeting or 2) an AWD Regional Dinner. Presenters are generally representatives your firm’s DE&I, Talent Acquisition and/or Sales Management departments.

### Gold Sponsor “Partner” - \$10,000

Gold firms receive Silver benefits (with unlimited Career Center job postings) plus one stand-alone AWD Member Zoom Workshop designed by your firm in coordination with our Wholesaler Development Committee. Gold firms receive access to our student resume database and personalized candidate intros upon request. Gold firms’ sponsorship covers the annual dues of all AWD member employees at the Gold firm.

### Platinum Sponsor “Ally” - \$25,000

Platinum firms receive Gold benefits plus up to two additional AWD Member Zoom Workshops. Platinum firms are also invited to support and participate in our AWD Annual Conference (Conference) held mid-year each year.

### Titanium Sponsor “Mentor” - \$50,000

Titanium firms receive Platinum benefits plus unlimited access to our members for individual corporate mentorship opportunities and an invitation to participate in select AWD Member Committee virtual meetings. AWD Committees design and implement new initiatives throughout the year. Titanium firms are featured at Conference and in an AWD press release.

\* Silver firms and above may request that one *Professional Designation Scholarship*, *AWD Training Initiative*, or *AWD Campus Visit* be associated with their firm exclusively. In the case of campus visits, the firm may send personnel to join the AWD member for her or his presentation or request that one or more of the firm’s AWD Members be a campus speaker.

\* Gold firms and above may request to host our mid-year annual conference or regional dinners on-site at their corporate facilities.

\* **ALL FIRMS** are asked to: 1) notify all black wholesaling associates—including strategic relationships and advanced markets—at all levels of the firm about [AWD](#), 2) encourage all black wholesaling associates to [connect directly with AWD](#)—the only organization built exclusively to support them, and 3) allow all black wholesaling associates to expense their travel to attend Conference.

Please sponsor [AWD](#) today! Thank you!

Marlōn Hall, Founder/President, [AWD](#)