

# POWER YOUR DREAM™



## 2023-2024 SPONSORSHIP OPPORTUNITIES



**NAWBO**

National Association of Women Business Owners

# ABOUT NAWBO®

Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of America's more than 12 million women-owned businesses representing the fastest growing segment of the economy.

NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries; and boasts thousands of members and chapters across the country. With far-reaching clout and impact, NAWBO is the premiere one-stop resource for women business owners worldwide.

One in 11 adult women is an entrepreneur and women own 33 percent of all businesses worldwide. NAWBO members have owned their businesses for an average of 10 years. Twenty-five percent of NAWBO members have businesses that generate more than a \$1 million in annual revenue. Additionally, just 2 percent are certified as women and/or minority women business owners.

NAWBO prides itself on being a global beacon for influence, ingenuity and action and the organization is uniquely positioned to provide incisive commentary on issues of importance to women business owners. Everything NAWBO undertakes leverages the unique attributes that women business owners bring to the table and is designed to illuminate, transform—and ultimately harness—the nation's wide-ranging community of entrepreneurial women into an ever-more-influential voice and increasingly dynamic leadership roles.



## MISSION & VISION



NAWBO strives to propel women entrepreneurs into economic, social and political spheres of power by: **STRENGTHENING** the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community; **CREATING** innovative and effective changes in the business culture; **BUILDING** strategic alliances, coalitions and affiliations; and **TRANSFORMING** public policy and influencing opinion makers.

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## ABOUT NAWBO® INSTITUTE

The NAWBO Institute for Entrepreneurial Development is a 501(c)3 non-profit educational foundation that seeks to provide opportunities for capacity building and organizational development for emerging and established women entrepreneurs. Through the NAWBO Institute, we aim to strengthen the wealth-creating capacity of women business owners and to promote economic development within the entrepreneurial community so that we can build a legacy of success for the next generation of women entrepreneurs.

The NAWBO Institute is a world-class, one-stop resource for everything related to women in business:

- Education
- Articles
- Best practices
- Certification
- Specialized chats
- Webinars from experts and thought leaders around the country
- ...and more

It offers the best tools and resources for all aspects of business development, growth, capacity building and scaling for women business owners of all sizes and sectors around the world, including a specific focus on Tier 2 Women Business Owners through the Institute's NAWBO Circle program for women with million-dollar and up businesses.

# PARTNERING WITH NAWBO

One of the greatest strengths of NAWBO and the NAWBO Institute is our ability to build strategic, strong and enduring partnerships that are meaningful and mutually beneficial, whether it's with a corporate partner, a program or event sponsor, an exhibitor or an advertiser. We believe that building such partnerships enables us to better serve our members and the business community at large...together.

In the pages that follow, you'll find sponsorship opportunities and benefits designed to meet the needs of every business. Don't see an opportunity that meets your exact needs and goals? Just let us know and we can customize a relationship that's truly win-win.

NAWBO's Policy in Considering New and Renewing Corporate Partners:

- ◆ Partners are expected to have a formal diversity program for their organization that ensures an environment supporting the growth, development, inclusion and equitable treatment of all employees.
- ◆ Partners are expected to have formal procurement initiatives targeted to women and minority entrepreneurs. At a minimum, these initiatives must recognize the status of certified women's business enterprise and develop contract opportunities for their products and/or services.
- ◆ NAWBO expects that women constitute a minimum 10 percent of a partner's corporate board and/or senior management.

*Please note that NAWBO does not offer market exclusivity for corporate partnerships. In the interest of protecting our valuable brand, we also reserve the right to decline initiating or renewing any partnership for any reason, as well as to terminate partnerships should adverse developments transpire during the course of the contract.*

## NAWBO MEMBER DEMOGRAPHICS\*

**Business Size:** Businesses owned by NAWBO members are larger than the average women-owned businesses in terms of number of employees. Sixty-eight percent have employees; of which 17 percent have 10 or more employees.

**Revenue:** Twenty-five percent of NAWBO members make more than \$1 million in annual sales; and 34 percent make more than \$500K.

**Years in Business:** NAWBO members have owned their business for an average of 10 years.

**Age:** Seventy-five percent of NAWBO members are over the age of 45; and 25 percent are in the 35-44 age group.

**Access to Capital:** As with the general women-owned firms, many NAWBO members access capital through credit cards and personal family savings. Fifty-eight percent use credit cards and 37 percent utilize private and family savings to fund their business.

**Industry:** Thirty-five percent, the highest number, of NAWBO members belong in the professional, scientific and technical services sector.

**Education:** Generally, NAWBO members are very well educated with 39 percent with post-graduate degrees.

*\*Results from the NAWBO Member Demographics Survey*

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## **CORPORATE PARTNER OPPORTUNITIES**

*Opportunities to partner ongoing to support the NAWBO mission and vision*

- Platinum Level
- Diamond Level
- Gold Level
- Silver Level
- Bronze Level
- Copper Level

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## **NAWBO WBE/MWBE CERTIFICATION OPPORTUNITIES**

*Opportunities to be affiliated with NAWBO's WBE/MWBE certification program*

- Partner Sponsor
- Advocate Sponsor
- Supporter Sponsor

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## **EVENT SPONSOR OPPORTUNITIES**

*Opportunities to be affiliated with NAWBO's leadership and advocacy events*

### **LEADERSHIP ACADEMY**

*An annual event that brings together women entrepreneurs to advance their leadership*

- Presenting Sponsor
- Title Sponsor
- Supporting Sponsor
- Happy Hour Reception Sponsor

### **CIRCLE PROGRAM**

*Program for Circle members with businesses that have reached or exceeded \$1 million in revenue*

- Title Sponsor
- Events Sponsor
- Groups Sponsor

### **HERSTORY IN THE MAKING INTERNATIONAL SUMMIT**

*An annual virtual event bringing women all over the world together to connect and learn*

- Presenting Sponsor
- Supporting Sponsors

### **LEADERSHIP ONBOARDING**

- Presenting Sponsor
- Title Sponsor
- Supporting Sponsors

### **ADVOCACY DAYS**

*An annual event on Capitol Hill where members have their voices heard on key business issues*

- Reception Sponsor
- Welcoming Breakfast Sponsor

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## CONFERENCE SPONSOR OPPORTUNITIES

*Opportunities to support the largest event of its kind for hundreds of women entrepreneurs*

- Presenting Sponsor
- Platinum Sponsor
- Annual Membership Meeting Title Sponsor
- Annual Membership Meeting Supporting Sponsor
- NAWBO Connections Lounge Diamond Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Awards Title Sponsor
- Exclusive Underwriting Opportunities
- Exhibiting Opportunities
- Advertising Opportunities

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## NEXTGEN SPONSORSHIP OPPORTUNITIES

*Opportunities to sponsor a virtual forum and other programming exclusively designed for our next generation of women entrepreneurs to get inspired, educated and connected*

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## VIRTUAL LEARNING SPONSOR OPPORTUNITIES

*Opportunities to provide education and resources through NAWBO's virtual platform*

- Connect and Learn Sponsor
- Empower Hour Sponsor
- DEI&B Open Forum Sponsor
- DEI&B Circles Sponsor
- NAWBO Institute Virtual Learning Sections Sponsor
- Powered by Chapters E-Communications and Social Media Sponsor
- NAWBO's Future Technology Evolution Sponsor

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## DIGITAL SPONSOR OPPORTUNITIES

*Opportunities to increase your visibility through NAWBO's digital communications platform*

### NAWBO WEBSITE

- Web Banner Ads

### NAWBO ONE E-PUBLICATION

- Monthly Issue Sponsor

### SOCIAL MEDIA

- Social Media Packages



## CORPORATE PARTNER OPPORTUNITIES

### ANNUAL CORPORATE PARTNER OPPORTUNITIES

#### PLATINUM LEVEL – \$150,000

- ◆ Up to 8 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Platinum Sponsor benefits and recognition at the Women's Business Conference
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Title Sponsor of e-publication: *NAWBO ONE* (monthly readership 35K)
- ◆ Includes Title Sponsor benefits and recognition in the annual membership drive
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and corporate partner page
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 4 uses of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)
- ◆ Invitation to work with NAWBO executive staff to develop a customized strategy and action plan for increasing access and visibility in local/regional target markets. Note: National sponsorship does not offer chapter benefits. You must purchase separate chapter sponsorship for local visibility and engagement opportunities.

#### DIAMOND LEVEL – \$125,000

- ◆ Up to six 6 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Diamond Sponsor benefits and recognition at the Women's Business Conference
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ One website banner ad on homepage for six months
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and corporate partner page
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 3 uses of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)
- ◆ Invitation to work with NAWBO executive staff to develop a customized strategy and action plan for increasing access and visibility in local/regional target markets. Note: National sponsorship does not offer chapter benefits. You must purchase separate chapter sponsorship for local visibility and engagement opportunities.

# CORPORATE PARTNER OPPORTUNITIES

## GOLD LEVEL – \$100,000

- ◆ Up to 4 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Gold Sponsor benefits and recognition at the Women's Business Conference
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and partner pages
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 2 uses of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)

## SILVER LEVEL – \$75,000

- ◆ Up to 2 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Silver Sponsor benefits and recognition at the Women's Business Conference
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and corporate partner page
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)

## BRONZE LEVEL – \$50,000

- ◆ Up to 2 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Bronze Sponsor benefits and recognition at the Women's Business Conference
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and partner pages
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)

## COPPER LEVEL – \$35,000

- ◆ Up to 2 NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Title Sponsor benefits and recognition at the NAWBO Leadership Academy
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Logo recognition on [www.nawbo.org](http://www.nawbo.org) home and corporate partner pages
- ◆ Corporate partner profile page on [www.nawbo.org](http://www.nawbo.org)
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by and distributed NAWBO to our proprietary database)

# WBE/MWBE CERTIFICATION SPONSOR OPPORTUNITIES

Becoming certified as a Women's Business Enterprise (WBE) or Minority Women's Business Enterprise (MWBE) gives customers confidence that they're buying from a legitimate woman-owned business. NAWBO's WBE/MWBE Certification program through the NAWBO Institute takes women business owners step-by-step through the process to certification. Once certified, they continue to get guidance and education on how to harness the power of their certification, and network with businesses to grow their companies.



## NAWBO WBE/MWBE Certification Partner Sponsorship – \$35,000

### **Includes:**

- Logo on NAWBO Certification landing page
- Logo on select NAWBO communications to membership
- Logo on ALL NAWBO Certification communications
- Seat on NAWBO Advisory Council
- Recognition at NAWBO Leadership Academy
- Recognition at NAWBO National Women's Business Conference
- Opportunity to participate in breakout sessions or roundtable at Women's Business Conference and/or Leadership Academy
- One e-blast to NAWBO database; NAWBO will send pre-approved message
- Access to NAWBO Certification participants in Welcome Package

## NAWBO WBE/MWBE Certification Advocate Sponsorship – \$12,500

### **Includes:**

- Logo on NAWBO Certification page
- Logo on ALL NAWBO Certification communications
- Recognition at NAWBO Leadership Academy
- Recognition at NAWBO National Women's Business Conference
- One e-blast to NAWBO database; NAWBO will send pre-approved message
- Access to NAWBO Certification participants in Welcome Package

## NAWBO WBE/MWBE Certification Supporter Sponsorship – \$5,000

### **Includes:**

- Logo on NAWBO Certification page
- Logo on ALL NAWBO Certification communications
- Access to NAWBO Certification participants in Welcome Package



# EVENT SPONSOR OPPORTUNITIES



**NAWBO LEADERSHIP ACADEMY 2023**  
*Creating Leaders for a World of Change*  
February 6-7, 2023  
Long Beach, California

**Leadership Academy Sponsor Opportunities**

Leadership Academy is for current NAWBO members who are not only busy running their own businesses, but many are also in leadership positions in local NAWBO chapters. The event brings them together to advance their personal, business and chapter leadership in an intimate atmosphere where they learn from a leadership general session and two tracks of programming.

## **\$20,000 Level – 1 available**

### **Presenting Sponsorship**

- Advertorial featured in NAWBO ONE e-publication
- Branding featured in collateral
- Logo recognition on website
- Recognition in social media
- Welcome remarks at the Leadership Academy
- Dedicated table to distribute information
- Additional speaking time
- 6 tickets for company representatives

## **\$10,000 Level – 2 available**

### **Title Sponsorships**

- Branding featured in collateral
- Logo recognition on website
- Recognition in social media
- Welcome remarks at the Leadership Academy
- Dedicated table to distribute information
- Additional speaking time
- 6 tickets for company representatives

## **\$5,000 Level – 2 available**

### **Supporting Sponsorships**

- Logo recognition on website
- Recognition in social media
- Welcome remarks at the Leadership Academy
- Dedicated table to distribute information
- 4 tickets for company representatives

## **\$2,500 Level – 1 available**

### **Happy Hour Sponsorship**

- Logo recognition on website
- Recognition in social media
- Welcome remarks at the happy hour
- 2 tickets for company representatives

# EVENT SPONSOR OPPORTUNITIES



## CIRCLE PROGRAM EVENTS & GROUPS

The Circle Program is designed specifically for NAWBO Premier members who own larger businesses that exceed \$1 million in annual revenue or who have owned a \$1 million business in the past and are building a new one. The program provides top-tier women business owners with a transformational blueprint that aligns all aspects of their lives to develop deeper bonds, better businesses and stronger communities. Activities include the annual exclusive Circle Retreat as well as Mastermind groups, special interest groups, Meet & Greet with Greatness events, advanced educational programs and more.

Please note that we offer one exclusive title sponsorship opportunity that includes all of the benefits listed above. If we do not have one title sponsor, we offer individual event/group sponsorship opportunities with the following benefits:

### **NAWBO CIRCLE PROGRAM – TITLE SPONSOR – \$35,000 (EXCLUSIVE)**

- All benefits below are included in title sponsorship

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### **CIRCLE PROGRAM ANNUAL RETREAT – EVENT SPONSOR – \$15,000**

Annual retreat held at an exclusive resort.

#### **Event Exposure:**

- Logo on event registration page
- Recognition during event by NAWBO host
- Opportunity to address audience for up to 3 minutes in a video (played at retreat or delivered in know-before-you-go e-communication)
- Opportunity to provide attendee gift to be distributed on-site

#### **Communications and Media:**

- Logo on all e-communications promoting event (in standalone eblasts, Circle Month at-a-Glance and NAWBO and You)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle as appropriate
- Opportunity to include resources (articles and videos) in the NAWBO Institute for Circle members

#### **Other:**

- Opportunity to sit on the Circle Advisory Board

# EVENT SPONSOR OPPORTUNITIES

## CIRCLE PROGRAM EVENTS & GROUPS *continued >>*

### **CIRCLE PROGRAM BI-MONTHLY MEET & GREET WITH GREATNESS EVENTS - EVENTS SPONSOR - \$15,000**

Inspiring women entrepreneurs chat with our host.

#### **Event Exposure:**

- Logo on event registration page
- Recognition during event by NAWBO host
- Opportunity to address audience for up to 3 minutes

#### **Communications and Media:**

- Logo on all e-communications promoting events (in standalone eblasts, Circle Month at-a-Glance and NAWBO and You)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle as appropriate
- Opportunity to include resources (articles and videos) in the NAWBO Institute for Circle members

#### **Other:**

- Opportunity to sit on the Circle Advisory Board

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### **CIRCLE PROGRAM MONTHLY MASTERMIND GROUPS - GROUPS SPONSOR - \$7,500**

The Institute runs professionally facilitated, private mastermind groups for Circle members. These closed groups meet monthly for 90 minutes and are designed to provide core level, holistic support, and resource sharing to make sure the top 3% of women business owners are not facing challenges or successes alone.

- Opportunity to address groups for up to 3 minutes in a pre-recorded video that will be featured at the group kick-off meetings
- Logo on all e-communications promoting groups (in standalone eblast reminders, Circle Month-at-a-Glance and NAWBO and You)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle as appropriate
- Opportunity to include resources (articles and videos) in the NAWBO Institute for Circle members

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### **CIRCLE PROGRAM SPECIAL INTEREST GROUPS - GROUPS SPONSOR - \$5,000**

Circle members with shared interests connect and have fun.

#### **Event Exposure:**

- Opportunity to address groups for up to 3 minutes in a video featured at the group kick-off meetings

#### **Communications and Media:**

- Logo on all e-communications promoting groups (in standalone eblast reminders, Circle Month at-a-Glance and NAWBO and You)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle as appropriate
- Opportunity to include resources (articles and videos) in the NAWBO Institute for Circle members

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# EVENT SPONSOR OPPORTUNITIES

## CIRCLE PROGRAM EVENTS & GROUPS *continued >>*

### CIRCLE PROGRAM ROOM HOST – EVENTS SPONSOR – \$10,000

Opportunity to sponsor the Exclusive Circle Program VIP Room at NAWBO National in-person events during 2023. The Circle Program participants have access to an exclusive VIP meeting room for their use at national events. They use this space to meet with each other, check emails, take phone calls, attend Circle-only educational workshops and recharge from the bustle of the main rooms. The “Circle Room” becomes their hub during the events to meet, learn, reconnect and rest. Premium drinks and snacks are provided. The Circle Room is also the location of any invite-only meet and greet opportunities with keynote speakers and special guests.



#### Event Exposure:

- (4) Circle Program Access Badges for company representatives to utilize the private room during the entirety of each event, including any meet and greet opportunities with keynote speakers or special guests
- Opportunity to make brief welcome remarks to Circle Program attendees at the beginning of each event
- Sponsor of drink service, premium snacks and décor in the Circle Program Room
- Opportunity to provide exclusive Wells Fargo branded gifts in the Circle Program Room for attendees
- Dedicated Wells Fargo table in the Circle Program Room to exhibit and further facilitate networking/relationship building with Circle Program members

#### Communications and Media:

- Logo placement on all on-site Circle Room posters and collateral

#### NAWBO National events attended by the Circle include:

1. Leadership Academy in Long Beach, CA on February 6-7
2. Advocacy Days in Washington, DC on June 6-7
3. National Women’s Business Conference in Austin, Texas on October 15-17



# EVENT SPONSOR OPPORTUNITIES

## CIRCLE PROGRAM EVENTS & GROUPS *continued >>*

### CIRCLE PROGRAM RETREAT – EVENT SPONSOR – \$20,000

**April 27-29, 2023 @ Miraval Resort, Tucson, Arizona**

#### **Event Exposure:**

- Opportunity for (1) Wells Fargo representative to attend the Circle Program Retreat
- Luxurious Miraval Resort accommodations, shuttle to and from Tucson International Airport, all gourmet on-site meals, non-alcoholic beverages and nightly \$175 resort credit to use toward spa services and private sessions, unlimited access to daily complimentary wellbeing activities and resort amenities for (1) company representative are included
- Sponsor (1) workshop with 3 minutes for welcome remarks
- Networking/relationship building with Circle Program participants during the retreat

#### **Communications and Media:**

- Logo on all e-communications promoting groups (in standalone eblast reminders, Circle Month-at-a-Glance and NAWBO and You)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle Retreat as appropriate
- Branding on-site Circle Program retreat promotions and collateral

*\*\*Per Miraval regulations: Branding/signage is not allowed outside the booked room. There is no branding of any kind allowed outside session rooms or on Miraval property.*

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### ELITE IGNITION – GROUP SPONSOR – \$10,000

Premier educational/company culture/leadership team building program of the NAWBO Circle. Four weekly virtual meetings of hands-on group and additional private one-to-one coaching for NAWBO Circle members and their leadership teams during the month of February 2023. Designed exclusively for second stage businesses who are looking to effectively expand through the development of their leadership teams, this program is focused on business and leadership growth.



#### **Communications and Media:**

- Opportunity to address groups for up to 3 minutes in a pre-recorded video that will be sent to all Circle members in January 2023 to encourage enrollment
- Logo on all e-communications promoting program (in standalone eblast reminders and Circle Month-at-a-Glance)
- Logo on Circle page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Circle as appropriate
- Opportunity to include resources in the NAWBO Institute for Circle members

# EVENT SPONSOR OPPORTUNITIES



## HERSTORY IN THE MAKING INTERNATIONAL SUMMIT MARCH 29, 2023

NAWBO's HERstory in the Making International Summit is a virtual event held each spring in honor of Women's History Month. It is designed to expand the world of women powering big dreams by bringing them together to connect and learn. Past themes have included the circular economy and sustainability. There are also import/export sessions.

### **\$15,000 Level - 1 available**

#### **Presenting Sponsorship**

- Branding featured in all promotional e-communications
- Logo recognition on event landing page
- Recognition in social media
- Welcome remarks during virtual summit
- Additional recognition throughout virtual summit
- Invitation to include short message/downloadable resource in post-event eblast
- Inclusion in NAWBO ONE e-publication coverage of the event

### **\$5,000 Level - 6 available**

#### **Supporting Sponsorships**

- Logo recognition on event landing page
- Recognition in social media
- Recognition throughout virtual summit
- Invitation to include downloadable resource in post-event eblast



## LEADERSHIP ONBOARDING JUNE 5, 2023

NAWBO's annual Leadership Onboarding sets the stage for a smooth transition in leadership in National and in our chapters across the U.S. It's both a celebration and a training of our amazing leaders.

### **\$20,000 Level - 1 available**

#### **Presenting Sponsorship**

- Welcome remarks during National and Chapter Leader Board Installation and at Reception
- Branding featured in collateral
- Logo recognition on website
- Recognition in e-publications
- Recognition on social media
- Recognition in National media release about Board installation
- 6 tickets for company representatives

### **\$5,000 Level - 2 available**

#### **Supporting Sponsorships**

- Logo recognition on website
- Recognition in e-publications
- Recognition on social media
- 2 tickets for company representatives

### **\$10,000 Level - 2 available**

#### **Title Sponsorships**

- Branding featured in collateral
- Logo recognition on website
- Recognition in e-publications
- Recognition on social media
- Recognition in National media release about Board installation
- 4 tickets for company representatives

### **\$3,500 Level - 1 Available**

#### **Digital Toolkit Sponsorship**

- Logo recognition in toolkit
- Opportunity to provide video message to be included in toolkit
- Recognition in Leader News monthly e-publication



## ADVOCACY DAYS RECEPTION OR WELCOMING BREAKFAST SPONSOR JUNE 6-7, 2023 IN WASHINGTON, D.C. – \$10,000

NAWBO's annual Advocacy Days provides leaders and members with the opportunity to weigh in on the issues impacting their businesses and make sure their voices are heard with key decision makers in Washington, D.C. Time is also built in for connectivity among the NAWBO members who attend. Corporate sponsorship opportunities are being made available for the first time to allow any interested partners to connect with our NAWBO advocates and hear from them directly on the issues that impact their businesses and their communities, and communicate on ways to work together moving forward.

### Benefits include:

- ◆ Logo on event website, digital and print collateral and social media mentions
- ◆ Logo recognition on-site at event
- ◆ Opportunity to send member of team to meet with attendees
- ◆ Opportunity to make brief remarks at either reception OR welcoming breakfast

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## CONFERENCE SPONSOR OPPORTUNITIES

The National Women's Business Conference (WBC) is the only event of its kind that brings together hundreds of women business owners and our community of supporters from across the U.S. to a new city each year to connect, learn, be inspired and grow.



## POWER YOUR DREAM

NATIONAL WOMEN'S BUSINESS CONFERENCE 2023  
HOSTED BY NAWBO



**Sunday, October 15 through Tuesday, October 17, 2023 in Austin, TX**

*(Sunday is NAWBO's Annual Membership Meeting followed by the two-day National conference on Monday and Tuesday)*

Every entrepreneurial journey starts with a dream. To create something new, better or more meaningful. To be your own boss and leader. To enjoy a more flexible lifestyle. To leave a legacy for the next generation. To give back to a community. To change the world in positive ways. Whatever your dream as a woman business owner, NAWBO is here to power it by delivering a uniquely fun and impactful experience infused with connectivity, inspiration, learning, resources and more.

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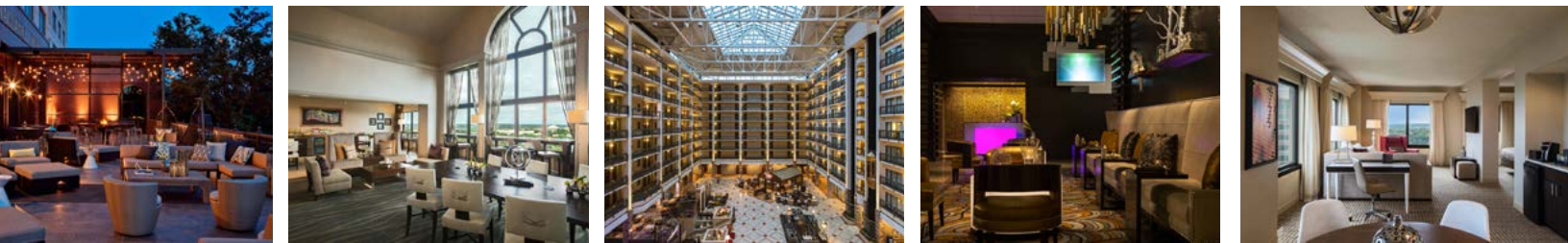
# CONFERENCE SPONSOR OPPORTUNITIES

## THE WBC2023 VENUE

### RENAISSANCE AUSTIN HOTEL / AUSTIN, TX

Discover the cultivated side of Austin at Renaissance Austin Hotel. Located in the stylish Arboretum and surrounded by hill country scenery, this year's host hotel celebrates the local character of Austin. Easily explore North Austin from the hotel that's just minutes from downtown Austin.

For details, visit [www.marriott.com/en-us/hotels/aussh-renaissance-austin-hotel/overview](http://www.marriott.com/en-us/hotels/aussh-renaissance-austin-hotel/overview).



***Experience the Value of Multi-Years!***

Ask us about customizing a multi-year sponsorship to experience even more value.

## NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR // \$50,000 (EXCLUSIVE OPPORTUNITY)

The highest level of sponsorship and is limited to one organization. The sponsorship includes exclusive recognition as the Presenting Sponsor at the keynote and closing panel in addition to lead generation opportunities.

#### **INCLUDES:**

- Exclusivity as WBC Presenting Sponsor
- Recognition and promotion throughout the conference as Presenting Sponsor
- Invitation for senior executive to participate in speaker introductions and/or breakout sessions
- Presenting Sponsor recognition on all pre- and on-site communications, including promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Fifteen (15) complimentary full conference registrations
- Double-size exhibit booth with prime positioning and six (6) exhibit hall-only staff badges
- Full-spread ad in the on-site program book with premium placement
- Exclusive invitation for two (2) representatives to attend a special VIP event



# CONFERENCE SPONSOR OPPORTUNITIES

## PLATINUM // \$35,000

Exclusive to four organizations. This level of sponsorship includes numerous lead-generating and branding opportunities to drive sales for your organization.

### INCLUDES:

- Recognition and promotion throughout the conference as a Platinum Sponsor
- Invitation for senior executive to participate in speaker introductions and/or breakout sessions
- Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Ten (10) complimentary full conference registrations
- Double-size exhibit booth with prime positioning and four (4) exhibit hall-only staff badges
- Full-page ad in the on-site program book with premium placement
- Exclusive invitation for two (2) representatives to attend a special VIP event

## ANNUAL MEMBERSHIP MEETING TITLE SPONSOR // \$35,000 (EXCLUSIVE OPPORTUNITY)

### INCLUDES:

- Recognition and promotion throughout Membership Meeting as title sponsor
- Invitation for senior executive to participate in speaker introductions
- Logo recognition on Membership Meeting promotional materials, website, on-site program book and Membership Meeting sponsor logo loop
- Signage with logo prominently displayed throughout Membership Meeting
- Ten (10) complimentary full conference registrations
- Double-size exhibit booth and four (4) exhibit hall-only staff badges
- Full-size ad in the on-site program book with premium placement
- Exclusive invitation for two (2) representatives to attend a special VIP event

## ANNUAL MEMBERSHIP MEETING SUPPORTING SPONSOR // \$15,000 (2 AVAILABLE)

### INCLUDES:

- Recognition and promotion throughout Membership Meeting as supporting sponsor
- Logo recognition on Membership Meeting materials, website, on-site program book and Membership Meeting sponsor logo loop
- Signage with logo prominently displayed throughout Membership Meeting
- Five (5) complimentary full conference registrations
- Exhibit booth and two (2) exhibit hall-only staff badges
- Half-page ad in the on-site program book
- Exclusive invitation for one (1) representative to attend a special VIP event

All Women's Business Conference sponsorships must be received by August 14, 2023 in order to receive full conference benefits as outlined below. All WBC underwriting, exhibitor and ad commitments must be received by August 30, 2023.

# CONFERENCE SPONSOR OPPORTUNITIES

## NAWBO CONNECTIONS LOUNGE DIAMOND SPONSOR // \$30,000 (EXCLUSIVE OPPORTUNITY)

### INCLUDES:

- Recognition and promotion throughout the conference as NAWBO Connections Lounge Diamond Sponsor
- Prominent space dedicated for the Connections Lounge in the exhibit hall or designated location with signage recognition—all furniture, equipment and internet access to be provided by sponsor in addition to sponsorship commitment
- Invitation for senior executive to participate in speaker introductions and/or breakout sessions
- Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Eight (8) complimentary full conference registrations
- Four (4) on-site exhibit hall passes for additional corporate representatives to conduct product demonstrations and manage the Connections Lounge
- Full-page ad in the on-site program book with premium placement
- Exclusive invitation for two (2) representatives to attend a special VIP event

## GOLD // \$25,000

Exclusive to 10 organizations. This sponsorship level provides a unique combination of brand awareness and lead generation.

### INCLUDES:

- Recognition and promotion throughout the conference as a Gold Sponsor
- Sponsorship of breakout session (session to be determined by NAWBO) and sponsor representative to give a few remarks/introduce speakers/panel
- Invitation for senior executive to participate in speaker introductions and/or breakout sessions
- Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Six (6) complimentary full conference registrations
- Exhibit booth in a prime location which includes two (2) exhibit hall-only staff badges
- Full-page ad in the on-site program book
- Exclusive invitation for two (2) representatives to attend a special VIP event

## SILVER // \$15,000

Exclusive to 10 organizations. This sponsorship level drives booth traffic and brand visibility for your organization through pre- and post-show communication.

### INCLUDES:

- Recognition throughout the conference as a Silver Sponsor
- Invitation for senior executive to participate in speaker introductions and/or breakout sessions
- Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Two (2) complimentary full conference registrations
- Half-page ad in the on-site program book
- Exclusive invitation for one (1) representative to attend a special VIP event

# CONFERENCE SPONSOR OPPORTUNITIES

## BRONZE // \$10,000

Exclusive to 10 organizations. This sponsorship level drives booth traffic and brand visibility for your organization through pre- and post-show communication.

### INCLUDES:

- Recognition throughout the conference as a Bronze Sponsor
- Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop
- Signage with corporate logo displayed prominently throughout the conference
- Two (2) complimentary full conference registrations
- Half-page ad in the on-site program book
- Exclusive invitation for one (1) representative to attend a special VIP event

## EXCLUSIVE UNDERWRITING OPPORTUNITIES

- ◆ Hotel Keycard Sponsor – \$10,000
- ◆ Charging Station Sponsor – \$10,000  
Hotel Keycard and Charging Station Sponsors receive a half-page ad in the on-site program book and two (2) complimentary full conference registrations
- ◆ Conference Bag Sponsor – \$7,500  
Conference Bag Sponsor receives a half-page ad in the on-site program book and one (1) complimentary full conference registration

## EXHIBITOR OPPORTUNITIES

- ◆ Corporate Exhibitor: \$3,500
- ◆ Small Business Entrepreneur: \$2,000
- ◆ NAWBO Member: \$1,500
- ◆ Made in Texas Exhibitor: \$1,000
  - (1) 8' x 10' booth
  - (1) 6' skirted table
  - (2) chairs
  - (1) 7" x 44" sign at booth
  - (1) full conference registration

## ADVERTISING OPPORTUNITIES // SUBJECT TO PRE-APPROVAL

- ◆ Full-Color Full-Page Ad – \$1,500
- ◆ Full-Color Half-Page Ad – \$750
- ◆ Full-Color Quarter-Page Ad – \$250
- ◆ Full-Color Business Card Ad – \$125

*\*Ad reservations and artwork are due August 30, 2023*

# NEXTGEN SPONSOR OPPORTUNITIES



NAWBO is thrilled to offer the virtual NextGen Forum, an innovative two-day forum designed to develop an entrepreneurial curiosity, confidence and mindset in young women through life-changing connections, education and resources. These amazing college- and post-college-age women on the entrepreneurial track as well as high school students with existing businesses are the future of NAWBO and our community of women business owners.

## NEXTGEN FORUM TITLE SPONSOR: \$20,000

- ◆ Recognition and promotion throughout the forum as a Title Sponsor including all communications and website landing page
- ◆ Sponsor representative to give welcome remarks at the opening of Forum
- ◆ Sponsorship of breakout session and to provide a speaker

**This sponsorship also includes recognition at the National Women's Business Conference 2023.**

- ◆ Logo recognition in conference promotional materials, website, on-site program book and general session sponsor logo loop as NextGen Forum Title Sponsor
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ Six (6) complimentary full conference registrations
- ◆ Exhibit booth in a prime location which includes two (2) exhibit hall-only staff badges
- ◆ Full-page ad in the on-site program book
- ◆ Exclusive invitation for two (2) representatives to attend the Sponsor Appreciation Reception

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## NEXTGEN FORUM SUPPORTING SPONSOR: \$10,000 (Two available!)

- ◆ Recognition and promotion throughout the forum as a Supporting Sponsor including all communications and website landing page
- ◆ Sponsorship of breakout session and to provide a speaker
- ◆ Sponsor representative to give remarks at the closing of Forum

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## QUARTERLY NEXTGEN VIRTUAL PROGRAMS TITLE SPONSOR: \$5,000

- ◆ Listed as Title Sponsor on all quarterly virtual event communications
- ◆ Welcome remarks at the beginning of all quarterly virtual programs
- ◆ Opportunity to introduce quarterly event speaker(s)

## OTHER FORUM OPPORTUNITIES

### \$1,500

- Virtual registrations for 10 participants for both days of the NextGen Forum
- Also included is 10 one-year NextGen NAWBO memberships (\$1,200 value)
- School/company logo included on NAWBO event website and pre-event communications
- Half page ad in Women's Business Conference virtual program book as a NextGen sponsor

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### \$1,000

- Virtual registrations for 10 participants for both days of the NextGen Forum
- Also included is 10 one-year NextGen NAWBO memberships (\$1,200 value)
- School/company logo included on NAWBO event website and pre-event communications

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### \$500

- Virtual registrations for 10 participants for both days of the NextGen Forum
- School/company logo included in pre-event communications



## VIRTUAL LEARNING SPONSOR OPPORTUNITIES

NAWBO National offers a variety of no-cost virtual programs throughout the year to keep our members and larger community of women business owners connected and inspired as well as to further our organization's commitment to diversity, equity, inclusion and belonging (DEI&B).

### CONNECT AND LEARN SPONSOR – \$25,000 PER QUARTER OF WEBINARS



Open to all women business owners, our Connect and Learns are held every other Tuesday (except in July and December) and feature NAWBO Premier members sharing expertise on a variety of business-lifestyle topics. These are held on the Airmeet platform, recorded and then accessible following the events on the NAWBO Institute.

#### Platform/Event Exposure:

- Logo on event registration page
- Recognition during event by NAWBO host
- Opportunity to address audience for up to 3 minutes
- Opportunity to extend reach as recordings are available on NAWBO Institute following events

#### Communications and Media:

- Logo on all e-communications promoting event (in NAWBO and You, NAWBO ONE and Leader News)
- Logo on virtual programming page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting webinars

### NAWBO EMPOWER HOUR – \$25,000 PER QUARTER OF EMPOWER HOURS



Open to NAWBO Premier members, and all women business owners to experience before they decide to join as a Premier member, our Empower Hours are held every Wednesday (except in July and December) for our community of women to connect, share experiences and empower one another. These are held on the Zoom platform and not recorded.

#### Platform/Event Exposure:

- Recognition during event by NAWBO host
- Opportunity to address audience for up to 3 minutes

#### Communications and Media:

- Logo on all e-communications promoting event (in NAWBO and You, NAWBO ONE and Leader News)
- Logo on virtual programming page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting connects

# VIRTUAL LEARNING SPONSOR OPPORTUNITIES



## DEI&B OPEN FORUMS – \$10,000 PER FORUM

Open to all NAWBO members, our Open Forums are hosted by our DEI&B consultant and committee members, who provide a brief update on NAWBO's strategic imperative to be recognized as the most inclusive and diverse women's business organization by NAWBO's 50th anniversary in 2025 and then facilitate conversation that promotes listening and learning from one another. These are held on the Zoom platform and not recorded.

### Platform/Event Exposure:

- Recognition on event registration page
- Recognition during event by NAWBO host

### Communications and Media:

- Logo on all e-communications promoting event (in NAWBO and You, NAWBO ONE and Leader News)
- Logo on virtual programming page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting connects
- Logo on event recap that is distributed to all registrants

## DEI&B CIRCLES – \$5,000 PER CIRCLE

Open to all NAWBO members, our Circles are facilitated by Rene Petties Jones of NFJC of WNY, Inc. and her team to share thought-provoking videos and encourage respectful sharing and discussion as a group and in small breakout rooms around diversity, equity, inclusion and belonging. These are held on the Zoom platform and not recorded.



### Platform/Event Exposure:

- Recognition on event registration page
- Recognition during event by NAWBO host

### Communications and Media:

- Logo on all e-communications promoting event (in NAWBO and You, NAWBO ONE and Leader News)
- Logo on virtual programming page on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting connects



# VIRTUAL LEARNING SPONSOR OPPORTUNITIES

## INSTITUTE VIRTUAL LEARNING SECTIONS – \$5,000 PER SECTION

The NAWBO Institute is a one-stop shop for valuable education and resources to help women business owners learn and grow. It's home to sections of content, from past Connect and Learn recordings to articles from members, partners and outside experts.



### Platform/Event Exposure:

- Recognition on Institute home page and sponsored section
- Opportunity to include resources (articles and videos) in Institute

### Communications and Media:

- Logo on all e-communications promoting the Institute (in NAWBO and You, NAWBO ONE and Leader News)
- Logo on virtual programming page promoting the Institute on [www.nawbo.org](http://www.nawbo.org)
- Logo on social media posts promoting the Institute

## POWERED BY CHAPTERS E-COMMUNICATIONS AND SOCIAL MEDIA – \$30,000 PER YEAR

NAWBO's Powered By chapters are part of a group of NAWBO chapters (currently 9 in different parts of the U.S.) that have formed in recent years that have a local leadership team backed by NAWBO National's team and resources. NAWBO National handles all e-communications and social media for these chapters and a sponsorship would allow us to do even more while providing tremendous exposure.



### Communications and Media:

- Logo on all Powered By e-communication templates and one-sheets
- Logo on all Powered By chapter website pages
- Logo on social media posts promoting Powered By chapters

## NAWBO'S FUTURE TECHNOLOGY EVOLUTION

Evolving our technology is critical to meeting the future needs of our community of women business owners and powering their dreams. This could mean a new website, a member app, a mobile marketing platform—the possibilities are endless. NAWBO National would welcome the opportunity to partner with a company interested in underwriting our next technology evolution.

### Communications and Media:

- Media release on partnership and launch of new technology
- Logo across new technology platform as appropriate
- Announcement in all NAWBO e-communications (NAWBO and You, NAWBO ONE and Leader News)
- Logo on social media posts promoting new technology

# DIGITAL SPONSOR OPPORTUNITIES

## NAWBO WEBSITE

### ◆ WEB BANNER ADS

The NAWBO Web site attracts more than 25,000 visitors per month. Our home page provides companies with a unique opportunity to promote their brand with a customized presence on www.nawbo.org. Exclusive only to NAWBO Corporate Partners, banner ad sponsors will receive a custom designed web banner ad with logo placement which hyperlinks to a subject matter expert article for a 30-day term.

Placements	Ad Unit	Fee
WEBSITE	Homepage Banner Ad	\$1,500/month
	WBC Page Banner Ad	\$950/month
	Member Benefits Page Banner Ad	\$950/month



## Potential Sponsor Reach With NAWBO Virtual Opportunities

- 20 million+ impressions to conference hashtag #NAWBOWBC
- 2 million+ impressions from conference e-communications
- 24,000+ impressions from conference landing page

*\*Based on 2022 reach*



# DIGITAL SPONSOR OPPORTUNITIES

MARCH 2023



Share your favorite story in this issue on your social media page



## Digital Transformation



By Karen Bennetts, National Chair

Business success is about understanding and meeting or, better yet, exceeding customer needs. But what if those needs have to do with the latest technologies? And what if there's a gap between what your customers want and what you're currently able to provide? Maybe it's time for a digital transformation. [3 min. read](#)

[READ BLOG](#)

**MEMBER SPOTLIGHT**

### Malee Ojua Blends Marketing with Rocket Science to Help WBOs Build Authentic Connections



In a market driven strongly by authenticity and relationships, how you connect with your clients and audience as a woman business owner matters.

Malee Ojua, founder and CEO of Portland-based digital marketing agency Sacred Fire Creative, has made it her mission to help women and members of traditionally

## ◆ NAWBO ONE (MONTHLY) - \$2,500

Delivered electronically to more than 35,000 recipients in the NAWBO database, each monthly issue of NAWBO ONE offers up-to-date news from NAWBO National and pertinent articles designed to help women business owners power “the whole professional you”—in their businesses, their lifestyles and their communities. Benefits of an issue sponsorship include logo featured on e-blast cover plus optional photo and quote from company executive.

# DIGITAL SPONSOR OPPORTUNITIES



YouTube

## Social Media

Conservatively our social media channels receive roughly over 10 million impressions per month. Spanning Facebook, LinkedIn, Twitter, Instagram and YouTube. (These stats are separate from email marketing and web impressions).

During our annual conference we saw upwards of 11 million impressions in 3 days. We expect these numbers to continue to grow as we have invested in this area for the benefit our sponsors, members, and overall organization.

### Social Media Package includes:

- Regular engagement with sponsor social media community (Retweets, likes, shares, comments on your posts) - As a sponsor with a social media package we will keep track of your hashtag and social media channels. We'll engage by commenting, retweeting, sharing, and liking. We'll also instruct our chapters and members across the country to do the same. We place a priority on sponsor engagement.
- Promotion of sponsors own initiatives/articles - You'll have access to our social media team to keep us updated on campaigns and initiatives. We will be here to extend your reach throughout the NAWBO community.
- Quarterly reports (reach, links, growth) - We like to keep track of our efforts. We want to know the most effective ways to interact with our audience on behalf of our sponsors. To do this we keep track of links and activity.

# DIGITAL SPONSOR OPPORTUNITIES

## Social Media Quarterly Rates

### Package #1 – Social Media \$5,000\*

- 13 Social Media Posts
- Facebook x2
- LinkedIn Company x2
- Twitter x4
- Instagram
- Facebook Story x2
- Instagram Story x2
- Sponsor acknowledgement
- 1 Member Chat
- 1 Member Highlight

\*WBC Sponsor cost, \$3,500 Quarterly



### Package #2 – Social Media + Web Package \$8,500\*

- Includes Package #1
- **Additional:**
- Facebook
- LinkedIn
- Twitter x4
- Instagram
- Facebook Story
- Instagram Story
- Sponsor acknowledgement
- 1 Member Chat
- 1 Member Highlight

\*WBC Sponsor cost, \$7,000 Quarterly

### NAWBO Homepage Website Banner Ad

The NAWBO website attracts more than 25,000 visitors per month. Our home page provides companies with a unique opportunity to promote their brand with a customized presence on [www.nawbo.org](http://www.nawbo.org). Exclusive only to NAWBO Corporate Partners, banner ad sponsors will receive a custom designed web banner ad with logo placement which hyperlinks to a subject matter expert article for a 30-day term.



# DIGITAL SPONSOR OPPORTUNITIES

## Social Media Quarterly Rates

### Package #3 – Social, Web, Email \$12,000\*

- Includes Package #2
- Member-only email sponsorship
- NAWBO ONE – One Monthly ePublication

\*WBC Sponsor cost, \$9,500 Quarterly

NAWBO ONE - Delivered electronically to more than 35,000 recipients in the NAWBO database, each monthly issue of NAWBO ONE offers up-to-date news from NAWBO National and pertinent articles designed to help women business owners power “the whole professional you”—in their businesses, their lifestyles and their communities. Benefits of an issue sponsorship include logo featured on eblast cover plus article, optional photo and quote from company executive.

### Package #4 – One Available \$18,000\*

- Includes Package #3
- Named sponsor on Facebook/LinkedIn/YouTube Cover Page
- Sponsor Highlight on each NAWBO ONE
- Instagram Stories Archive for 3 months.
- Social media giveaway of your choosing. We'll manage the contest.

\*WBC Sponsor cost, \$16,000 Quarterly



# NAWBO

National Association of Women Business Owners

## CONTACT US

For all sponsorship opportunities, please contact:

### NAWBO Corporate Partner Relations

P.O. Box 741449

Los Angeles, CA 90074-1449

**Phone:** (800) 55-NAWBO, ext. 701

**Email:** [corporatepartners@nawbo.org](mailto:corporatepartners@nawbo.org)

**Website:** [www.nawbo.org](http://www.nawbo.org)

The NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS, NAWBO, and the Interlocking Dollars Symbol are registered trademarks of NAWBO.  
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# 2023 NAWBO SPONSORSHIP COMMITMENT FORM

(NAWBO Tax ID #23-7425967)

## MAIL FORM WITH CHECK PAYABLE TO:

NAWBO  
c/o Corporate Partner Relations  
P.O. Box 741449  
Los Angeles, CA 90074-1449

## SUBMIT FORM WITH CREDIT CARD

PAYMENT TO: NAWBO  
c/o Corporate Partner Relations  
800-556-2926 ext. 701  
Contact email: corporatepartners@nawbo.org

Name \_\_\_\_\_ Date \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Website \_\_\_\_\_

Please check this box if you will require a tax compliance form from NAWBO

Charge my: \_\_\_ AMEX \_\_\_ MasterCard \_\_\_ Visa \_\_\_ Discover

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ CV2 number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Address ZIP \_\_\_\_\_

Signature \_\_\_\_\_

## PLEASE CHECK ALL COMMITMENTS:

### Corporate Partner Opportunities:

- Platinum Level - \$150,000
- Diamond Level - \$125,000
- Gold Level - \$100,000
- Silver Level - \$75,000
- Bronze Level - \$50,000
- Copper Level - \$35,000

### Circle Program Opportunities:

- Title Sponsor - \$35,000
- Annual Retreat Sponsor - \$15,000
- Meet & Greet with Greatness Sponsor - \$15,000
- Mastermind Groups Sponsor - \$7,500
- Special Interests Groups Sponsor - \$5,000

### Leadership Academy Opportunities:

- One Presenting Sponsor - \$20,000
- Two Title Sponsors - \$10,000
- Two Supporting Sponsors - \$5,000
- One Happy Hour Reception Sponsor - \$2,500

### Other Event Sponsor Opportunities:

- Advocacy Days - \$10,000
- Leadership Onboarding
  - \$20,000
  - \$10,000
  - \$5,000

### Virtual Learning Sponsor Opportunities

- Connect and Learn Sponsor - \$25,000
- Empower Hour Sponsor - \$25,000
- DEI&B Open Forum Sponsor - \$10,000/forum
- DEI&B Circles Sponsor - \$5,000/circle
- Institute Virtual Learning Sections Sponsor - \$5,000/section
- Powered by Chapters Sponsor - \$30,000 annually
- NAWBO's Future Technology Evolution Sponsor - TBD

### Digital Sponsor Opportunities

- Package 1 Social Media - \$5,000
- Package 2 Social Media + Web Package - \$8,500
- Package 3 Social, Web, Email - \$12,000
- Package 4 - One Available - \$18,000

## NAWBO Women's Business Conference 2023

### Sponsorships: August 14, 2023 Deadline

- Presenting Sponsor - \$50,000 (Exclusive)
- Platinum Sponsor - \$35,000
- Annual Membership Meeting Title Sponsor - \$35,000
- Annual Membership Meeting Supporting Sponsor - \$20,000
- Connections Lounge Diamond Sponsor - \$30,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000
- Awards Title Sponsor - \$20,000

### Exclusive Underwriting:

#### August 30, 2023 Deadline

- Hotel Keycard Sponsor - \$10,000
- Charging Station Sponsor - \$10,000
- Conference Bag Sponsor - \$7,500
- Pre-Conference Targeted Eblast Sponsors - \$750 each
- Post Conference Survey Sponsor - \$5,000
- Passport Sponsor - \$5,000
- Aisle Signs Sponsor - \$8,500
- Daily Refreshment Breaks Sponsor - \$5,000 per day
- Leadership Wall Sponsor - \$5,000

### Exclusive Underwriting (continued):

#### August 30, 2023 Deadline

- Media Center Sponsor - \$5,000
- Badge Holder Insert Sponsor - \$5,000
- Badge Lanyard Sponsor - \$5,000
- Cyber Center Sponsor - \$5,000
- Web Logos and Banners Sponsor - \$125-\$3,000 (this is an add-on for exhibitors and sponsors)

### Marketplace & Exhibiting:

#### August 30, 2023 Deadline

- Corporate Exhibitor - \$3,500
- Small Business Exhibitor - \$2,050
- NAWBO Member Exhibitor - \$1,500
- Made in Texas Exhibitor - \$1,000

### NextGen Sponsorships

- Forum Title Sponsor - \$20,000
- Forum Supporting Sponsor - \$10,000
- Quarterly Virtual Programs Sponsor - \$5,000
- Package 1 - \$1,500
- Package 2 - \$1,000
- Package 3 - \$500

### Ads: August 30, 2023 Deadline

- 4-Color Full-Page Ad (bleed or no bleed) - \$1,500
- 4-Color Half-Page Ad - \$750



# NAWBO

National Association of Women Business Owners

A high-angle photograph of three women sitting around a table in a meeting. One woman is using a laptop, another is writing in a notebook, and the third is looking at a smartphone. The scene is lit with warm, golden light, and there are coffee cups on the table.

POWER  
YOUR DREAM™



**NAWBO**

National Association of Women Business Owners