

October 15-17, 2023 ★ Austin, TX



POWER YOUR DREAM

NATIONAL WOMEN'S BUSINESS CONFERENCE 2023
HOSTED BY NAWBO

2023 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.

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.

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*

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.



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 Kentucky Exhibitor: \$1,000

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*

For more information, contact us at wbc@nawbo.org.

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