

2024 CORPORATE PARTNER OPPORTUNITIES

VALUE TO OUR COMMUNITY

Elevate your impact and invest in the success of Minnesota's women business owners by becoming a Corporate Partner with NAWBO. We are the essential catalyst, creating triumph through unparalleled networking, impactful advocacy, tailored education, and recognizing achievements. Your partnership directly fuels vital skills for successful business journeys and enhances visibility through strategic partnerships.

Supporting NAWBO Minnesota actively contributes to celebrating and amplifying historically overlooked populations, fostering a unique culture of inclusion. Join us in shaping a thriving ecosystem where women entrepreneurs lead, inspire, and make a lasting impact on Minnesota's economic landscape.

As a Corporate Partner, you play a pivotal role in making a tangible difference in professional development, accessibility, organizational strength, and diversity and inclusion efforts. NAWBO Minnesota is not just an organization; it's a dynamic force that adds significant value, contributes to social and economic impact, and leaves a legacy of empowerment for women business owners in the state.



PARTNERING WITH NAWBO

One of the greatest strengths of NAWBO is our ability to build strategic alliances, and affiliations with corporate partners that support our organizational mission. We believe that building such partnerships enable us to better serve our members and the business community at large. NAWBO serves as the most direct and effective conduit for tapping into the fastest-growing segment of the economy—women business owners.

NAWBO is an unparalleled source for the trusted guidance women entrepreneurs seek in navigating the various stages of their business growth. As a valued partner, you'll be among an exclusive group of organizations that partner with NAWBO, while at the same time building your brand with a fiercely loyal sector of the business population.

NAWBO opens its doors to all companies that share our vision. When considering new and renewing corporate partners, we expect that each company has the following in place:

- A formal diversity program that ensures an environment supporting the growth, development, inclusion and equitable treatment of all employees.
- 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.

A corporate partnership with NAWBO is designed to be mutually beneficial to both respective interests. As such, benefits are structured to and may be customized to meet corporate partner business goals with an emphasis on providing visibility and recognition among our membership as well as the women's entrepreneurial community at large.



We have nearly 200 members in our Minnesota chapter and our social media reach is 10K-15K impressions.



Right of refusal and renewal: NAWBO considers partnerships as an extension of the NAWBO brand. In the interest of protecting our valuable brand, NAWBO reserves the right to decline initiating or renewing any partnership for any reason. NAWBO also reserves the right to terminate partnerships should adverse developments transpire during the course of the contract.

Diversity, Equity, Inclusion, and Belonging

In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO's goal is to effectively represent the full diversity of the women business owner community and to expand access to leadership opportunities across the full spectrum of our membership.

Our Strategic Goal

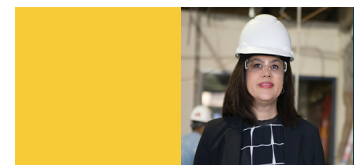
By 2025, NAWBO will be broadly recognized as the most inclusive and diverse organization for entrepreneurial women in the United States.



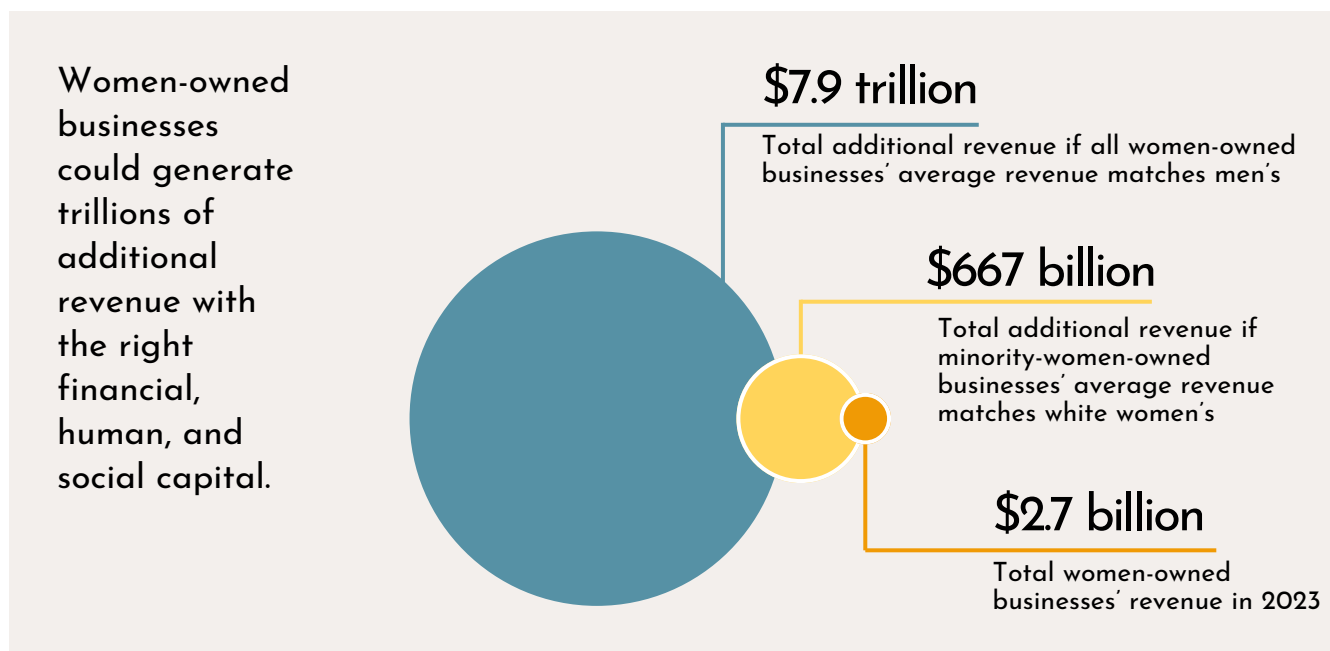
The new face of female entrepreneurship - a snapshot:

- **Minority women are driving new business starts - because they've had to:** Nearly half (47%) of businesses started by women in the past year are minority-owned. Many did so out of need - minority women were more than twice as likely (35% vs. 17% for others) to start a new business because of financial imperative.
- **They are women that carry the bulk of financial responsibility for their families:** Just over half of women (51%) who started their businesses last year are either the sole provider for their household or the primary source of household income.
- **More often, they're doing it all on their own:** 66% of women that started their businesses last year are sole proprietors.
- **They're deeply committed to making their businesses work:** Despite the instability of the last year, 77% of women that started new business said they'd do it all over again if given the opportunity. An additional 31% said that they would delay or forgo compensation for one month or more to keep their business afloat; and 23% said they would sell personal property.
- **They want to hire in the year ahead:** 36% said they intend to hire new employees.

Source: Gusto/NAWBO Survey



Women-owned businesses could make a greater impact. Our corporate partners can help.



While women business owners represent 39.1% of U.S. firms, they only account for 9.2% of the workforce and 5.8% of revenue. Closing the gap in average revenues for those ethnically or racially diverse has the potential to generate \$667 billion in additional revenue, while closing the gap in average revenues between women- and men-owned businesses has the potential of generating \$7.9 trillion in additional revenue to the nation's economy.

"It's incredible to see how women are strengthening the post-COVID economy, but their impact can be even greater with additional support, tailored to the needs of specific demographic segments," said President and CEO of Women Impacting Public Policy, Angela Dingle. "We must continue to do more. By working together, we can create an environment where women can make an even greater impact on the economy and for themselves."

Invest in Women Business Owners.

Become a Corporate Partner today.

Your funding supports NAWBO efforts in the following areas:

- Professional development through programming
- Lowering event and programming costs, making them accessible for our entire membership
- Building a strong organization to meet our growing membership's needs
- Celebrating and giving visibility to historically overlooked populations

ANNUAL CORPORATE PARTNER OPPORTUNITIES

PREMIER LEVEL - \$15,000

- Top exposure at all events, programs, social media, newsletters
- Top placement on website, print, emails
- 3 minutes to present your organization at the annual event
- 1 participant on Corporate Partner Advisory Committee
- 1 Sponsored Table at annual Hall of Fame Gala
- Opportunity to host 1 social event per year
- 2 tickets to monthly event
- 10 guest passes for non-member women business owners to use at monthly events
- 1 participant on selection committee (HOF & Catalyst)

PLATINUM LEVEL - \$10,000

- Platinum level exposure at all events, programs, social media & newsletters
- Platinum Level placement on web, print and emails
- 1 participant on Corporate Partner Advisory Committee
- 1 Sponsored table for annual Hall of Fame Gala
- 2 tickets to monthly event
- 10 guest passes for non-member women business owners to use at monthly events

GOLD LEVEL - \$7,500

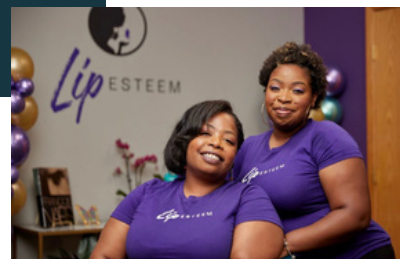
- Gold Level exposure at all events, program, social media, newsletter
- Gold Level placement on website, print, emails
- One participant on Corporate Partner Advisory Committee
- 1 Sponsored Table at annual Hall of Fame Gala
- 2 tickets to monthly event
- 6 guest passes for non-member women business owners to use at monthly events

SILVER LEVEL - \$5,000

- Silver Level exposure at all events, program, social media, newsletter
- Silver Level placement on website, print, emails
- One participant on Corporate Partner Advisory Committee
- 4 tickets to annual Hall of Fame Gala
- 1 ticket to monthly event
- 4 guest passes for non-member women business owners to use at monthly events

BRONZE LEVEL - \$2,500

- Bronze Level exposure at all events, program, social media, newsletter
- Bronze Level placement on website, print, emails
- 2 tickets to annual Hall of Fame Gala
- 1 ticket to 3 monthly events
- 2 guest passes for non-member women business owners to use at monthly events





Honor Minnesota's Top Leaders & Their Legacies

Established in 2013, the Minnesota Women Business Owners Hall of Fame honors the state's most outstanding women entrepreneurs who have excelled in a significant leadership role in their field, have shaped opportunities for other women business owners, and have made an enduring impact on their community.

Your sponsorship allows us to share the significance and impact of our inductees with a large audience. And your organization becomes integral to the legacy of our state's most impactful women business owners who inspire rising women in business.

MINNESOTA WOMAN BUSINESS OWNERS HALL OF FAME SPONSORSHIPS

PREMIER SPONSOR - \$15,000

- 3 minutes to present your organization
- On-stage photo op with all inductees
- Recognition on all pre and post event promotion, event program, social media marketing and from the stage
- 2 participants on HOF Selection Committee
- Logo signage on table with 8 tickets
- 3-5 Minute interview on Instagram or LinkedIn

COCKTAIL RECEPTION SPONSOR - \$7,500

- Signature cocktail at cash bar with signage
- Recognition on all pre and post event promotion, event program & social media marketing
- Logo signage on table with 8 tickets

AFTER PARTY SPONSOR - \$7,500

- Signage with logo in the After Party Area
- 2 minutes to present your organization at reception
- Recognition on all pre and post event promotion, event program & social media marketing
- Logo signage on table with 8 tickets

VIDEO PRESENTATION SPONSOR - \$5,000

- 30 second ad to present your company
- Recognition on all pre and post event promotion, event program & social media marketing
- Logo signage on table with 4 tickets

DINNER SPONSOR - \$5,000

- Signage with logo in the banquet hall
- Recognition on all pre and post event promotion, event program & social media marketing
- Logo signage on table with 4 tickets

AWARD SPONSOR - \$5,000

- 2 minutes to present your organization on stage
- Introduce one of the honorees
- Recognition on all pre and post event promotion, event program & social media marketing
- Logo signage on table with 4 tickets

DESSERT SPONSOR - \$3,500

- Dessert Sponsor signage at dessert table
- Recognition in all pre and post event promotions, event program & social media marketing
- 2 tickets

CELEBRATORY TOAST SPONSOR - \$3,500

- Give the celebratory toast on stage to the honorees
- Recognition on all pre and post event promotion, event program & social media marketing
- 2 tickets

WELCOME/COAT CHECK SPONSOR - \$2,500

- Signage with logo at coat check
- Recognition on all pre and post event promotion, event program & social media marketing
- 4 tickets

SPONSORED TABLE - \$1,750

- Logo signage on table
- 8 tickets

Sponsorships are subject to change. Additional sponsorships may be available for this event.





CONTACT US

For all sponsorship opportunities,
please contact:

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