



**NAWBO**  
MINNESOTA

National Association of Women Business Owners



# 2025 CORPORATE PARTNER OPPORTUNITIES

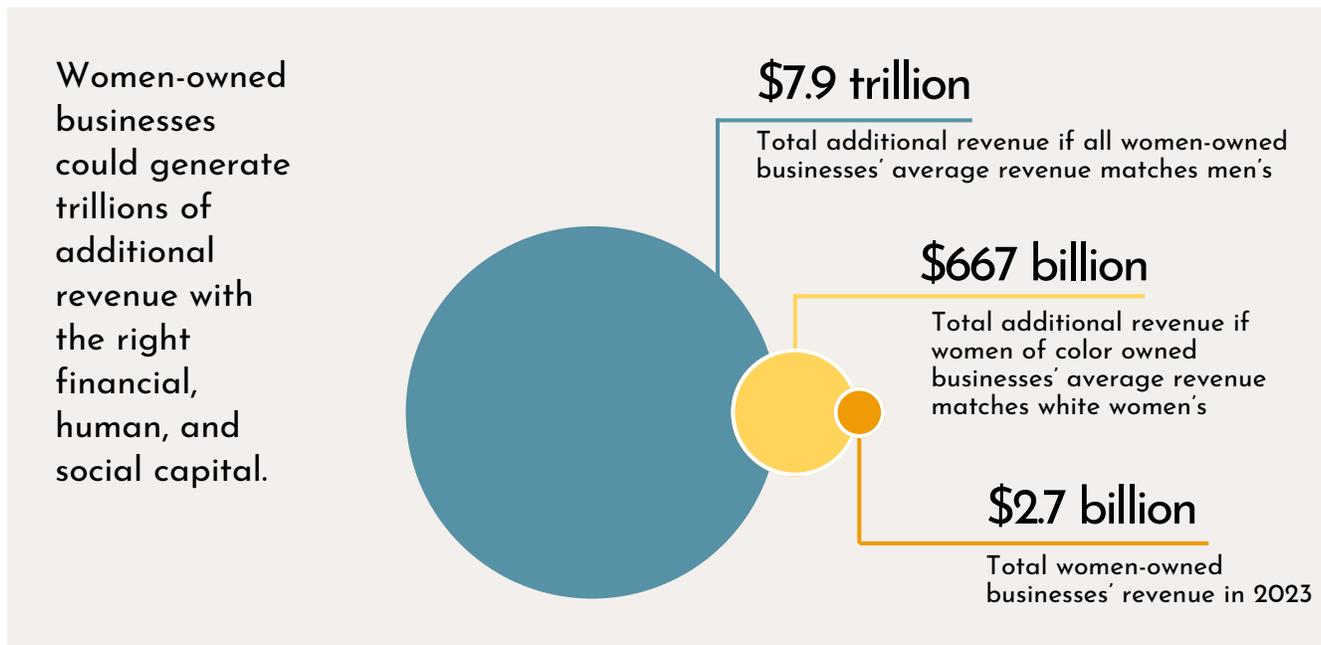
# VALUE TO OUR COMMUNITY

Elevate your impact and invest in the success of Minnesota's women business owners by becoming a Corporate Partner with NAWBO-MN. 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-MN actively contributes to celebrating and amplifying historically overlooked populations, fostering a unique culture of belonging. 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 belonging efforts. NAWBO-MN 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.

# 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."

# Annual Corporate Partner Options

Benefits	COPPER \$2,500	BRONZE \$5,000	SILVER \$7,500	GOLD \$10,000	PLATINUM \$15,000	DIAMOND \$25,000*
Priority opportunity to sponsor other events during the year	✓	✓	✓	✓	✓	✓
Receive “Proud NAWBO-MN Corporate Partner” Logo	✓	✓	✓	✓	✓	✓
Invitation to Annual Corporate Partner Advisory Meeting	✓	✓	✓	✓	✓	✓
Tickets to the Annual Hall of Fame Gala	2	4	6	Sponsored Table	Sponsored Table	Sponsored Table
Company name (no logo) on website	✓	✓	✓	✓	✓	✓
Tickets to monthly events (excludes HOF)		1	2	2	3	4
A one-minute promotional opportunity at a monthly event		1	2	3	4	5
Sponsor at WOMEN IGNITE! <u>or</u> Int’l Women’s Day program			✓	✓	✓	✓
Company logo and description on website			✓	✓	✓	✓
Featured presenter at one virtual event				✓	✓	✓
Article in weekly newsletter				✓	✓	✓
Annual Corporate Partner Spotlight via social media					✓	✓
Opportunity to host one event per year					✓	✓
Sponsor an annual NAWBO-MN Membership to a deserving entrepreneur					✓	✓
Sponsorship of a Catalyst Member and seat on the Committee					✓	✓
Company logo, description and link on website					✓	✓
Collaborative Community Service Opportunity					✓	✓
Speak at annual Hall of Fame Gala						✓
Custom Benefits – Opportunity to work with NAWBO-MN Leadership to develop a customized strategy and action plan for your organization						✓

\*New in 2025



# VALUE TO OUR PARTNERS

One of the greatest strengths of NAWBO-MN is our ability to collaborate and add value across business segments and communities. NAWBO-MN serves as the most direct and effective conduit for tapping into the fastest-growing segment of the economy—women business owners.

As a well-established chapter of a national organization, NAWBO-MN combines local impact with a national network, making us a valuable ally for any corporate partner looking to foster meaningful relationships with women entrepreneurs.

**Commitment to Belonging:** Show your support and promote women-owned businesses. Your partnership demonstrates a commitment to women making strides and advancing as business owners.

**Collaborative Marketing Campaigns:** Partner with NAWBO-MN on co-branded marketing and communications campaigns to reach values-driven consumers and demonstrate your commitment to social and environmental responsibility.

**Impactful Narratives:** Collaborate with NAWBO-MN to develop and share compelling stories about the impact of your collaboration on women entrepreneurs and the community.

**Support Small Businesses:** Become a sponsor and mentor of small businesses seeking procurement contracts with multinationals. Collectively simplify the path to outcomes and reduce operational costs for small and large businesses.

**Industry Expertise:** Establish your organization as a thought leader in your industry. Partners can participate in discussions, workshops, and events, positioning themselves as experts and influencers.

**Economic Empowerment, Innovation and Growth:** Align your brand with economic empowerment, innovation and growth. Position your company as a forward-thinking entity supporting a sense of belonging for women business owners.



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



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

# ALL WOMEN BUSINESS OWNERS BELONG

In principle and in practice, NAWBO-MN values and seeks a diverse and inclusive membership. NAWBO-MN 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-MN'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-MN 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:

- **Women of color 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 - women of color 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





## 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.

Interested in learning about the 2025 Hall of Fame Gala sponsorship opportunities? Please reach out to [info@nawbo-mn.org](mailto:info@nawbo-mn.org).



## CONTACT US

For all sponsorship opportunities,  
please contact one of our Corporate Partner  
Committee Team Members:

Armetha Pihlstrom, Pihlstrom Consulting Group  
Corporate Partner Committee Co-Chair

Beth Johnson, Redtail Communications  
Corporate Partner Committee Co-Chair

Stephanie Lee, Global Street Partners  
President Elect 2026/Treasurer and Committee Member

Amalia Moreno-Damgaard, Amalia Latin Gourmet  
Past President 2023

Mary Younggren, Advent Talent Group  
Past President 2022 and Committee Member

Wendy Sullivan, WENRICH PD Construction  
Board Liaison and Committee Member

Liza Etienne, LECA Collaborative  
Committee Member

Jackie Engmark, NAWBO-MN Executive Director  
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