

2021-2022 SPONSORSHIP OPPORTUNITIES



POWER
YOUR DREAM™



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 11.6 million women-owned businesses representing the fastest growing segment of the economy.



MISSION & VISION



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.

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.

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
- 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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- Platinum Level
- Diamond Level
- Gold Level
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- Copper Level



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 RETREAT

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

- Title Sponsor

ADVOCACY DAYS

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

- Reception Sponsor
- Welcoming Breakfast Sponsor

PRESIDENTS ONBOARDING

- Presenting Sponsor
- Title Sponsor
- Supporting Sponsors



CONFERENCE SPONSOR OPPORTUNITIES

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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

NAWBO SMARTBRIEF

- Section Sponsor
- Banner Ads

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
- ◆ Includes Title Sponsor benefits and recognition in the annual membership drive
- ◆ First right of refusal to host the National Advisory Council at corporate office
- ◆ Logo recognition on www.nawbo.org home and corporate partner page
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 4 uses of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)
- ◆ 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 home and corporate partner page
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 3 uses of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)
- ◆ 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 home and partner pages
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 2 uses of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

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 home and corporate partner page
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

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 home and partner pages
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

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 home and corporate partner pages
- ◆ Corporate partner profile page on www.nawbo.org
- ◆ Up to 1 use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

EVENT 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 RETREAT – TITLE SPONSOR – \$35,000

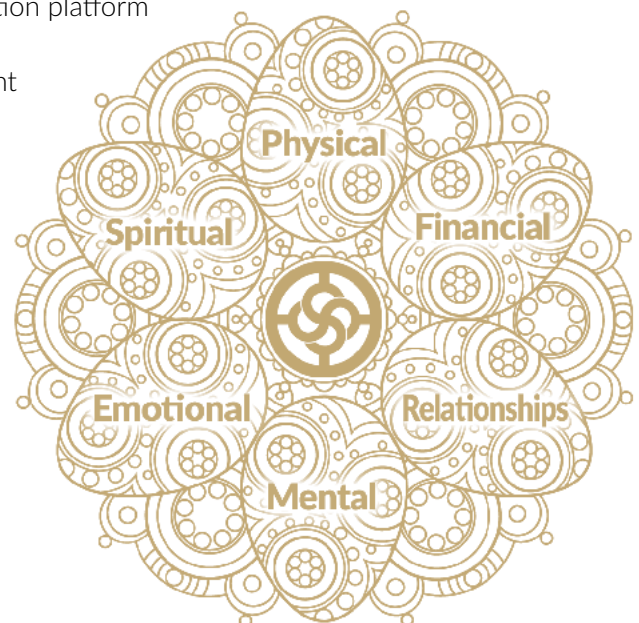
The Circle Program is designed specifically for NAWBO Premier members who own larger businesses that exceed \$1 million in annual revenue. The program provides top-tier women business owners with a transformational blueprint that aligns all aspects of their lives to develop deeper bonds, better businesses and stronger communities. Activities include the annual exclusive Circle Retreat as well as mastermind groups, special interest groups, fireside chats, advanced educational programs and more.

Benefits of sponsoring the Circle Program Annual Retreat include:

- ◆ Invitation for a senior executive to sit on the Circle Advisory Board
- ◆ Title Sponsor benefits and recognition at the Circle Retreat
- ◆ Logo recognition on Institute proprietary communication platform
- ◆ Logo recognition on Institute landing page
- ◆ Exhibit Booth in Institute Virtual Learning Environment

At the Circle Program Annual Retreat:

- ◆ Recognition throughout retreat as Title Sponsor
- ◆ Logo recognition on retreat online promotional materials and website
- ◆ Signage with corporate logo displayed prominently throughout the retreat
- ◆ Invitation for senior executive to participate/speak during the retreat program



EVENT SPONSOR OPPORTUNITIES



ADVOCACY DAYS RECEPTION OR WELCOMING BREAKFAST SPONSOR JUNE 7-8, 2022 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



PRESIDENTS ONBOARDING

NAWBO's annual Presidents 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

\$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

\$5,000 Level - 2 available

Supporting Sponsorships

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

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 2022
HOSTED BY NAWBO



Sunday, October 9 through Tuesday, October 11, 2022

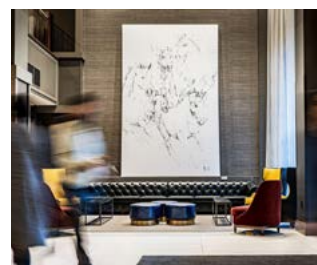
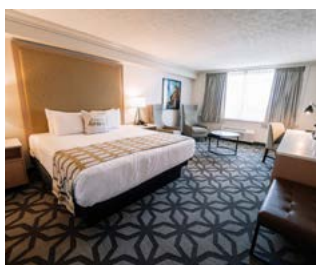
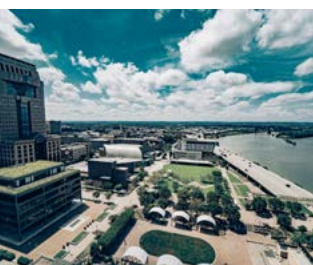
(Sunday is NAWBO's Annual Membership Meeting followed by the two-day National conference on Monday and Tuesday)

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.

THE VENUE

THE GALT HOUSE / LOUISVILLE, KY

The Galt House is Louisville's Only Waterfront Hotel™ and has 1,310 guest rooms, suites and residences, in addition to 130,000 square-feet of flexible convention space and more than 50 meeting rooms. The official hotel of Churchill Downs Racetrack and the Kentucky Derby, the Galt House is the best place to find a unique and authentic experience in the city. Visit galthouse.com for more details.



CONFERENCE SPONSOR OPPORTUNITIES

All Women's Business Conference sponsorships must be received by August 14, 2022 in order to receive full conference benefits as outlined below. All WBC underwriting, exhibitor and ad commitments must be received by August 30, 2022.



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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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

CONFERENCE SPONSOR OPPORTUNITIES

- 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 the Sponsor Appreciation Reception

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 the Sponsor Appreciation Reception

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, 2022*

NEXTGEN SPONSORSHIP OPPORTUNITIES



NAWBO is thrilled to offer the virtual NextGen Forum, an innovative two-day forum on October 25th and 26th after the National Women's Business Conference 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 2022.

- ◆ 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

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

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

\$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

\$500

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

\$250

- Host your own virtual conference exhibit booth where you can promote your company and sell your products or services
- Company logo included in pre-event communications

VIRTUAL LEARNING SPONSOR OPPORTUNITIES

NAWBO's virtual learning platform provides all the educational resources women business owners need to grow their business to the next level, from an online learning environment to monthly eLearning.

FOUNDING PARTNER - DONOR BENEFITS – \$250,000 – 1 AVAILABLE

Virtual Learning Platform Exposure

- ◆ Naming recognition of Virtual Environment in online virtual learning platform for two years
- ◆ Exhibit Hall in Virtual Learning Environment to share resources and tools for small business owners as well as through leadership pieces and expert consultation
- ◆ Recognition in video component of first two courses

Note: Industry exclusivity may apply

Communications and Media

- ◆ Logo and recognition in all print materials as a Founding Partner
- ◆ Special recognition at the annual National Women's Business Conference hosted by NAWBO
- ◆ Banner ad as well as an article in the NAWBO ONE e-publication (distributed to a readership of 35K) to share about the launch of program due to your support
- ◆ Listing as Founding Partner of the program on the Institute website:
<https://nawbo.org/about/institute-entrepreneurial-development>
- ◆ Content sharing in Virtual Environment rooms
- ◆ Social media exposure, including posts on the NAWBO Facebook and Twitter pages
- ◆ In collaboration with NAWBO's PR and marketing teams, campaign outreach to all media outlets as they relate to women and business growth and your company being a significant contributor.
- ◆ Testimonials from program attendees on success and how the program helped them, sharing thanks to your company for making the program possible
- ◆ Exposure on marketing video to showcase program and get participants to enroll
- ◆ Logo on all collateral to be distributed to chapters to share information on the program
- ◆ Company executive to sit on NAWBO Institute Advisory Board





VIRTUAL LEARNING SPONSOR OPPORTUNITIES

PATRON PARTNER – DONOR BENEFITS – \$100,000 – 4 AVAILABLE

Virtual Learning Platform Exposure

- ◆ Exhibit Hall in Virtual Learning Environment to share resources and tools for small business owners as well as through leadership pieces and expert consultation
- ◆ Content sharing in Virtual Learning Environment rooms
- ◆ Sponsorship of a Virtual Learning Environment room:
 - Auditorium – for all live webinars
 - Resource Lounge – open to all women business owners
 - NAWBO Virtual – for connectivity and resource sharing between NAWBO members
 - NAWBO Circle – for NAWBO members enrolled in the Circle program with business revenue of \$1 million and up

Communications and Media

- ◆ Logo and recognition in all print materials as a Patron Partner
- ◆ Special recognition at the annual National Women's Business Conference hosted by NAWBO
- ◆ Inclusion in article in the NAWBO ONE e-publication (distributed to a readership of 35K) to share about the launch of program due to your support
- ◆ Listing as Patron Partner of the program on the Institute website:
<https://nawbo.org/about/institute-entrepreneurial-development>
- ◆ Social media exposure, including posts on the NAWBO Facebook and Twitter pages
- ◆ In collaboration with NAWBO's PR and marketing teams, campaign outreach to all media outlets as they relate to women and business growth and your company being a significant contributor.
- ◆ Logo on all collateral to be distributed to chapters to share information on the program

PHILANTHROPIC PARTNER – DONOR BENEFITS – \$50,000 – UNLIMITED

Virtual Learning Platform Exposure

- ◆ Exhibit Hall in Virtual Learning Environment to share resources and tools for small business owners as well as through leadership pieces and expert consultation

Communications and Media

- ◆ Logo and recognition in all print materials as a Philanthropic Partner
- ◆ Listing as Philanthropic Partner of the program on the Institute website:
<https://nawbo.org/about/institute-entrepreneurial-development>
- ◆ Social media exposure, including posts on the NAWBO Facebook and Twitter pages
- ◆ Logo on all collateral to be distributed to chapters to share information on the program
- ◆ Opportunity to share resources in general resource lounge as they relate to content heading
- ◆ Seat on the NAWBO Institute Advisory Board for a Corporate Representative

VIRTUAL LEARNING SPONSOR OPPORTUNITIES

PRACTICAL BUSINESS AND MANAGEMENT EDUCATION: Strategies for Growth—A Digital Lab Experience

MODULE SPONSOR – \$30,000 FOR EACH MODULE PER SEMESTER*

Virtual Learning Platform Exposure

- ◆ Sponsorship of a module to include live webinar and six video segments
- ◆ Exhibit Hall in Virtual Learning Environment to share resources and tools for small business owners as well as through leadership pieces and expert consultation for duration of entire course (one semester)

Communications and Media

- ◆ Logo and recognition in all print materials as a Digital Media Lab Partner
- ◆ Special recognition at the annual National Women's Business Conference hosted by NAWBO
- ◆ Listing as Digital Media Lab Partner of the program on the Institute website:
<https://nawbo.org/about/institute-entrepreneurial-development>
- ◆ Social media exposure, including posts on the NAWBO Facebook and Twitter pages
- ◆ Testimonials from program attendees on success and how program helped them, sharing thanks to your company for making the program possible
- ◆ Logo on all collateral to be distributed to chapters to share information on the program

**Some restrictions apply*

NAWBO HUDDLE WEBINAR SERIES – TITLE SPONSOR – \$15,000 PER WEBINAR

Open to all women business owners, the NAWBO Huddle is a monthly webinar series that offers leading edge tools and knowledge through a variety of speakers and sponsors—all showcased in the Institute's Virtual Environment. Topics include everything from strategic planning, marketing/branding, social media and change management, to government contracting, going global, public policy/advocacy, HR issues, social entrepreneurship and more. Sponsors gain valuable exposure with NAWBO members and women entrepreneurs at large.

- ◆ Includes Title Sponsor of one NAWBO Huddle webinar
- ◆ Logo recognition on webinar template
- ◆ Representative to give welcome remarks during webinar
- ◆ Sponsor to deliver content (must be relatable and effective resource for women business owners)
- ◆ Logo recognition on Institute proprietary communication platform
- ◆ Logo recognition on Institute landing page
- ◆ Exhibit Booth in Institute Virtual Learning Environment

VIRTUAL LEARNING ENVIRONMENT

BOOTH EXHIBITOR – \$10,000 ANNUALLY (OR \$3,000 PER QUARTER)

- ◆ Customized Exhibit Booth in Virtual Learning Environment highlighting your company's products and services (see picture on page 20)

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 WBC2021 reach*

DIGITAL SPONSOR OPPORTUNITIES

NOVEMBER 2021



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



Powering the Dreams of Women Business Owners



By Cristina Morales Heaney, National Chair

We all have “that moment” and I remember mine like it was yesterday.

I was working in corporate America, getting paid less than my male counterparts for the same work and knew I wanted more. I decided to take the leap and go into business for myself where I would not only have control over what I paid myself and others, but so many other aspects of my success. [3 min. read](#)

[READ BLOG](#)



WBC2021 RECAP

Women Business Owners Power Their Dreams Together

It's one thing to power your dream on your own. It's quite another to power it alongside hundreds of talented and diverse women business owners who have also started and are working to grow their businesses in different stages and sectors of the U.S. [3 min. read](#)

◆ 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

◆ NAWBO SMARTBRIEF (1X WEEKLY)

Delivered electronically to more than 15,000 subscribers every Wednesday, NAWBO SmartBrief includes the latest industry-specific news stories on topics of importance to the NAWBO community. SmartBrief provides a platform that also provides access to the business community readership beyond NAWBO members. This year, NAWBO is extending SmartBrief advertising opportunities to partners and members.

NAWBO SMARTBRIEF RATES

SECTION	INSERTION
Leaderboard	\$750
Top Story	\$700
Business Trends	\$650
Small Business Spotlight	\$600
Technology	\$500

Packages valid for first-time advertisers:

Branding Package:

- 6x/Leaderboard banners
- Total package: \$4,000

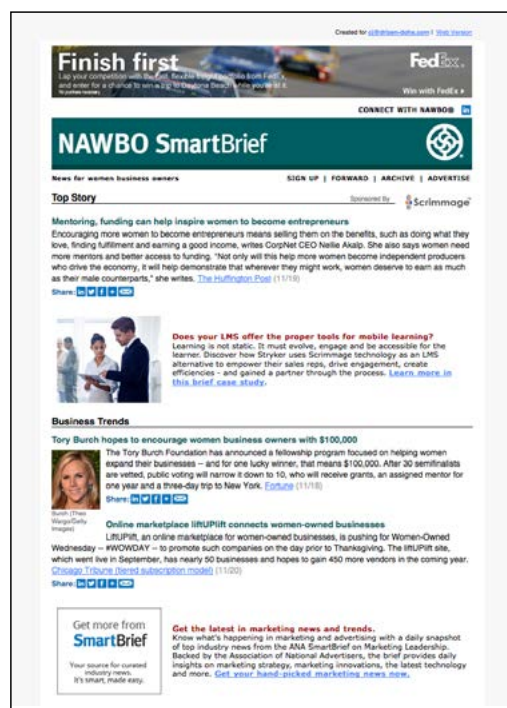
Messaging Package:

- 6x/News Section sponsorships
- Total package: \$4,000

Packages for members:

Member package:

- 4x/Small Business Spotlight News Section sponsorships
- \$1,500



DIGITAL SPONSOR OPPORTUNITIES



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. 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



2022 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

FAX SUBMIT FORM WITH CREDIT CARD

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

Name _____ Date _____
Company _____ Title _____
Street Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____
E-mail _____ 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

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:

- ☐ Circle Retreat (includes two retreats) – \$35,000
- ☐ Advocacy Days June 7-8, 2022 – \$10,000
- ☐ Presidents Onboarding
 - ☐ \$20,000
 - ☐ \$10,000
 - ☐ \$5,000

Virtual Learning Sponsor Opportunities

- ☐ Founding Partner – \$250,000
- ☐ Patron Partner – \$100,000
- ☐ Philanthropic Partner – \$50,000
- ☐ Digital Media Lab Module Sponsor – \$30,000/module
- ☐ eLearning Webinar Series Title Sponsor – \$15,000/webinar
- ☐ Virtual Booth Exhibitor – \$10,000 annually
- ☐ Virtual Booth Exhibitor – \$3,000/quarter

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
- ☐ Podcast Half Season Purchase – \$2,500
- ☐ Podcast Full Season Purchase – \$5,000
- ☐ Podcast Sole Sponsor of Season – \$20,000

NAWBO Women's Business Conference 2022

Sponsorships: August 14, 2022 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, 2022 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, 2022 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, 2022 Deadline

- ☐ Corporate Exhibitor – \$3,500
- ☐ Small Business Exhibitor – \$2,050
- ☐ NAWBO Member Exhibitor – \$1,500
- ☐ Made in Kentucky 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
- ☐ Package 4 – \$250

Ads: August 30, 2022 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



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

Website: www.nawbo.org

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