



October 9-11, 2022 | Louisville, KY

# POWER YOUR DREAM

NATIONAL WOMEN'S BUSINESS CONFERENCE 2022  
HOSTED BY NAWBO



## 2022 SPONSORSHIP OPPORTUNITIES



## 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.

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.



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## 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.

# 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*

# 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)*

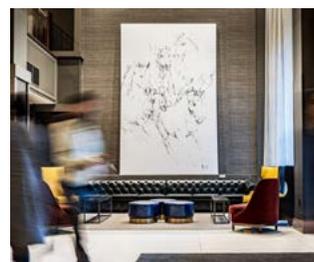
Every entrepreneurial journey starts with a dream. To create something new, better or more meaningful. To be your own boss and leader. To enjoy a more flexible lifestyle. To leave a legacy for the next generation. To give back to a community. To change the world in positive ways. Whatever your dream 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.

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## 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](http://galthouse.com) for more details.



# CONFERENCE SPONSOR OPPORTUNITIES

All Women's Business Conference sponsorships must be received by August 15, 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 Eighth-Page 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 25<sup>th</sup> and 26<sup>th</sup> 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

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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

### \$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

# NAWBO NATIONAL WOMENS BUSINESS CONFERENCE 2022 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  
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 \_\_\_\_\_

## NAWBO Women's Business Conference 2022

### Sponsorships: August 15, 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
- 4-Color Quarter-Page Ad – \$250
- 4-Color Eighth-Page Ad – \$125



# 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](mailto:corporatepartners@nawbo.org)

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

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