



NAWBO

National Association of Women Business Owners



2017

SPONSORSHIP OPPORTUNITIES





ABOUT NAWBO®

Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of America's more than 9.1 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 more than 5,000 members and 60 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.

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 is our ability to build strategic alliances, coalitions 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 brings an unwavering commitment to meeting the needs of the corporate community and serves as the most direct and effective conduit for tapping into the fastest growing segment of the economy—women business owners.

As an unparalleled source for the trusted guidance women entrepreneurs seek in navigating the various stages of their business growth, NAWBO is committed to building a meaningful and mutually beneficial partnership with our sponsors. By supporting NAWBO, you'll be at the heart of the relationship between women entrepreneurs and the products and services they trust. As a valued sponsor, 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. In short, the two are inextricably linked. Women business owners look to our sponsors for not only the best solutions to the business challenges they face in growing their enterprises, but for partnerships with companies who are true champions of their success.

NAWBO opens its doors to all companies that share our vision. We adopt the following policy in considering new and renewing national 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.

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. **NAWBO does not offer market exclusivity for corporate partnerships.**

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.

NATIONAL CORPORATE PARTNER SPONSORSHIP LEVELS

PLATINUM LEVEL – \$150,000

- ◆ Up to eight (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 (benefits outlined on page 12)
- ◆ Logo recognition on all NAWBO proprietary communication platforms
- ◆ Title Sponsor of e-publication: NAWBO ONE (more information on page 8)
- ◆ Includes Title Sponsor benefits and recognition of 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 four (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 (benefits outlined on page 12)
- ◆ 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 three (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. Opportunity to develop and expand relationships with up to five (5) pre-selected NAWBO chapters. Note: National sponsorship does not offer chapter benefits. You must purchase separate chapter sponsorship for local visibility and engagement opportunities.

GOLD LEVEL – \$100,000

- ◆ Up to four (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 (benefits outlined on page 12)
- ◆ 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 two (2) uses of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

SILVER LEVEL – \$75,000

- ◆ Up to two (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 (benefits outlined on page 13)
- ◆ 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 one (1) use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

BRONZE LEVEL – \$50,000

- ◆ Up to two (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 (benefits outlined on page 13)
- ◆ 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 one (1) use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

COPPER LEVEL – \$35,000

- ◆ Up to two (2) NAWBO Corporate memberships
- ◆ Invitation for a senior executive to sit on the NAWBO National Advisory Council
- ◆ Includes Title Sponsor benefits and recognition at one (1) Leadership Development Training (benefits outlined below)
- ◆ 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 one (1) use of NAWBO's membership mailing list (collateral must be pre-approved by NAWBO)

LEADERSHIP DEVELOPMENT TRAINING SPONSORSHIP

The NAWBO Leadership Development Trainings are designed to provide training, resources and best practice sharing for NAWBO's current and future leaders. Held three times annually—on the West Coast, East Coast and in conjunction with the National Women's Business Conference, Training Title Sponsorship provides:

- ◆ Recognition throughout the Training as Title Sponsor
- ◆ Logo recognition on Training online promotional materials, Web site and on-site
- ◆ Signage with corporate logo displayed prominently throughout the Training
- ◆ Invitation for senior executive to participate/speak during the Training program
- ◆ Six (6) complimentary Training registrations

UNDERWRITING OPPORTUNITIES

NAWBO WEBSITE

◆ NAWBO ONLINE MARKETPLACE – \$50,000

NAWBO accepts underwriting sponsors to help launch the NAWBO Online Marketplace on www.nawbo.org. The Online Marketplace is envisioned to be a portal for women entrepreneurs and companies who want to do business with them to promote their products and services via a nationwide e-commerce platform. Underwriting sponsors will receive recognition with their corporate identities prominently displayed on the Marketplace home page during a 12-month term.

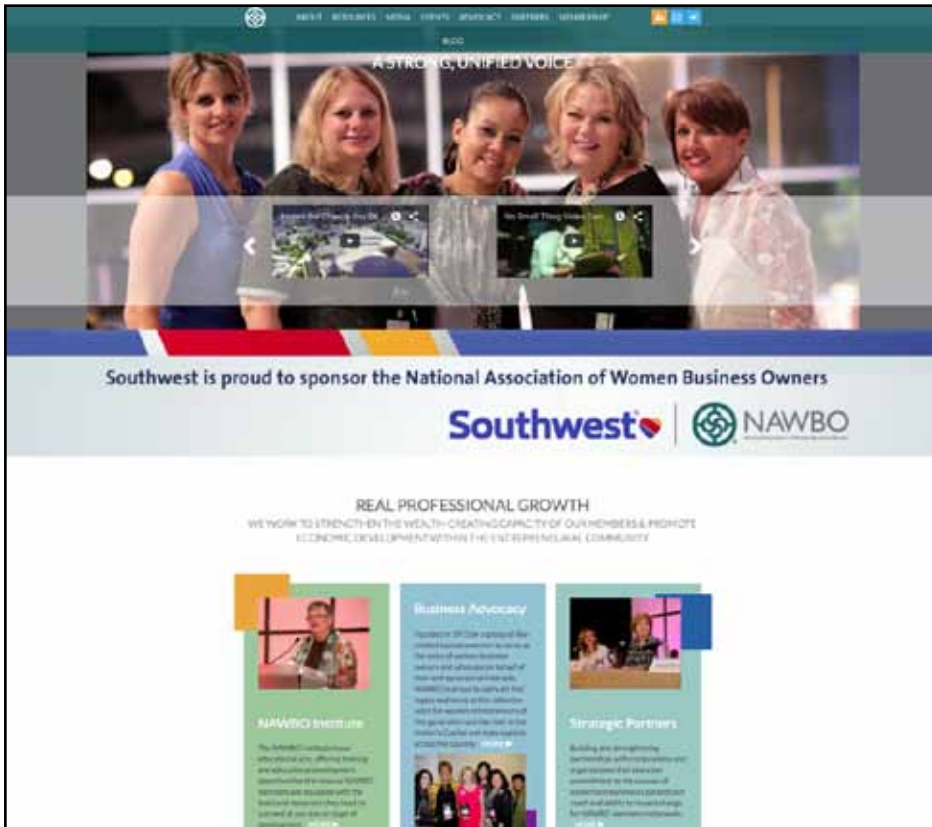
◆ NAWBO ONLINE MEMBER DIRECTORY – \$5,000

More than 80 percent of NAWBO members identify networking opportunities as the most valuable benefit of membership. By becoming an underwriter for the online member directory, your company will be associated with the most referenced resource used by our members that number 6,000 across the nation. Underwriting sponsors will receive recognition with your corporate identity prominently displayed on the Directory home page during a 12-month term.

◆ 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



NAWBO PUBLICATIONS

◆ ANNUAL MEMBER DEMOGRAPHIC SURVEY – \$25,000

As the underwriter of the NAWBO Member Demographic Survey, you will have the opportunity to insert three (3) pre-approved questions into this nationwide survey as well as be a consistent and constant presence with members throughout the year. NAWBO membership and demographic surveys have helped define and clarify many issues, concerns and trends among women business owners. The survey receives a great deal of media attention and is cited by a number of government, academic and corporate sources. By supporting this important project, your company will receive first access to information that will help you effectively analyze and market to this group of key decision-makers and establish yourself as a leader in the women-owned business community. Benefits include:

- Full recognition of your survey sponsorship in the survey-results mailing sent to all NAWBO members and in a press releases and communications to the media
- The opportunity to formulate three (3) customized questions to be included in the survey
- One (1) use of NAWBO's mailing list (collateral must be pre-approved by NAWBO)

◆ NAWBO ONE (MONTHLY) – \$2,500

Delivered electronically to more than 25,000 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.





◆ 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





THE NAWBO INSTITUTE FOR ENTREPRENEURIAL DEVELOPMENT: E-LEARNING WEBINAR SERIES SPONSORSHIP

The NAWBO Institute for Entrepreneurial Development is a 501(c)3 non-profit educational foundation that seeks to provide opportunities for education and organizational capacity building to emerging and growth-focused women entrepreneurs. Through The Institute, NAWBO aims to strengthen the wealth-creating capacity of women business owners to build sustainable businesses to contribute to the overall economy in the U.S. and beyond. The NAWBO Institute for Entrepreneurial Development is currently seeking partners and sponsors to sponsor our ongoing e-learning series that addresses the unique needs and challenges of women-owned businesses. Please contact NAWBO Corporate Partner Relations for more information.

AFFINITY PARTNERSHIPS

NAWBO Affinity Partners provide exclusive member-only discounts and benefits that help our members increase their bottom line. Through these alliances, affinity partners reach out and influence decision makers, elevating their status as the “brand of choice” in delivering workplace and at-home solutions for women business owners. NAWBO’s corporate partners have the first right of refusal for all affinity program offerings to members. Please visit the Partner section of www.nawbo.org and click on “Partner with NAWBO” for more information.

IN-KIND SPONSORSHIP OPPORTUNITIES

If your sponsorship budget is tight, consider an in-kind sponsorship that will help NAWBO offset our operational overhead expenses. In-kind sponsorships are calculated at 50 percent of the market value and must be offered as an overall sponsorship package that includes cash commitments.



TOGETHER WE DARE

NATIONAL WOMEN'S BUSINESS CONFERENCE 2017
HOSTED BY NAWBO

OCTOBER 15-17, 2017 | MINNEAPOLIS, MINNESOTA



CONFERENCE SPONSORSHIP OPPORTUNITIES

WOMEN'S BUSINESS CONFERENCE 2017

The NAWBO Women's Business Conference (WBC) is the only event of its kind focused on connecting women entrepreneurs to real business opportunities that deliver bottom-line results. The conference brings together businesses of all sizes from various industries to provide women entrepreneurs with both personal and professional tools and resources to take their business to the next level of success.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR* - \$50,000 (EXCLUSIVE OPPORTUNITY)

- ◆ Exclusivity as WBC Presenting Sponsor
- ◆ Recognition and promotion throughout the conference as Presenting Sponsor
- ◆ Invitation for senior executive to participate/speak throughout the conference program
- ◆ Presenting Sponsor recognition on all pre- and on-site communications including promotional materials, Web site, 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

PLATINUM SPONSOR* - \$ 35,000

- ◆ Recognition and promotion throughout the conference as a Platinum Sponsor
- ◆ Invitation for senior executive to participate/speak at a general session program
- ◆ Logo recognition in conference promotional materials, Web site, 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

NAWBO CONNECTIONS LOUNGE DIAMOND SPONSOR* – \$30,000 (EXCLUSIVE OPPORTUNITY)

- ◆ 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/speak at a general session program
- ◆ Logo recognition in conference promotional materials, Web site, 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 SPONSOR* – \$25,000

- ◆ Recognition and promotion throughout the conference as a Gold Sponsor
- ◆ Invitation for senior executive to participate in a breakout session
- ◆ Logo recognition in conference promotional materials, Web site, 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 SPONSOR* – \$15,000

- ◆ Recognition throughout the conference as a Silver Sponsor
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ Sponsorship of a breakout session branded with company logo and introductory remarks to be given by company representative
- ◆ Two (2) complimentary full conference registrations
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for one (1) representatives to attend the Sponsor Appreciation Reception

BRONZE SPONSOR* – \$10,000

- ◆ Recognition throughout the conference as a Bronze Sponsor
- ◆ Logo recognition in conference promotional materials, Web site, 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
- ◆ Conference Bag Sponsor – \$7,500

EXHIBITING OPPORTUNITIES**
(SUBJECT TO PRE-APPROVAL)

- ◆ Corporate Exhibitor – \$3,500
- ◆ Small Business Exhibitor – \$2,000
- ◆ NAWBO Member Exhibitor – \$1,500



Percent of NAWBO conference attendees were more likely to do business with a sponsor who partners with NAWBO and supports women-owned businesses.

ADVERTISING OPPORTUNITIES** (SUBJECT TO PRE-APPROVAL)

- ◆ 4-Color Full-Page/Bleed – \$1,500
- ◆ 4-Color Half-Page Horizontal – \$750

*All Women's Business Conference sponsorships must be received by August 18, 2017 in order to receive full conference benefits as outlined above.

** All WBC underwriting, exhibitor and ad commitments must be received by August 18, 2017.



NAWBO
National Association of Women Business Owners

CONTACT US

NAWBO Corporate Partner Relations

601 Pennsylvania Avenue NW, South Building, Suite 900

Washington, DC 20004

Phone: 800-55-NAWBO or (202) 609-9817

Email: corporatepartners@nawbo.org

Website: www.nawbo.org



2017 NAWBO SPONSORSHIP COMMITMENT FORM

(NAWBO Tax ID #23-7425967)

MAIL FORM WITH CHECK PAYABLE TO:

NAWBO
 c/o Corporate Partner Relations
 P. O. Box 826157
 Philadelphia, PA 19182-61157

FAX SUBMIT FORM WITH CREDIT CARD

PAYMENT TO:
 NAWBO
 c/o Corporate Partner Relations
 Fax: 202-403-3788
 Email: corporatepartners@nawbo.orgj

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

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

NAWBO Women's Business Conference 2017

- Sponsorships: August 18, 2017 Deadline
- ___ Presenting Sponsor – \$50,000 (Exclusive)
 - ___ Platinum Sponsor – \$35,000
 - ___ Connections Lounge Diamond Sponsor – \$30,000
 - ___ Gold Sponsor – \$25,000
 - ___ Silver Sponsor – \$15,000
 - ___ Bronze Sponsor – \$10,000

Website Underwriting:

- ___ Online Marketplace – \$50,000
- ___ Online Member Directory – \$25,000
- ___ Legislative Action Center – \$15,000
- ___ Flash Banner Ads – \$5,000

Exclusive Underwriting: August 18, 2017 Deadline

- ___ Hotel Keycard Sponsor – \$10,000
- ___ Conference Bag Sponsor – \$7,500

Publications Underwriting:

- ___ Annual Membership Survey – \$25,000
- ___ NAWBO SmartBrief – \$20,000
- ___ NAWBO ONE – \$10,000

Marketplace & Exhibiting: August 18, 2017 Deadline

- ___ Corporate Exhibitor – \$3,500
- ___ Small Business Exhibitor – \$2,000
- ___ NAWBO Member Exhibitor – \$1,500

NAWBO Institute:

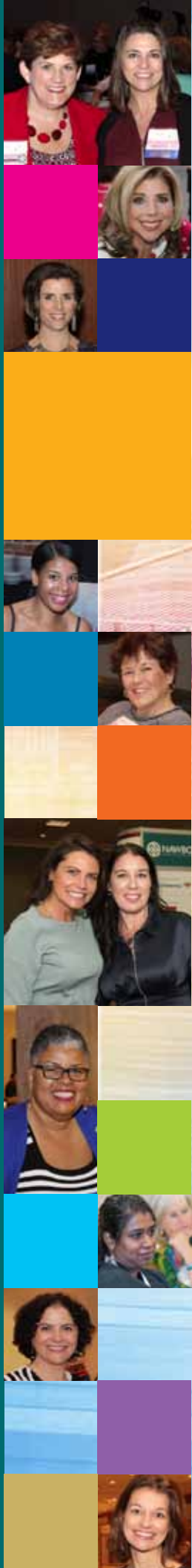
- ___ E-learning Series Sponsor – \$15,000

Ads: August 18, 2017 Deadline

- ___ 4-Color Full-Page Ad (bleed or no bleed) – \$1,500
- ___ 4-Color Half-Page Ad – \$750

TOTAL COMMITMENT: \$ _____

NOTE: All sponsorship benefits are subject to change.



NAWBO

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www.nawbo.org

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