



POWER YOUR DREAM

**2009-2010
Corporate Partner
Opportunities**



The 2009 Awards

Corporate Partnership Opportunities

Empowering Events
INSPIRATION | HOPE | COURAGE

► What we Know:

- NAWBO-OC is the county's premier business engine, accelerating the growth and buying power of 400 women business owners.
- The Remarkable Women Awards is the most inspirational event in the county: celebrating the passion, courage and determination of women business owners.
- While other organizations are shrinking, NAWBO-OC is *growing*.

► What that Means:

- Now's the time to capitalize on our success and take the Remarkable Women event up to a whole new level!
- In 2009, Remarkable Women will offer:
 - More energy | More inspiration | More continuity
 - More opportunity and value
 - For our Members
 - For our Corporate Partners
 - For our Honorees, and
 - For our Guests

► Here's How:

- NAWBO-OC will declare October as "Remarkable Women Month"
 - Through a County Supervisors' proclamation
 - Engaging media interest
 - Coordination with 20+ other professional, civic and philanthropic groups in the county
- Remarkable Women will become a **3-event series** in October
 - Breakfast event, lunch event & cocktail event
 - Each featuring a Remarkable Woman honoree
 - Each in a different, compelling venue recognizing women business owners at every stage of success, development and financial progress
- NAWBO-OC will host a festive Honoree Reunion Celebration in January 2010
- We'll use social media to virally market our message
- Our Partners will have far more opportunities to reach key target segments
- We'll differentiate ourselves from other events:
 - Embracing a fresh and timely theme of inspiration, courage and hope; with a commitment to fiscal responsibility, legendary style and modern practicality
 - Broadening our appeal to a wider audience
 - Respecting current economic conditions
 - Reversing the low attendance trend endured by others



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Partnership Level	Contribution	Value Summary (see next page for more information)
RW Visionary Partner (only 1)	\$30,000	Recognition throughout all publicity for 4 events; prominent presence and personal tributes at all events; full page ad space and premier positioning in multi-event program; 10 tickets to all 4 events (including January pre-Reunion Event reception)
Inspiration Partner, Courage Partner and Hope partner (one per October event)	\$15,000	Recognition throughout all publicity for chosen October event; prominent presence and personal tribute at chosen event; full-page ad space and premier positioning in multi-event program; 10 tickets to presenting event
Passion Partner	\$10,000	Recognition throughout print & video publicity for 4 events; presence at 3 October events; ½ page ad space in multi-event program; 10 tickets
Tenacity Partner	\$8,000	Recognition throughout print & video publicity for 4 events; presence at 3 October events; ¼ page ad space in multi-event program; 8 tickets
Power Partner	\$6,000	Recognition throughout print publicity for 4 events; presence at 3 October events; ¼ page ad space in multi-event program; 6 tickets
Innovation Media Partner (only 1)	\$6,000	Recognition as social media underwriter; logo and tagline in all electronic messaging; 6 tickets
Reunion Partner (only 1)	\$5,000	Recognition as January Reunion underwriter; all pre-meeting publicity; prominent event presence ; 5 tickets to Reunion event; 2 tickets to other events
Honor Partner (1 per October event)	\$4,000	Theme and honoree sponsor for single event; recognition throughout all publicity surrounding honoree; 4 tickets
Destination Partner (only 1)	\$3,000	Recognition as valet underwriter for all 3 events; custom signage at valet station; opportunity to place flyer or other promotional item into guest vehicles
Synergy Partner	\$2,500	Rotating mention in all electronic media; listing in multi-event program; 2 tickets



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- ▶ **Additional Partner Benefits include*:**
 - Event tables & tickets
 - Private Reception tickets (January Honoree Reunion Celebration)
 - NAWBO-OC e-news publicity
 - Podium time (2 minute pre-arranged introduction)
 - Award presentation/photo opportunity
 - Podium acknowledgements
 - Podium signage
 - Logo projection at events
 - Registration table displays
 - Table signage
 - Collateral distribution
 - One time, one page e-mail blast
 - NAWBO-OC member access
 - Chapter membership
 - Board of Directors
 - Monthly meetings
 - Member mailing lists (we mail for you)
 - Members-only event hosting (subject to scheduling)

* As proportionate to partnership level.



CUSTOMIZE YOUR PARTNERSHIP

NAWBO-OC is actively seeking corporate partners for 2009-2010. As the premier business engine in Southern California with 400 business-owner members, there are dozens of opportunities to leverage our mutual strengths and objectives for mutual benefit. Get involved with NAWBO-OC and we'll reciprocate with valuable relationships that deliver on your goals to build your brand and your business.

In addition to our signature Remarkable Women events, corporate partners can help develop, underwrite and implement our programs year round, including opportunities to host, or otherwise support our:

- ◆ Monthly dinner meetings
 - Speaker sponsors
 - Podium signage
 - Printing
 - Registration desk
 - Meals & beverages
 - and others . . .
- ◆ Monthly Board of Directors meetings
- ◆ Mentoring program
- ◆ Education Center offerings
- ◆ Success teams
- ◆ Marketing initiatives
- ◆ New Member orientations
- ◆ Members-only mixers
- ◆ Special events

We look forward to working with you to customize a partnership that assures goal alignment, optimizes exposure and exceeds our mutual expectations.



Levels

	Visionary \$30,000	Inspiration, Courage & Hope \$15,000	Passion \$10,000	Tenacity \$8,000	Power \$6,000	Innovation \$6,000	Reunion \$5,000	Honor \$4,000	Destination \$3,000	Catalyst* \$2,500	Synergy \$2,500
Benefits of Corporate Partnerships											
Recognition in promotional materials	X	X	X								
Logo on home page of website	X	X	X								
Recognition in monthly newsletter	X	X	X								
Podium acknowledgement at monthly meetings & RWA	X	X	X								
Logo on Corporate Partners page of website (proportionate to level)	X	X	X	X	X	X	X	X	X	X	X
Display of one (1) piece of collateral at monthly meetings	X	X	X							X	X
Official name badges for company representatives	2	2	2	1	1	1	1	1	1	1	1
Attendance at dinner meetings at member prices	X	X	X	X	X	X	X	X	X	X	X
Participation in one NAWBO-generated member distribution	X	X	X	X	X	X	X	X	X	X	X
Opportunity to host one member-only event at your location	X	X	X	X	X	X	X			X	
Membership in NAWBO-OC										X	
Remarkable Women Awards Benefits											
Total tickets for one event or spread across all three events	30	10	10	8	6	6	2	4	3	2	2
Tickets to January Reunion	10	10	10	4	4		5			1	
Ad in program (page) - <i>Visionary has placement choice</i>	Full	Full	Half	Quarter	Quarter						
Printed message from senior management in program (page)	Full	Half									
Logo projection as main stage backdrop - venue dependent	X										
Reunion Celebration - Program listing, recognition in promotional materials, logo representation	X						X				
Personal tribute from the stage	X	X									
Honoree introduction & award presentation at evnt(s) as designated by partnership level	X	X									
Partner introduction by NAWBO leadership	X	X									
Six foot (6') table display in reception hall	X	X	X								
Event banner display according to NAWBO specs	X	X									
Recognition in promotional materials	X	X	X	X	X			X	X		
Program listing - as appropriate to partner contribution	X	X	X	X	X	X		X	X	X	X
Additional recognition as designated by partnership level	X	X	X	X	X	X	X	X	X	X	X

* Benefit available to women business owners only