

# opportunities

## **NAWBO-NYC Partnership and Branding Opportunities 2005–2007**

### **Business Leadership, Educational and Advocacy Programs**

#### **Business Luminaries Series**

Our Leaders in Industry Series features renowned speakers who are at the leading edge of their fields and provide new ideas and inspiration for growing a business and maintaining success. These quarterly programs attract a wide audience from small startup companies to established larger firms. Event promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 372,000

Exclusive Sponsorship: \$20,000

Singular Event: \$5,000

#### **Entrepreneur Roundtables**

Entrepreneur Roundtables are hands-on sessions, which focus on enhancing business and personal development skills. These quarterly sessions are intended to give women in all stages of business ownership helpful information and advice that they can use to improve their companies. Roundtable promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 372,000

Exclusive Sponsorship: \$20,000

Singular Event: \$5,000

#### **Leaders' Circle Programs**

Leaders' Circle Programs serve the needs of members with mature businesses. Inspiring speakers and experienced practitioners cover topics such as leadership strategy, finance, sales, human resource management and operations, giving participants the skills to deal effectively with customers, employees, suppliers and business peers. Workshop promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 372,000

Exclusively Sponsored by OPEN: The Small Business Network from American Express

#### **Public Policy**

Galvanizing the active participation of women business owners is one of the best ways to ensure that their needs and concerns are addressed. Public policy issues of national, state and local significance to women entrepreneurs are the focus of our public policy program. At our bi-annual public policy breakfasts elected and appointed officials are invited to address policy issues which affect women-owned and small businesses. Program promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 372,000

Exclusive Sponsorship: \$20,000

Singular Event: \$7,500

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## **NAWBO-NYC Partnership and Branding Opportunities 2005-2007**

### **Membership Development Activities**

#### **New Member Breakfasts**

Quarterly New Member Breakfasts provide an introduction to the resources NAWBO-NYC offers its members and how best to take advantage of them. This orientation also affords new members the opportunity to meet NAWBO-NYC Board members and Committee Chairs. Event promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 116,000

Exclusive Sponsorship: \$20,000  
Singular Event: \$5,000

#### **Connect2Business Leads Groups**

Connect2Business Leads Groups are open solely to members and provide them a non-compete environment in which to grow their companies through relationship development, business counseling and the exchange of referrals and contacts. NAWBO-NYC currently operates four of these peer advisory groups. Program promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 350,000

Exclusive Sponsorship: \$25,000  
Singular Event: \$7,500

#### **Progressive Networking Program**

Two structured networking dinners and breakfasts are held each year. This program provides participants a unique opportunity to learn about members' businesses and develop relationships with new groups at each course of a three-course meal. A moderator facilitates table discussion. Program promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo.

Estimated Exposure: 372,000

Exclusive Sponsorship: \$20,000  
Singular Event: \$5,000