



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS  
*New York City*

# **NAWBO-NYC**

## **Sponsorship and Branding Opportunities 2007–2009**

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

#### **Business Luminaries**

Business Luminaries programs feature high profile speakers who stand out in their fields, speaking about their experiences; lessons learned; and imparting not only advice in their areas of expertise, but wisdom gained along the way. These quarterly programs are meant to inspire and instruct business owners at any level. All programs are structured to allow for informal networking time, and some feature formalized networking opportunities. Promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo. Possible event format: speaker(s), panels, or facilitation.

#### **Entrepreneur Roundtables**

Entrepreneur Roundtable programs are hands-on sessions, bringing members together to "engage, encourage, and enable," featuring expert speakers on topics such as marketing, finance, management, technology and interpersonal 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. They also provide excellent opportunities for networking and relationship building. Roundtable promotion will include the Corporate Sponsor's name and signage at the event will feature the Sponsor's name and logo. Possible format: speaker(s), facilitation, or series.

#### **Annual Public Policy Breakfast**

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 annual public policy breakfast 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.



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## **Membership Development Activities**

### **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. Possible format: speaker(s), or facilitation.

### **New Member Breakfasts**

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. Possible format: speaker, facilitation, or series.

### **Women's Success Team/Mentoring**

The Women's Success Teams (WST) program is a one-on-one team concept. WST provides NAWBO-NYC member participants with a peer-to-peer support system whose goal is to help each business owner envision, plan, and meet her business needs and goals. WST helps build business success through a relationship of equals. WST is an invaluable way of integrating and cultivating outside advisors to help inspire women business owners to reach business goals. WST also facilitates finding mentor/mentoree relationships within NAWBO-NYC. Innovative sponsor opportunity: Materials branding, advisor relationships with members; media recognitions.

### **NAWBO-NYC's Special Events/Community Charity**

NAWBO-NYC hosts several high profile special events that bring attention to the contributions of women entrepreneurs. These include the Annual Signature Awards Dinner, the Board of Directors Installation Event, and the Year-End Holiday Party. Other events may include: Golf event, Food/Clothing drive, Diversity, Leadership programs, Business Style Fashion show and collaborative networking events, etc. These events draw public figures, and the media.