

2024 – 2025 CHAPTER PARTNERSHIP OPPORTUNITIES

“Annual Sponsors” are now referred to as Chapter Partners, in recognition of their key role in the success of our organization and our commitment to building long-term, mutually beneficial relationships that support the growth and empowerment of women business owners.



NAWBO
BUFFALO NIAGARA
National Association of Women Business Owners

WOMEN OWNED BUSINESSES

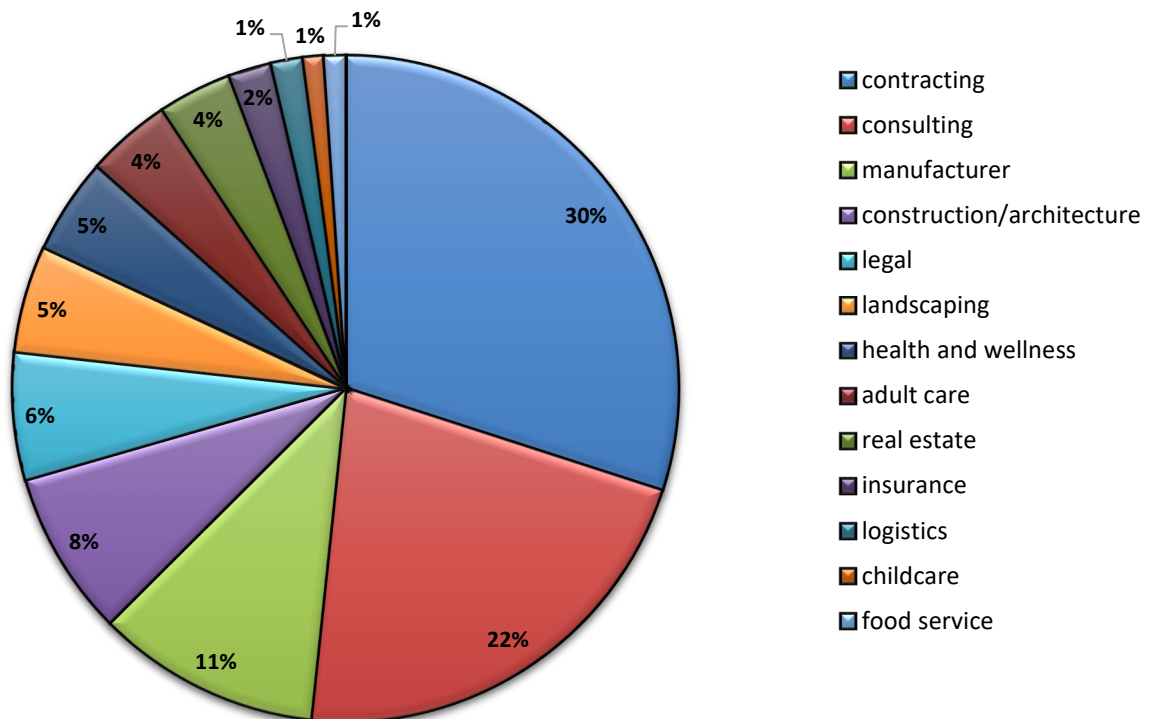
NATIONWIDE¹

- Women entrepreneurs are the fastest growing segment of the economy.
- Post-pandemic women owned and operated over **12 MILLION** businesses nationwide.
- Women owned businesses earned over **\$2.1 TRILLION** annually.
- Over half of these women expect their businesses to perform **above current levels** of operations into the next fiscal year, while still recovering from pandemic lulls.

NEW YORK STATE²

- NYS is home to over **99,000** women owned employer businesses.
- These firms employ over **100,000** individuals, paying over **\$40 MILLION** in wages.
- There are **672,000** non-employer firms in **NYS** earning over **\$21 BILLION** in revenue³.
- NYS certifies an average of nearly **6,000 new** women owned businesses annually.

NYS Certified Women Business Owners



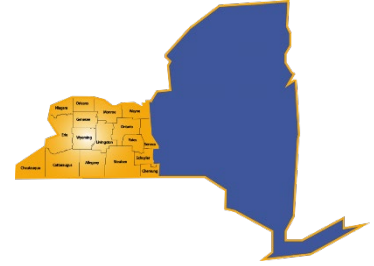
¹ United States Census Annual Business Survey (ABS). First Look 2022 Data Tables. I

² United States Census Annual Business Survey (Table AB2000CSA02), 2020.

³ United States Census Annual Business Survey (Table AB1900NESD01), 2019.

WESTERN NEW YORK⁴

- Approximately **20%** of the women owned businesses in NYS are in **Western New York**.
- These businesses accrue **over 30%** or **\$1.4 BILLION** in **state contracts** annually.
- The following organizations and state offices have invested nearly **\$61 MILLION** in women owned businesses to enhance our communities and advance medical research².



Erie County Fiscal Stability Authority, Buffalo Fiscal Stability Authority, Erie County Medical Center, Roswell Park Cancer Institute, Niagara Falls Water Board, Niagara Frontier Transportation Authority

- Other local agencies have devoted between 60-100% of their total agency expenditure to contracts with women owned businesses, yielding another **\$60 MILLION**.
- Employer and non-employer women owned firms in WNY cover all industries and are run by, and employ, women of every race, ethnicity, gender identity, and sexual orientation.

The NAWBO Buffalo/Niagara Chapter

The NAWBO Buffalo Niagara Chapter celebrates its 30th Anniversary this year – it has been elevating women entrepreneurs since 1994. We are the premier organization for Buffalo-Niagara’s diverse range of women-owned businesses, fostering a strong network of like-minded women, a strong voice on important advocacy issues, and providing high-quality educational programs for our membership and chapter partners.

NAWBO Buffalo Niagara is a leading advocate for emerging and established women business owners who aspire to higher levels of opportunity, challenge, and success. We provide educational and networking opportunities, mentoring, support, promotion, advocacy, and more.

Partnering with NAWBO

One of the greatest strengths of the Buffalo/Niagara Chapter of NAWBO is our ability to build strategic, strong, and enduring partnerships that are meaningful and mutually beneficial, whether it is with a corporate partner, a program or event partner, 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.

We offer partnership opportunities and benefits designed to meet the needs of every business. If you do not see an opportunity that meets your exact needs and goals, we are happy to customize a relationship that’s truly win-win.

⁴ New York State of Opportunity Empire State Development. Division of Minority and Women’s Business Development. Annual Report Fiscal Year 2021-2022

You're in Good Company with NAWBO

When you choose to partner with NAWBO, you join like-minded national industries who know this relationship will reach influential decision makers across your region, state, and country. You will be in the company of the following national partners:



NAWBO's Policy for New and Renewing Corporate Partners:

A Chapter Partnership with the NAWBO Buffalo/Niagara Chapter 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. NAWBO considers partnerships as an extension of the NAWBO brand. In the interest of protecting our valuable brand, NAWBO reserves the right to decline to initiate or to renew any partnership for any reason. NAWBO also reserves the right to terminate partnerships should adverse developments transpire during the course of the relationship.

Please contact info@nawbowny.org for more information.

NAWBO BUFFALO NIAGARA CHAPTER PARTNERSHIP OPPORTUNITIES

Annual Chapter Partner Opportunities ⁵	Bronze	Silver	Gold	Platinum	Diamond	Elite
	\$500	\$1000	\$2000	\$3000	\$5000	\$7500
CUSTOM BENEFITS – tell us how we can best promote your business					✓	✓
Digital Presence with our Chapter						
• Your business logo on all E-Newsletters	✓	✓	✓	✓	✓	✓
• Your business logo & web link on our chapter website	✓	✓	✓	✓	✓	✓
• Your business highlighted on our social media		2 per year	4 per year	6 per year	12 per year	Custom
Digital Presence outside our Chapter Footprint						
• Post our logo on your social media and embed in your website to broadcast your support of women business owners			✓	✓	✓	✓
Chapter Printed Material						
• Chapter Newsletter Ad Space Size (mailer Fall & Spring)	Business Card	Business Card	Quarter Page	Half Page	Full Page	Full Page Color
• Logo on Display ⁶	✓	✓	✓	✓	✓	✓
• Logo on Each Dinner Meeting Agenda	✓	✓	✓	✓	✓	✓
Chapter Meetings						
• Partnership Acknowledgment	✓	✓	✓	✓	✓	✓
• Dinner Discount		10% Off	25% Off	Free	Free	Free
• Dinner Guest Pass (1 per dinner meeting)				Free	Free	Free
• Give Presentation on Business (Up to 5 minutes - one per year)				✓	✓	✓
• Distribute Marketing Material			1 per year	1 per year	2 per year	Custom
• Display Your Company's Pull-up Banner				✓	✓	✓
Additional Chapter Events						
• We promote a MeetUp Hosted by Your Business at Your Selected Location			✓	✓	✓	✓
• Recognition at In Person Community Events	✓	✓	✓	✓	✓	✓
• Recognition at NextGen Networking Event ⁷	✓	✓	✓	✓	✓	✓
Marquee Chapter Event – Each One Reach One – Event Partner Opportunities will be circulated soon!						
• Early registration preference		✓	✓	✓	✓	✓
• EORO Event Partner Discount	5% Off	10% Off	15% Off	20% Off	25% Off	30% Off
• EORO Ticket Discount	5% Off	10% Off	15% Off	20% Off	25% Off	30% Off

⁵ Partnership package options listed above do not include the annual marquee event Each One Reach One (EORO) unless specifically stated. Please visit www.nawbowny.org for specific Each One Reach One packages. The above package options are valid through the fall of 2025.

⁶ Displays are printed in January of each year. Newer partner logos will not appear until January of the following calendar year.

⁷ We welcome one-time event partnership for events hosted by our chapter or committees that are not part of our regular programming. Securing special event partnerships helps reduce the ticket costs and cover administrative costs for hosting and managing the event.

About NAWBO

Get a seat at the table or build your own table, and make sure to include other women™

NAWBO is the country's premier women's business organization. It is the only dues-based organization representing the interests of all women entrepreneurs across all industries. NAWBO is a one-stop resource, propelling women business owners into greater economic, social, and political spheres of power worldwide.

Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of over 11.6 million women-owned businesses across the United States.

NAWBO is respected by elected officials in Washington, D.C. and state capitals across the country and recognized in the media as a thought leader on women's business issues.

NAWBO coordinates with corporate partners and other non-profit organizations who share a common mission to build strong alliances, influence policies that directly impact women entrepreneurs, and promote economic development and wealth creating capacity.

NAWBO's many milestones and awards over the decades exemplify the rich history of success the organization and its thousands of members have enjoyed.

Our Mission

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social, and political spheres of power worldwide by:

- *Strengthening* the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community
- *Creating* innovative and effective change in the business culture
- *Building* strategic alliances, coalitions, and affiliations
- *Transforming* public policy and influencing opinion makers

About NAWBO® Institute

The NAWBO Institute for Entrepreneurial Development is a 501(c)3 non-profit educational foundation that provides opportunities for capacity building and organizational development for emerging and established women entrepreneurs. We strengthen the wealth-creating capacity of women business owners and promote economic development within the entrepreneurial community to build a legacy of success for the next generation of women entrepreneurs.

The NAWBO Institute is a one-stop resource for everything related to women in business, including education in best practices by experts and thought leaders around the country. It offers the best tools and resources for all aspects of business development, growth, capacity building, and scaling for women business owners of all sizes and sectors. NAWBO makes the Institute benefits available for all women business owners regardless of membership status with NAWBO.

CWBE – CERTIFIED WOMEN’S BUSINESS ENTERPRISE

NAWBO’s certification program gives WBO customers confidence that they are buying from a legitimate women-owned business. We walk women step-by-step through the process to certification. Once certified, we continue to guide and educate women on how to harness the power of their certification and network with businesses to grow your company.

CIRCLE PROGRAM

The NAWBO Circle Program focuses specifically on Tier 2 Women Business Owners earning a million dollars or more. We provide top-tier women business owners with a transformational blueprint that aligns all aspects of their lives to develop deeper bonds, better businesses and stronger communities.

LAUNCH RIGHT STARTUP PROGRAM

Through the Wells Fargo Open for Business Grant, NAWBO launched a start-up program for women who are exiting the workforce in rural regions and marginalized socioeconomic communities. We hope to reach and positively impact under-represented women who are exploring entrepreneurship to provide them with the tools they need for a good start. This program is delivered through a dynamic workshop series - available virtually to reach all parts of the country on-demand - for two six-month cohorts.

Advocacy Agenda

1. Addressing the Needs of the "Microbusiness"
Nearly 92% of women-owned businesses are microbusinesses. Sixty-three percent of these small businesses provide 50-100% of the household income. By giving these businesses the resources to grow, we will see an opportunity to increase wealth in our most underserved populations.
2. Workforce
Small business owners have unique workforce needs as contrasted with their larger competitors. We urge Congress to consider the unique workforce needs of women small business owners, including paid family leave, and leveling the playing field for hiring, recruitment, and retention.
3. Accessing Capital through Increased Financial Literacy Education and Digital Tools
Most women-owned businesses used personal savings, private loans, and loans from family and friends to finance their business. 45% of these business owners still process payroll by hand.
4. Caring for the Business Owner and Caregiving Flexibilities for the Employee
A concerted effort is needed to address the cost of healthcare for small business owners and their employees. Affordable healthcare options, wellness and sustainability, physical and mental health and wellness of business owners and their employees, and prioritizing caregivers.

You can learn more about each of these advocacy efforts by visiting the NAWBO website at <https://nawbo.org/wp-content/uploads/NAWBO-2024-Advocacy-Agenda-1.pdf>.