

NAWBO Buffalo Niagara

Partnership Opportunities

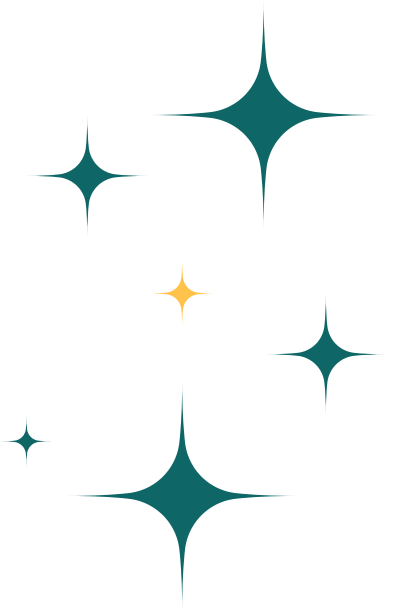
Effective September 1, 2026

Connecting partners to one of the most influential networks
of women business owners in Western New York



NAWBO
BUFFALO NIAGARA
National Association of Women Business Owners

The Opportunity



Partner with NAWBO – Buffalo Niagara

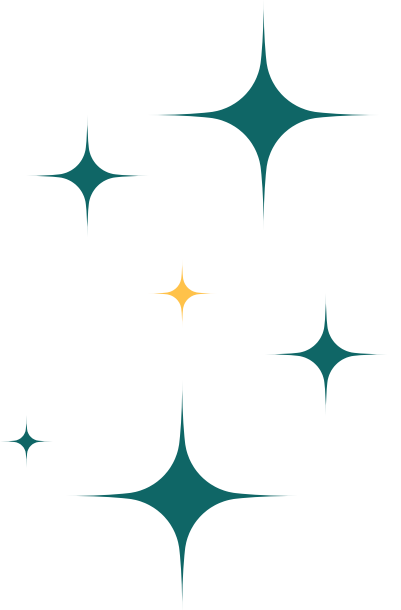
We bring together a dynamic network of women business owners, founders, and decision-makers across Western New York.

Our members are:

- Established business owners and employers
- Founders actively investing in growth
- Professionals seeking trusted services and strategic partnerships
- Leaders influencing purchasing and business decisions
- Businesses are scaling operations and expanding their networks

This is where relationships turn into real business opportunities.

The Power of the Women-Owned Business



A Fast-Growing, High-Value Business Community

- **14M+ Women-Owned Businesses Nationwide.** The fastest-growing segment of the U.S. economy
- **\$2.7T+ in Annual Revenue.** Women business owners drive significant purchasing and investment decisions
- **Rapid Market Growth.** Women-owned businesses are growing at nearly twice the rate of all businesses
- **An Audience with Influence.** Women influence **70-80%** of purchasing decisions
- **Established Decision-Makers.** Many NAWBO members are established founders, employers, and scaling business owners

Women-Owned Impact

Nationwide

14M+

Businesses

\$2.7T+

Revenue

10.7M+

Jobs

New York State

700K+

Businesses

\$150B+

Revenue

700K+

Jobs

Western New York

60K+

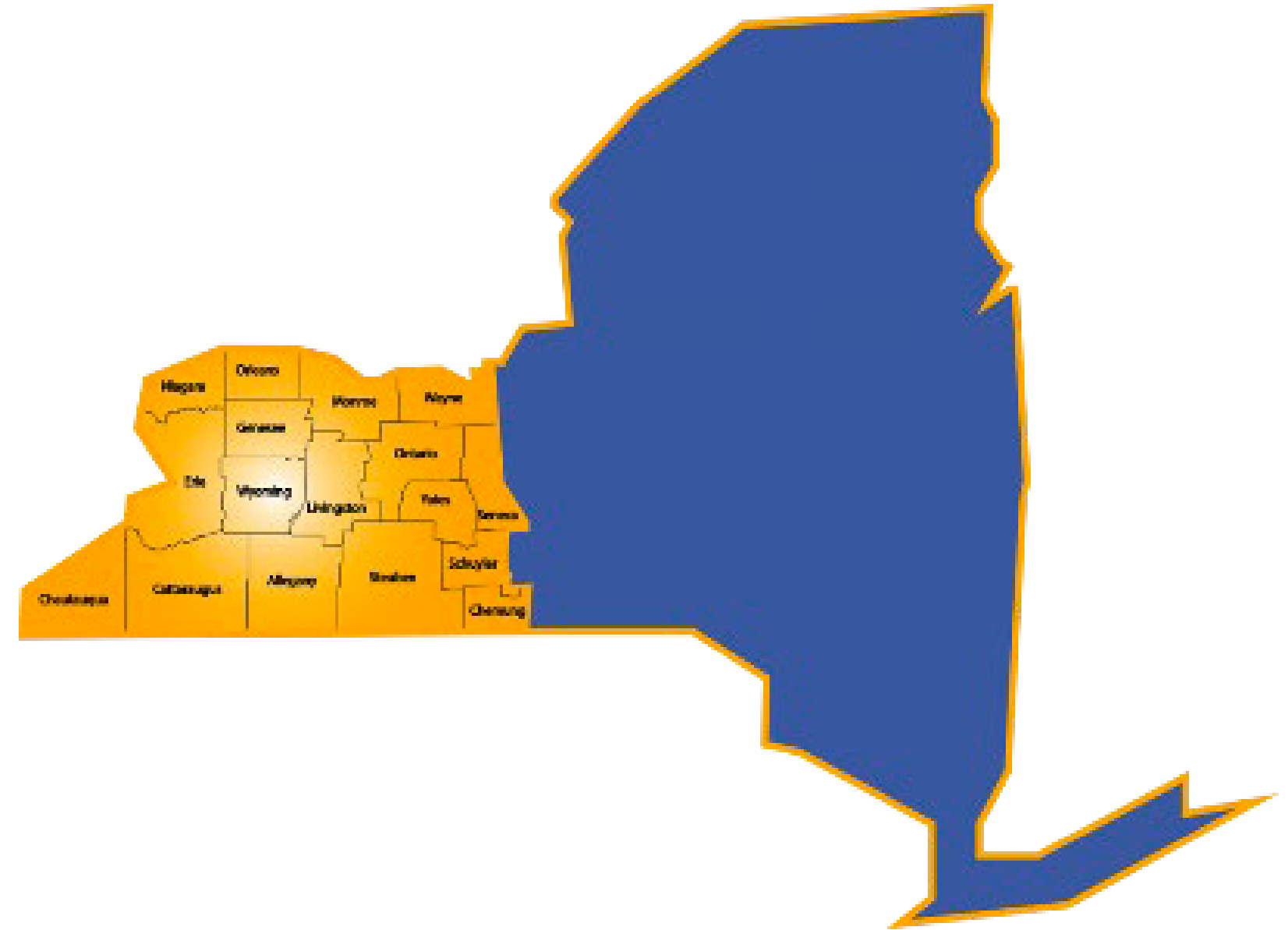
Businesses

\$10B+

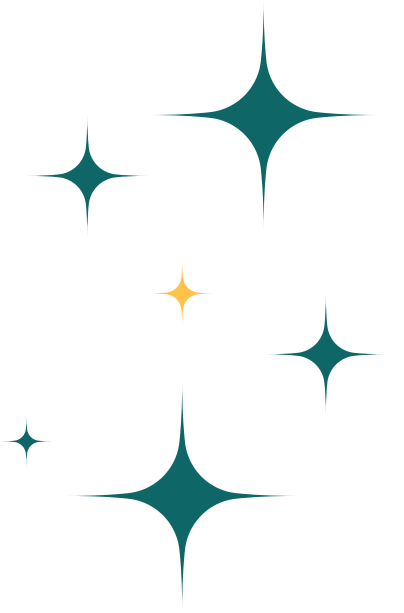
Revenue

45K+

Jobs



Every Partnership Includes



Consistent Visibility Across the NAWBO Buffalo Niagara Community

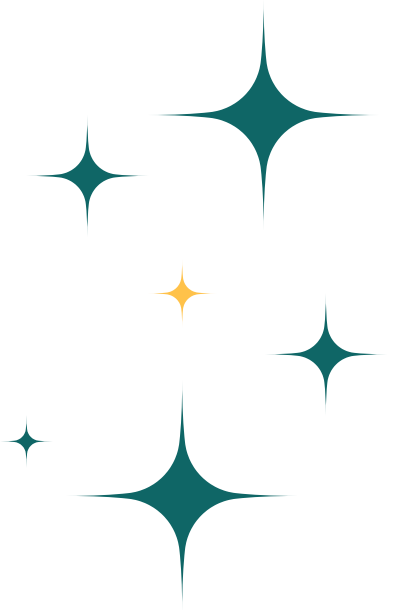
No matter which partnership level you choose, every NAWBO Buffalo Niagara partner receives:

Included Visibility Benefits

- Your logo featured in chapter e-newsletters
- Your logo and direct website link on the chapter website
- Your logo is displayed on printed event signage and displays
- Social media recognition throughout the partnership year*
- Recognition at chapter dinner meetings and chapter events
- Visibility across chapter communications and engagement opportunities

**Frequency and placement vary by partnership level.*

Every Partnership Includes



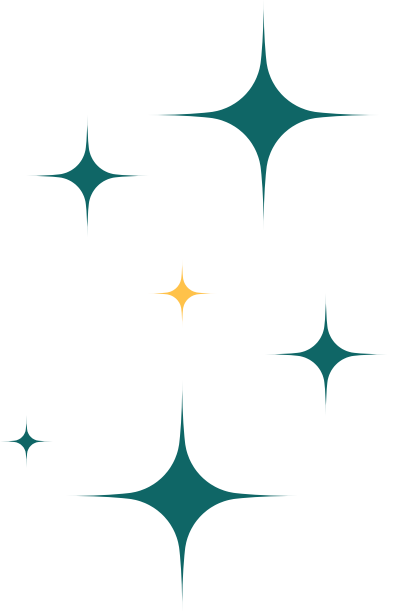
Access to an Engaged Business Community

NAWBO partnerships are designed to create meaningful business connections, not just visibility.

Included Community Benefits

- Opportunities to build meaningful business relationships
- Access to women business owners and decision-makers
- Opportunities to engage with an audience actively investing in growth, services, and partnerships
- Invitations to select chapter programs, initiatives, and opportunities
- Year-round opportunities to connect before, during, and after events

Every Partnership Includes



Credibility, Recognition & Long-Term Value

Every partnership aligns your organization with a trusted and established business network supporting women entrepreneurs.

Included Partner Benefits

- Recognition as a valued NAWBO Buffalo Niagara partner
- Authorized use of the NAWBO Buffalo Niagara chapter logo with brand guidelines
- Opportunities to engage with an audience actively investing in growth, services, and partnerships
- Opportunity to host a NAWBO community event at your location
- Consistent community presence throughout the partnership year

Diamond Partner | \$5000

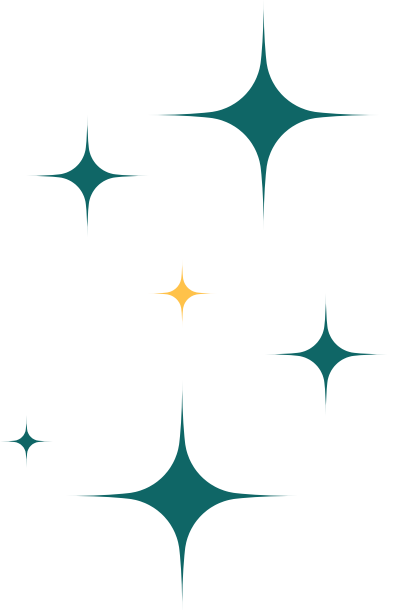
Premier Visibility & Executive-Level Engagement

- **Priority Invitation** to select events, programs, and curated opportunities throughout the year, including limited-capacity engagements
- **Monthly Dinner Meeting Pass:** Complimentary access to all dinner meetings, with registration managed on your behalf *(Excludes Each One Reach One and other events)*
- **Monthly Dinner Meeting Guest Pass:** Complimentary guest pass to all dinner meetings, allowing you to extend invitations to clients, prospects, or colleagues for the program year. *(Excludes Each One Reach One and other events)*
- **Thought Leadership** article printed in Fall & Spring mailers for **WOMANInk**, positioning your organization as a trusted voice within the NAWBO community *(2x annually)*
- **Full-page-size color ad** in printed Fall & Spring mailers for **WOMANInk**
- **Branded Material** in front of members at a chapter dinner meeting *(1x annually)*
- **Introduce your organization** through a 5-minute presentation at the opening of a chapter dinner meeting, delivered at the start of the program while the membership is in attendance *(1x annually)*
- Social media recognition *(5x annually)*
- Eligible for **Member Pricing** for other events, including **Each One Reach One** tickets

Platinum Partner | \$3000

Strategic Visibility & Year-Round Engagement

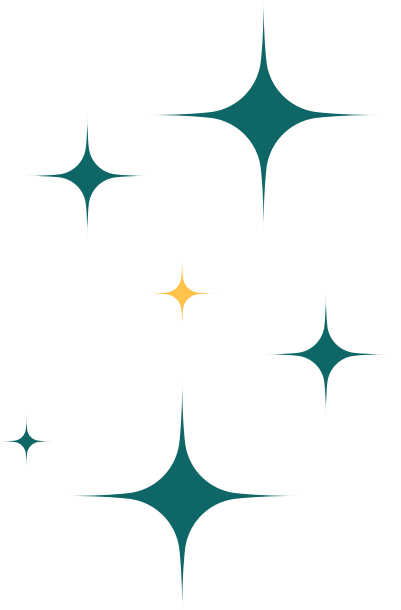
- **Priority Invitation** to select events, programs, and curated opportunities throughout the year, including limited-capacity engagements
- **Monthly Dinner Meeting Pass:** Complimentary access to all dinner meetings, with registration managed on your behalf *(Excludes Each One Reach One and other events)*
- **8 Dinner Meeting Guest Passes:** Complimentary guest pass to dinner meetings, allowing you to extend invitations to clients, prospects, or colleagues *for the program year. (Excludes Each One Reach One and other events)*
- **Thought Leadership** article printed in Fall OR Spring mailers for **WOMANInk**, positioning your organization as a trusted voice within the NAWBO community *(1x annually)*
- **Full-page-size black & white ad** in printed Fall & Spring mailers for **WOMANInk**
- **Branded Material** in front of members at a chapter dinner meeting *(1x annually)*
- Social media recognition *(4x annually)*
- Eligible for **Member Pricing** for other events, including **Each One Reach One** tickets



Gold Partner | \$2000

Elevated Visibility & Relationship-Building Opportunities

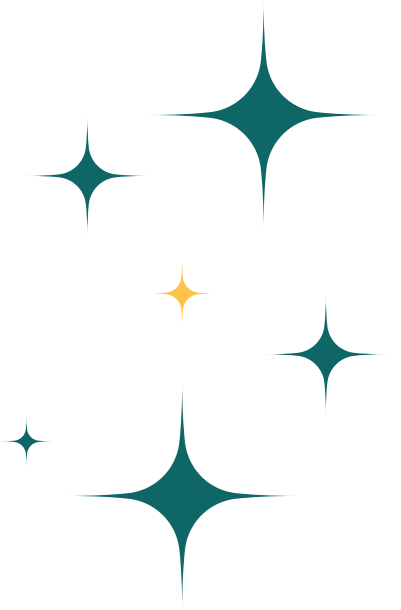
- **Priority Invitation** to select events, programs, and curated opportunities throughout the year, including limited-capacity engagements
- **4 Dinner Meeting Guest Passes:** Complimentary guest pass to dinner meetings, allowing you to extend invitations to clients, prospects, or colleagues for the program year. *(Excludes Each One Reach One and other events)*
- **Half-page-size ad** in printed Fall & Spring mailers for **WOMANInk**
- **Branded Material** in front of members at a chapter dinner meeting (**1x annually**)
- Social media recognition (**3x annually**)
- Eligible for **Member Pricing** for dinners & events, including **Each One Reach One** tickets



Silver | \$1000

Expanded Visibility & Community Engagement

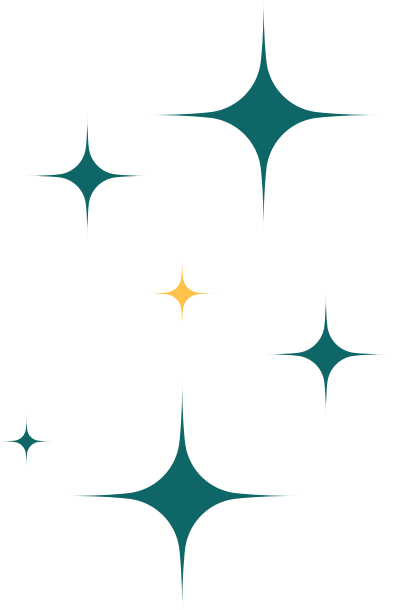
- **Priority Invitation** to select events, programs, and curated opportunities throughout the year, including limited-capacity engagements
- **2 Dinner Meeting Guest Passes:** Complimentary guest pass to dinner meetings, allowing you to extend invitations to clients, prospects, or colleagues for the program year. *(Excludes Each One Reach One and other non-dinner events)*
- **Quarter-page-size ad** in printed Fall & Spring mailers for **WOMANInk**
- Social media recognition (**2x annually**)
- Eligible for **Member Pricing** for dinners & events including **Each One Reach One** tickets



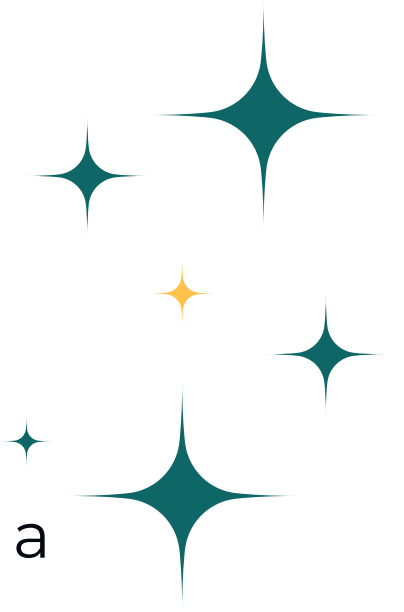
Bronze | \$500

Foundational Visibility & Community Recognition

- **Priority Invitation** to select events, programs, and curated opportunities throughout the year, including limited-capacity engagements
- **Business Card-size ad** in printed Fall & Spring mailers for **WOMANInk**
- Social media recognition (*1x annually*)
- Eligible for **Member Pricing** for dinners & events including **Each One Reach One** tickets



Tailored Partnership



For organizations looking to play a more integrated role within NAWBO – Buffalo/Niagara, we offer a limited number of strategic partnership opportunities designed around alignment, visibility, and long-term engagement.

Rather than fitting within a predefined package, these partnerships are built collaboratively to reflect your organization's priorities and desired level of involvement.

Custom partnerships typically begin at **\$10,000+** and may include elevated brand presence, exclusive access points, and curated opportunities to engage with our membership.

We welcome a conversation to explore what that could look like.

Next Steps

Partnership opportunities are intentionally limited to preserve visibility, impact, and value.

We partner with organizations committed to delivering meaningful value to our community of women business owners — strengthening the **trust we've earned over 30 years**, while advancing shared business and community goals.

We welcome a conversation to explore alignment and structure a partnership designed to meet our mutual objectives.

Contact:

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