NAWBO – BUFFALO/NIAGARA

There’s a Place for You at Our Table.

NAWBO
BUFFALO NIAGARA
National Association of Women Business Owners

Annual Partnership Opportunities

Every partner has a place. Every partnership makes a difference.

Effective September 1, 2026

There’s a Place for You at Our Table.

Partnership begins with people, not a transaction.

NAWBO – Buffalo/Niagara brings together women business owners, founders, community leaders, and organizations committed to a stronger Western New York.

Welcome

Organizations of every size and stage can contribute.

Connect

Build relationships across industries and perspectives.

Belong

Become part of the community, not simply a name on a sign.

Different Businesses. One Community.

Diversity is a strength. Belonging is a commitment.

Our community includes emerging entrepreneurs, established business owners, growing employers, and leaders with different experiences and perspectives.

Inclusion is more than an invitation. It means being welcomed, respected, heard, and valued.

ECONOMIC IMPACT

The Numbers Tell One Story. People Tell Another.

Women-owned businesses create jobs, generate revenue, and strengthen communities.

	Womenn-Owned Businesses	Revenue Generated	Employment/Jobs
United States	14M+	$2.7T+	10.7M+
New York State	700K+	$150B+	700K+
Western NY	60K+	$10B+	45K+

Behind every business is someone building a future for themselves and their community.

Our Reach. Your Community.

Volunteer-led. Organically grown. Rooted in community.

5,000+	2,200+	1,400+	680+
Newsletter subscribers	Facebook followers	Instagram followers	LinkedIn followers

PLUS: A private members-only Facebook community

A space for members and partners to exchange ideas and continue relationships, not a sales channel.

Audience counts are platform-specific, not unduplicated individuals or guaranteed impressions.

LOCAL INVESTMENT

100% of Partnership Dollars Stay Local.

Your partnership supports programming and events right here in Western New York.

100%

WESTERN NEW YORK

Every annual partnership dollar remains in Western New York to support chapter programming, events, and opportunities that bring local business owners together.

Your investment stays here. Your connections grow here. Your impact is felt here.

Every Partnership Has Value.

Different benefits. The same genuine welcome.

Annual partnerships begin at $500, making it possible for organizations of different sizes to take part in the NAWBO – Buffalo/Niagara community.

Visibility

Chapter communications, digital presence, and recognition.

Participation

Programming, event opportunities, and eligible guest benefits by level.

Your investment determines your package benefits. It does not determine how much you belong.

More Than a Logo.

Come for the connections. Stay for the community.

The value of a partnership extends beyond an advertisement or event acknowledgement. It grows through conversations, shared ideas, trust, and continued participation.

Meet

Connect with women business owners and local leaders.

Engage

Participate in programs and chapter experiences.

Grow

Cultivate relationships that can endure beyond events.

Recognition. Credibility. Community.

Shared benefits form the foundation of every annual partnership.

Digital presence

Chapter newsletter logo placement and chapter website link.

Chapter recognition

Printed event displays, meeting recognition, and social media recognition.

Community participation

Invitations to select opportunities and ongoing relationship-building.

Local alignment

Authorized chapter logo use, subject to brand guidelines, and an opportunity to host a community event.

Frequency, placement, access, and additional benefits vary by partnership level.

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 *(**2**x annually)*
- **Full-page-size color ad** in printed Fall & Spring mailers for **WOMANInk**
- **Branded Material** in front of members at a chapter dinner meeting *(**1**x 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 *(**1**x 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 *(**1**x 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 *(**1**x 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 *(**1**x annually)*
- Social media recognition *(**3x** annually)*
- Eligible for **Member Pricing** for dinners **&** events, <u>including</u> **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.

YOUR NEXT STEP

There’s a Place for You at Our Table.

Choose a level that fits your organization. Let’s begin a conversation.

Every partnership matters. Every dollar stays local. Every partner belongs.

Jeanne Hellert | Chapter Administrator

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NAWBO – Buffalo/Niagara is a 501(c)(6) organization. Annual partnerships are not charitable donations.