

2021-2022 SPONSORSHIP OPPORTUNITIES



NAWBO

National Association of Women Business Owners

Buffalo/Niagara

About NAWBO

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

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

NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries and with chapters across the country. With far-reaching clout and impact, NAWBO is a one-stop resource, propelling women business owners into greater economic, social, and political spheres of power worldwide.

Respected with elected officials in Washington, D.C., and state capitals across the country, recognized in the media as a thought leader on women's business issues, and joined with corporate partners and other non-profit organizations who share our mission and expand our influence, NAWBO is the country's premier women's business organization.

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

About the NAWBO Buffalo/Niagara Chapter

The NAWBO Buffalo Niagara Chapter has been helping women entrepreneurs thrive since 1994. We are the premier organization for Buffalo-Niagara's diverse range of women-owned businesses, fostering a network of women entrepreneurs, a strong voice on important advocacy issues, and providing high-quality educational programs for a dynamic and diverse group of women business owners 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
- Encouragement through mentoring and support
- Promotion and acknowledgment of the pioneer spirit

Our Vision & 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 seeks to provide opportunities for capacity building and organizational development for emerging and established women entrepreneurs. Through the NAWBO Institute, we aim to strengthen the wealth-creating capacity of women business owners and to promote economic development within the entrepreneurial community so that we can build a legacy of success for the next generation of women entrepreneurs.

The NAWBO Institute is a world-class, one-stop resource for everything related to women in business:

- Education
- Articles
- Best practices
- Specialized chats
- Webinars from experts and thought leaders around the country
- ...and more

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 around the world, including a specific focus on Tier 2 Women Business Owners through the Institute's NAWBO Circle program for women with million-dollar and up businesses.

NAWBO® Membership Demographics¹

- **Business Size:** Businesses owned by NAWBO members are larger than the average women-owned businesses in terms of the number of employees, with **68%** having employees, of which **17%** have 10 or more employees.
- **Revenue:** **25%** of NAWBO members make more than \$1 million in annual sales, and **34%** make more than \$500K.
- **Years in Business:** NAWBO members have owned their business for an average of 10 years.
- **Age:** **75%** of NAWBO members are over the age of 45; **25%** are in the 35-44 age group.
- **Access to Capital:** As with the general women-owned firms, many NAWBO members access capital through credit cards and personal family savings. **58%** use credit cards, and **37%** utilize private and family savings to fund their business.
- **Industry:** **35%**, the highest number, of NAWBO members belong in the professional, scientific, and technical services sector.
- **Education:** Generally, NAWBO members are very well educated, with **39%** with post-graduate degrees.

Women-Owned Business Demographics within the United States²

- **Among Women-Owned Business**
 - More than 11.6 million firms are owned by women, employing nearly 9 million people, and generating \$1.7 trillion in sales as of 2017.
 - Women-owned firms (51% or more) account for 39% of all privately held firms and contribute 8% of employment and 4.2% of revenues.
- **Among Businesses Owned by Women of Color**
 - 5.4 million firms are majority-owned by women of color in the U.S.
 - These firms employ 2.1 million people and generate \$361 billion in revenues annually.
- **Among Million Dollar Businesses**
 - One in five firms with revenue of \$1 million or more is woman-owned.
 - 4.2% of all women-owned firms have revenues of 1 million or more

¹ Results from the NAWBO Member Demographics Survey

² Statistics from the American Express OPEN "The State of Women-Owned Businesses" 2019

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 sponsor, 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.

In the pages that follow, you will find sponsorship 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 can customize a relationship that's truly win-win.

NAWBO's Policy in Considering New and Renewing Corporate Partners:

- Partners are expected to have a formal diversity program for their organization that ensures an environment supporting the growth, development, inclusion, and equitable treatment of all employees.
- Partners are expected to have formal procurement initiatives targeted to women and minority entrepreneurs. At a minimum, these initiatives must recognize the status of certified women's business enterprise and develop contract opportunities for their products and/or services.
- NAWBO expects that women constitute a minimum of 10 percent of a partner's corporate board and/or senior management.

A sponsorship with the Buffalo/Niagara Chapter NAWBO 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 contract.

Annual Sponsorship Opportunities ³	Chapter Partner	Gold	Platinum	Emerald	Diamond	Elite
	\$500	\$1000	\$2000	\$3000	\$5000	\$7500
Online Presence with our Chapter						
• Your business logo on all E-Newsletters	✓	✓	✓	✓	✓	✓
• Your business logo & weblink on our chapter website	✓	✓	✓	✓	✓	✓
• Your business highlighted on our social media		2 per year	4 per year	6 per year	12 per year	Custom
• A press release announcing your sponsorship				✓	✓	✓
Chapter Printed Material						
• Chapter Newsletter Ad Space (<i>mailer Fall & Spring</i>)	Business Card	Business Card	Quarter Page	Half Page	Full Page	Full Page Color
• Logo on Banner Display	✓	✓	✓	✓	✓	✓
• Logo on Dinner Meeting Table Tent Cards	✓	✓	✓	✓	✓	✓
Chapter Dinner Meetings						
• Sponsorship Acknowledgment	✓	✓	✓	✓	✓	✓
• Automatic Dinner Meeting Registration			✓	✓	✓	✓
• Reserved Seating for you and your designated guest				✓	✓	✓
• Dinner Discount	5% Off	10% Off	25% Off	Free	Free	Free
• Dinner Guest Pass (<i>1 per dinner meeting</i>)				Free	Free	Free
• Drink Ticket (<i>1 per dinner meeting</i>)				Free	Free	Free
• VIP Networking with Speaker and/or Presenter					✓	✓
• Give Presentation on Business (<i>Up to 5 minutes 1 per year</i>)				✓	✓	✓
• Distribute Marketing Material			1 per year	1 per year	2 per year	Custom
• Display Your Company's Pull-up Banner				✓	✓	✓
Other Special Events						
• Annual reception for all sponsors	✓	✓	✓	✓	✓	✓
• Special Events early registration preference ⁴	✓	✓	✓	✓	✓	✓
• Additional Sponsorship Opportunities ⁵	✓	✓	✓	✓	✓	✓
Each One Reach One						
• Early registration preference ⁶	✓	✓	✓	✓	✓	✓
• EORO Event Sponsorship 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

³ Sponsorship package options listed above do not include the annual marquee event Each One Reach One (EORO) unless specifically stated. Please visit nawbowny.org for more details for specific **Each One Reach One** packages. The above package options are valid for one calendar year (*July 1 through June 30*) for those who secure sponsorship with the Buffalo/Niagara Chapter on or before July 1. **NAWBO always welcomes new sponsorship partners.** Send an email to info@nawbowny.org to learn more.

⁴ Early registration for special events will open five (5) days in advance of general registration.

⁵ We welcome one-time event sponsorship hosted by our chapter or committees that are not part of our regular programming. Securing special event sponsorship helps reduce the ticket costs and cover administrative costs for hosting & managing the event. Our chapter will reach out to you first before securing other sponsors.

⁶ Early registration for EORO will open thirty (30) days in advance of general registration.



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