

**2008 -2009**  
**SPONSORSHIP PROGRAMS**



**Saturday, February 7, 2009 7:00 – 5:30**

**Women Entrepreneurs' Small Business Boot Camp**  
**Chaparral Suites Resort, Scottsdale**  
**[www.WomensBusinessBootCamp.com](http://www.WomensBusinessBootCamp.com)**

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**Dear Business Leader,**

I am excited to tell you about the fifth annual Women Entrepreneurs' Small Business Boot Camp scheduled to take place on February 7<sup>th</sup> 2009 in Scottsdale, Arizona and how it can benefit your company. Recent studies show that some traditional advertising is decreasing in efficiency while sponsorships provide a new and better way to reach key audiences and impact them on an emotional level. With this in mind, I would like to present several outstanding opportunities to gain exposure to your target audience, spread good-will in the community and participate in this outstanding conference.

Entrepreneurs are the innovators and the risk takers that drive the economy. The fastest-growing segment of entrepreneurship is the micro-business. Micro-businesses employ fewer than ten people, but make up a large percent of all small businesses. Don't let the term micro fool you. In every city some of the most enduring and prosperous companies are micro size. They simply prefer the intimacy and family atmosphere of a small staff and desire expansion through slow, controlled growth. Success in their industries and consistent profits in their pockets are not hindered by their desire to operate with ten or fewer employees.

Our conference attendees are qualified consumers of your products, users of your services and the decision makers with the checkbook. Micro-business owners are a special breed with a focused agenda. Other conferences featuring speakers from multi-million dollar corporations, earning \$500,000 paychecks are inspiring, but our attendees prefer hearing about the struggles and triumphs of companies they can relate to. If they are going to spend their valuable time away from the office at a conference, they want to leave with innovative ideas, practical solutions and helpful resources they can immediately implement to increase their bottom line. That is what the Women Entrepreneurs' Small Business Boot Camp delivers.

As an award-winning micro-business owner myself, I understand what motivates and drives these tenacious types. This knowledge fueled my desire to create and personally finance the first Women Entrepreneurs' Small Business Boot Camp in 2005. My goal is to celebrate the accomplishments and share the success stories of the dynamic, prosperous, women micro-business owners right here in our community as well as deliver the knowledge and resources they need to move up to the next level of success.

Don't miss this opportunity to compliment your current support of women entrepreneurs, help you reach this diverse audience, demonstrate your community citizenship and put your small business marketing promises into action as one of the select sponsors of this event.

Warm Regards,

Susan Ratliff  
Event Founder/Organizer  
Susan Ratliff Presents LLC.

## EVENT PHILOSOPHY AND HISTORY

### **The Women Entrepreneurs' Small Business Boot Camp has a powerful purpose:**

Educate, motivate and celebrate the women who comprise one of the fastest growing segments of entrepreneurship in the country: the mighty micro-business.

### **The theme of the Boot Camp is strong and clear:**

No Theory, Philosophy or Fluff, just an arsenal of ideas and practical ammunition to help you battle your most difficult business challenges.

### **The atmosphere of the event is:**

Energizing yet intimate enough to encourage meaningful personal connections. It's a day devoted to relevant content, building relationships and saluting the successes of hundreds of enterprising women business owners who drive our economy. We appreciate the loyalty and support of our past sponsors who recognize the value of exposure to our audience.



### **Event details:**

This day long event features two inspiring keynote speakers, nine informative workshop presenters, plus a special closing presentation comprised of a themed panel of local experts inviting questions from the audience. Fifty exhibiting businesses provide a wealth of resources and services to the participants and the speaker's store offers educational products from the presenters. There is a popular charity raffle that raises money for a local, grass-roots charity, benefiting abused children. Our 2008 Charity was The Crisis Nursery. We previously helped Gabriel's Angels.

When the conference ends, the energy and electricity is transported to the private Meet the Speakers reception. This exclusive after party, available by special registration only, gives attendees the opportunity to mix and mingle with the dynamic speakers of the day. For those who wish to hear their favorites again or those they missed, there is the subscription-based Womens Business Boot Camp On-Line that provides internet access to recordings of all the speaker presentations from that year.

## **BENEFITS OF YOUR INVESTMENT**

**Sponsorship** will put you in front of established business owners from both emerging and growth-stage companies. One third of attendees are seeking new business opportunities and methods of expansion. They are open to new ideas, eager to learn, qualified to buy and seeking business machines, software, website design, transportation, telecommunication products, travel, computers, financial services, investment information, banking relationships, sales training and marketing assistance for their business as well as clothing, jewelry, health, fitness, beauty and children's products for themselves.

### **Attendee Profile:**

- 300+ local consumers from industries including HR, technology, sales, financial planning, retail, design, consulting, travel, education, food and beverage, health and beauty, manufacturing, communication, telephony and real estate.
- 60% are first time attendees
- 25% have owned their business for over five years, 75% over two years
- 95% are decision makers
- 8% are associations that support small business
- 50% employ an average of 2-7 people

**Get Exposure::** Your company will receive a minimum of 6 months exposure in local print media including the Business Journal and City Sun Times, radio air time including 1510 KFNN, web marketing from community partners like Greater Phoenix Chamber, ASBA, Scottsdale Chamber along with extensive community outreach through the distribution of over 5000 flyers. An aggressive publicity campaign provides reporters and publishers creative and unique angles of interest which has historically resulted in outstanding editorial coverage and publicity. View examples of media exposure here: [www.womensbusinessbootcamp.com/new.html](http://www.womensbusinessbootcamp.com/new.html)

**Increase brand loyalty:** Loyal customers are your most valuable asset. Connecting to your customers on an emotional level will separate you from the competition. Your brand will stand out and be remembered when you personally participate in an event that contributes to the growth and success of women business owners. Signage featuring all sponsor company names and logos will be strategically placed at the event and used for marketing at tradeshow leading up to the conference.

**Recruit and retain employees:** Receive face-to-face contact with a targeted group of potential applicants. Set an example of advocacy to your staff through personal involvement. Encourage your employees to participate. Reward exceptional productivity with tickets to the event.

**Showcase community involvement:** Customers want to know you practice what you preach. If you care about small business, your sponsorship and active participation at the event will reinforce that image and demonstrate your social responsibility.

**Drive traffic:** Create a marketing program around the event to generate sales. Offer promotions, incentives and coupons that tie into the clever event theme. Reinforce a current ad campaign. Email marketing programs will be provided to help you maximize the message to your audience.

**Market research:** Take this opportunity to tap into the pulse of the buying public. Pose questions to attendees about current trends, opinions about your company or desires for improvement. Get real- world answers from this targeted group of consumers.

**Outshine your competition:** The value and cost-effectiveness of a sponsorship as it compares to traditional media advertising allows for smarter positioning and demonstrates good community activism. Compliment and supplement your current advertising campaigns.

**Connect with small business:** Here is your chance to position yourself as a champion to the decision makers of the companies with whom you want to do business. Network in an atmosphere designed for sharing not selling. Reach a neglected market of women who need what you sell.

## **STATISTICS TO SUPPORT YOUR SPONSORSHIP**

In 2006 the Center for Women's Business Research reported that three quarters of all women-owned businesses are majority owned by women (51% or more), for a total of **7.7** million firms, employing more than 7.1 million people, and generating \$1.1 trillion in sales.

- Nearly 10.4 million women-owned firms employ more than 12.8 million people, and generate \$1.9 trillion in sales.
- For the past two decades, majority women-owned firms have continued to grow at around two times the rate of all firms (42% vs. 24%).
- Women-owned firms with 50% or more ownership interest, account for 41% of all privately held firms.
- There are 2.4 million firms owned by women of color in the U.S., employing 1.6 million people and generating nearly \$230 billion in sales annually.
- Between 1997 and 2006 the number of privately held firms that are 51% or more owned by women of color grew five times faster than all privately held firms (120% vs. 24%).
- Women-owned firms without employees generate more than \$167 billion in annual sales.
- More than two-thirds (67%) of women business owners choose financial products and services based on their relationship and experience with a lender.
- Micro-businesses growth is surging. There were 19.5 million in 2004 up 27% from 1997.
- The number of micro-businesses' receipts rose to \$887 billion in 2004. Annual 7% growth puts it on track for \$1 trillion this year.
- For Arizona: There are 133,253 privately held, majority-women-owned business. They generate 19.8 million in revenue. The majority of women-owned firms are in the professional, scientific and technical services fields.
- Statistics show that more than 33% of Arizona attendees have been in business from 5-15 years and over 75% of attendees have been in business more than 2 years.
- More than 60% of participants are first time attendees to the event.

## **TESTIMONIALS FROM SPONSORS, SPEAKERS AND ATTENDEES**

The Greater Phoenix Chamber of Commerce is proud to sponsor the Women Entrepreneurs' Small Business Boot Camp. It was without hesitation that the Chamber accepted Susan Ratliff's offer to participate with her when this was just a dream. Now it is something we continue to look forward to every year.

Sally J. Foley – Member Services Director- Greater Phoenix Chamber of Commerce

I wanted to congratulate you on a fabulous Boot Camp. I've been to dozens of events like this before, but yours was by far the classiest. I heard nothing but praise for the speakers who were packed full of information and very approachable. The whole event had a distinct feel of elegance and class that one would expect from an event that cost ten times as much for a ticket. And I mean that sincerely.

Wendy Kenney – Met Life

This year's Boot Camp was definitely over the top. The tabletop area and amount of time open to the attendees was wonderful. The subject content and expertise brought to the day's sessions was outstanding. I celebrate your success to date and those to come.

Diana Hines – Legal Masters LLC

I just wanted to thank you for putting on the most inspiring event yesterday. I had such a great time meeting all the other women and hearing their stories. I have never been to anything quite like that and I will be sure to be a regular.

Samantha Smith – Paintings by Samantha

Congratulations on a very well organized and successful Women's Boot Camp event. I was very impressed with all your efforts putting together a memorable day for everyone.

Rick Canez – Luna disc Entertainment Group

It was my pleasure to be a speaker at the Women Entrepreneurs' Small Business Boot Camp. As a national speaker for many years, I was impressed with the terrific organization and information covered at the event. Most of all I was impressed by the enthusiastic women you were able to attract who were ready to take their business to the next level.

Terri L. Bowersock – Terri's Consign & Design Furnishings

You did an outstanding job on Saturday....your speech, the organization, the layout, on and on. I met so many that needed help and your day did just that....congratulations on your outreach and the success...you made your passion a reality.

Tom Fraker – Past Executive Director ASBA

On a gray, cold, rainy day it was delightful to walk into the Boot Camp and feel the high energy there. Women rock! I was so energized by the event, it was fantastic.

Victoria Trafton – Referral Institute

Thank you so much for the opportunity to be part of Boot Camp. I thought it was a wonderful event that truly exceeded my expectations.

Susan Brooks – Cookies from Home

This was my first Boot Camp and I am so glad I attended....Your event was particularly well organized and full of the right energy and target audience. By the way, the range of ages, ethnicity, type of businesses, and length of years in business represented by the attendees was quite impressive. The selection of speakers and topics was also an attraction. Thanks for a great day.

Debbie Isard – The Foresight Companies LLC

Just wanted to let you know you outdid yourself this year. The Boot Camp was excellent and I can't tell you all the benefits I received. Leads of course. Probably new members for EMA-yea! And just getting to hear the women speakers was truly inspirational. Thank you for a job well done.

Cathy Marley – CJM Communications

Thank you so much for all the hard work and energy you put into the Boot Camp. It was such an impacting experience for me and I look forward to next year's event.

Carolyn Quinn – Merrill Lynch

**Conference Benefits**

- ✓ **Exclusive** Industry, Title Sponsor position.
- ✓ **Exclusive** position on the planning committee for one company representative.
- ✓ **Premier** Exhibit Space at the event.
- ✓ **Premier** Presidential Title Sponsor recognition and corporate logo on sponsor power point program during general sessions.
- ✓ **Five minute radio interview** on the Small Business Power Hour. TBA
- ✓ **Two minutes** to address all attendees from the podium at the luncheon
- ✓ Contact list of all attendees, speakers and sponsors from all conferences.
- ✓ Placement of company collateral in attendee bags.
- ✓ Sponsorship welcome and acknowledgement from the podium.
- ✓ **Eight** complimentary conference and Meet the Speakers Reception registrations.
- ✓ **Presidential Title Sponsor** signage your company's luncheon table.

**Print Benefits**

- ✓ **Premier** Corporate logo and brand placement on all print materials and signage.
- ✓ **Presidential Title Sponsor** recognition in all marketing reaching millions of prospective customers and recruits for one year.
- ✓ **Premier** location to hang a company banner. Banner provided by the event.
- ✓ **Premier** placement of corporate logo and brand on all print advertising and media.
- ✓ **Premier** placement of Corporate Logo and Brand on a minimum of 5000 promotional flyers to be distributed in each community.
- ✓ **Exclusive** press release dedicated to promoting your company's participation.
- ✓ Corporate logo and recognition inside the event program.
- ✓ Full page advertisement in the event program

**Web Benefits**

- ✓ Corporate logo and description on sponsor power point presentation.
- ✓ Sponsorship recognition on the website home page for one year.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Corporate logo on the home page of Boot Camp On line for two years.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects.

## **SILVER STAR SPONSOR –**

**\$7,000 (limit two)**

### **Conference Benefits**

- ✓ **Premier** Exhibit Space at the event.
- ✓ Contact list of all attendees, speakers and sponsors from all conferences.
- ✓ Placement of company collateral in attendee bags.
- ✓ Sponsorship welcome and acknowledgement from the podium.
- ✓ **Five** registrations to the conference and reception.
- ✓ **Two minute** radio interview on the Small Business Power Hour
- ✓ Corporate table identification at the luncheon
- ✓ Input in the selection of future conference locations.

### **Print Benefits**

- ✓ **Premier** Corporate logo and brand placement on all print materials and signage.
- ✓ **Premier** location to hang a company banner. Banner provided by the event.
- ✓ **Premier** placement of corporate logo and brand on all print advertising and media.
- ✓ **Premier** placement of Corporate Logo and Brand on a minimum of 5000 promotional flyers to be distributed in each community.
- ✓ **Exclusive** press release dedicated to promoting your company's participation.
- ✓ Corporate logo and recognition inside the event program.
- ✓ **Full page** advertisement in the event program

### **Web Benefits**

- ✓ Corporate logo and description on power point during general session.
- ✓ Sponsorship recognition on the website home page for one year.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects

## **MEET THE SPEAKERS RECEPTION SPONSOR**

**\$5,000 (limit one)**

### **Conference Benefits**

- ✓ **Exclusive positioning** as the **Key** sponsor of this special celebration.
- ✓ **Exclusive opportunity** to address attendees for two minutes during the Reception.
- ✓ **Premium exhibit space** & location at the Conference and at the Reception.
- ✓ **Four** registrations to the conference and Reception.
- ✓ Sponsorship welcome and acknowledgement from the podium.
- ✓ Sponsorship mention the radio show Small Business Power Hour

### **Print Benefits**

- ✓ Corporate Logo and Brand on a minimum of 5000 promotional flyers to be distributed in each community.
- ✓ Corporate logo and recognition inside the event program.
- ✓ **Full page** advertisement in the event program.
- ✓ Contact list of all attendees, speakers and sponsors.

### **Web Benefits**

- ✓ Logo and name on event website with link to your Company site.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects.

## **BRONZE STAR SPONSOR –LOCAL LEVEL**

**\$3,000**

### **Conference Benefits**

- ✓ **6' Exhibit table** at the Conference and Meet the Speakers Reception.
- ✓ **Three** registrations to the Conference and reception.
- ✓ Sponsorship welcome and acknowledgement from the podium.

### **Print Benefits**

- ✓ Corporate Logo and Brand on a minimum of 5000 promotional flyers to be distributed in each community.
- ✓ **Half page** advertisement in the event program.
- ✓ Placement of company collateral in 300 attendee bags.
- ✓ Contact list of all attendees, speakers and sponsors.

### **Web Benefits**

- ✓ Logo and name on event website with link to your Company site.

## **GOLD MEDAL SPONSOR –LOCAL LEVEL**

**\$1,500**

### **Conference Benefits**

- ✓ **6' Tabletop exhibit** space at the Conference.
- ✓ **Two** registrations to the Conference and Reception.
- ✓ Sponsorship welcome and acknowledgement from the podium.

### **Print Benefits**

- ✓ Company name on all promotional flyers.
- ✓ Company name on event banners.
- ✓ **Quarter page** advertisement in the event program.
- ✓ Contact list of all attendees, speakers and sponsors.

### **Web Benefits**

- ✓ Logo and name on event website with link to your Company site.

**SELECT YOUR LEVEL OF INVESTMENT HERE:  
FILL OUT THE CONTACT INFORMATION  
FAX IT TO 602-437-0955  
EMAIL IT TO: Susan@SusanRatliff.com**

_____PRESIDENTIAL TITLE SPONSOR	\$10,000
_____SILVER STAR SPONSOR	\$7000
_____MEET THE SPEAKERS RECEPTION SPONSOR	\$5,000
_____BRONZE STAR SPONSOR	\$3000
_____GOLD MEDAL SPONSOR	\$1500

**ADDITIONAL PROMOTIONAL OPPORTUNITIES**

_____Donate 30 Centerpieces for luncheon	
_____Donate attendee name badges	
_____Donate Table favors for attendees	
_____Donate attendee bags	
_____Full page back cover advertisement on program binder	\$1000
_____Business card size advertisement inside the program binder	\$100

COMPANY NAME

CONTACT PERSON

E-MAIL

PHONE

FAX

WEB ADDRESS

NAMES OF REPRESENTATIVES ATTENDING

BE AN EXHIBITOR AT THE CONFERENCE \$375

If a sponsorship is not possible, please consider an exhibit table so you can interact with all the attendees and promote your products and services the entire day. Exhibit tables are limited. Sign up for your exhibit table on line today: [www.womensbusinessbootcamp.com](http://www.womensbusinessbootcamp.com)