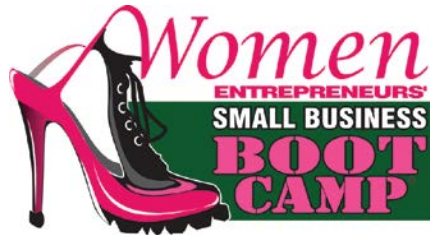


SPONSORSHIP OPTIONS



Saturday, May 7, 2016

Women Entrepreneurs' Small Business Boot Camp
Embassy Suites (formerly Chaparral Suites Resort) Scottsdale
www.WomensBusinessBootCamp.com

Recent studies show that some traditional advertising is decreasing in efficiency while sponsorships provide a new and more effective way to reach key audiences and impact them on an emotional level. The Women Entrepreneurs' Small Business Boot Camp attendees are established women business owners, qualified consumers of your products, users of your services and the decision makers with the checkbook. The goal of this conference is to provide vital business education, celebrate the accomplishments and share the success stories of the dynamic, prosperous, women business owners who reside in our community.

Sponsoring this event is your opportunity to support local women entrepreneurs, reach this diverse buying audience, demonstrate your community citizenship and put your small business marketing promises into action. You can choose from the sponsorship options below or contact me to craft a customized benefit package that will deliver your desired return on investment. Thank you.

Jackie Wszalek/Suzanne Lanctot
NAWBO Conference www.nawbophx.org

Event details:

This day-long conference features two inspiring keynote speakers, nine informative workshop presenters and includes a special closing presentation. The large exhibit area provides a wealth of resources and services to the participants and the speaker store offers educational products from the presenters. A popular raffle raises money for a local, grass-roots charity benefiting women entrepreneurs.

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

BENEFITS OF YOUR INVESTMENT

Months of exposure: Select your sponsorship early to reap the maximum benefits of our full marketing campaign. Receive exposure through a variety of media partners covering radio, TV and print media, web marketing from community partners like Greater Phoenix Chamber, ASBA, and Scottsdale Chamber along with extensive community outreach through the distribution of over 5000 flyers. Social networking sites like LinkedIn, Facebook, YouTube and Twitter add to the marketing reach. An aggressive publicity campaign provides reporters and publishers creative and unique angles of interest which has historically resulted in outstanding editorial coverage and publicity. Your information and links remain on the conference website for a year.

Sell your wares: Your exhibit space offers the opportunity to sell products and services to attendees. Showcase what's exciting and trending in your company or your industry. Launch new products and services and receive face to face feedback from this lucrative target audience.

Collect contact information: Build a valuable data base of prospects you can sell to today and market to all year long.

Drive traffic: Create a marketing program around the Boot Camp to generate sales at your exhibit table, appointments for your sales team or foot traffic to your store. 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.

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: Get face-to-face 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. Your sponsorship and active participation at the event will reinforce that image and demonstrate your social responsibility.

Conduct market research: Check 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 right from the source to help gain interest and to focus your advertising and marketing.

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.

FIVE STAR TITLE SPONSOR **\$10,000**

- ✓ Premium exhibit space and location for business building opportunities.
- ✓ Special company recognition from the main stage.
- ✓ Company logo on power point presentation.
- ✓ Opportunity to address attendees from the main stage during lunch.
- ✓ Attendee data capture for post conference follow up.
- ✓ Placement of sponsor supplied items and/or collateral in attendee bags.
- ✓ First right to distribute sponsor supplied attendee bags.
- ✓ Dedicated media release about company participation.
- ✓ Eight attendee registrations and a corporate table at the luncheon.
- ✓ Full page advertising on the back cover of the conference program binder.
- ✓ Full page ad/promotion page inside the conference program binder.
- ✓ Company logo on marketing materials and advertising.
- ✓ Company logo recognition on event banner displayed at the conference.
- ✓ Engagement with sponsor on promotions through social media.
- ✓ Company Logo on a minimum of 5000 promotional flyers.
- ✓ Company logo on conference website for one year with backlink to your site.

EXPO TENT SPONSOR **\$5,000.00**

- ✓ Company Logo with backlink to website on WEBC conference web page
- ✓ Company Logo on marketing materials
- ✓ Dedicated media release about Company sponsorship
- ✓ Pre & Post event promotion through social media
- ✓ Tent Sponsor Signage at event
- ✓ Premium Sponsor Table and location for building opportunities.
- ✓ Five attendee registrations and table signage at the luncheon.
- ✓ Full page ad/promotion page inside the conference program binder.
- ✓ Sponsor provided material for attendee Bag insert and or attendee bag at event.
- ✓ Opportunity to address attendees from the main stage during lunch.
- ✓ Attendee data capture for post event follow up.

SILVER STAR LUNCHEON SPONSOR **\$5,000**

- ✓ Premium exhibit space and location for business building opportunities.
- ✓ Special company recognition from the main stage.
- ✓ Dedicated banner designating your company as sponsor of the luncheon
- ✓ Company logo on power point presentation.
- ✓ Attendee data capture for post conference follow up.
- ✓ Placement of sponsor supplied items and/or collateral in attendee bags.
- ✓ Five attendee registrations and table signage at the luncheon.
- ✓ Full page ad/promotion page in the conference program binder.
- ✓ Company logo recognition on event banner displayed at the conference.
- ✓ Company logo on marketing materials and advertising.
- ✓ Company Logo on a minimum of 5000 promotional flyers.
- ✓ Company logo on conference website with backlink to your site.

GOLD STAR BREAKFAST SPONSOR**\$2500**

- ✓ Premium exhibit space and location at the Conference
- ✓ Three registrations to the Conference and reception.
- ✓ Sponsorship welcome and acknowledgement from the podium
- ✓ Company name and Logo displayed on the Breakfast Buffet
- ✓ Company name and Logo on all promotional flyers.
- ✓ Company name/logo on event banners
- ✓ Company name/logo on event advertising.
- ✓ Full page advertisement in the event program.
- ✓ Placement of company collateral in attendee bags.
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.

BRONZE STAR SPONSOR**\$1,500**

- ✓ 6' Tabletop exhibit table at the Conference.
- ✓ Two registrations to the Conference and Reception.
- ✓ Sponsorship welcome and acknowledgement from the podium.
- ✓ Company name/logo on event banners.
- ✓ Company name/logo on event advertising.
- ✓ Full page advertisement in the event program.
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.

MEDAL OF HONOR SPONSOR**\$1,000**

- ✓ 6' Tabletop exhibit table at the Conference.
- ✓ Two registrations to the Conference and Reception.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Company name on all promotional flyers.
- ✓ Company recognition in program binder

We appreciate the loyalty and support of our past sponsors.

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Money Radio 1510
ASBA
Jobing.com
Hollister Design Group
UMB Bank
Girlfriend University
DL Webworks
eWomen Network
Scottsdale Chamber
NAWBO
Face Time Networking
Best Buy for Business
Designing Women of AZ

The Business Journal
National Bank of AZ
Chase
Edward Jones
Microsoft Store
Wells Fargo Bank
Media Pros
Crissy G Events
Arizona Web TV
Triangulus Marketing
Ameriprise Financial
GRIA
Networking Phoenix
Power Square
Lunadisc
Mullins Creative
LPS Sales and Marketing

Arizona Air Boutique
Greater Phoenix Chamber
Three Dog Marketing
KFNX Radio
Today's Chamber
National Bank of AZ
Net Me
Marketing with a Flair
City Sun Times
AT & T
TMD Investment Strategies
God's Garden Treasures
Bank of America
Southwest Airlines
Metlife
MLS Direct
Susan Ratliff Presents

TESTIMONIALS FROM SPONSORS, SPEAKERS AND ATTENDEES

What an awesome event - this was the best one yet! You are a terrific leader and inspire me. I cannot wait for next year...ok ,maybe that's not quite true! ;-) We have so many quality prospects to follow up with Susan. I know we'll close new business. Thank you for giving us the opportunity to be a part of your awesome event!
Nancy Sanders, Three Dog Marketing

Susan, I enjoyed my first event. Had a great time meeting the women and sharing My Money Place with them and we have some great new friends. I will definitely be back next year! See you soon. Get some rest!"
Susan Stalteri, My Money Life

My associates, Amy Bair and Barbara Fleury had not attended your Boot Camp before. This year they were staffing my table and secured 18 new members from your event! This means that your event attracted the like-minded Entrepreneurs who are our members. Count on us to attend and Sponsor again.
Rosemary Price – President of Global Residual Income Association

Susan Ratliff's Boot Camp for Women is, without a doubt, the most powerful and useful program that I have ever attended. It's highly focused for women with practical, dynamic presentations, and is chock-full of positive, upbeat T1-1198155 messages that invigorate, inspire, and motivate you to succeed. The presenters are top-notch and the whole organization of the show allows the professional woman to get the most out of the speakers and the vendors. Susan, I'll be there next year – and the next!
Stephanie Crowley- Here! Virtual Executive Assistant

I attended the Women's Entrepreneur Boot Camp in 2008; it was my first experience networking. I enjoyed all the aspects of the event but the biggest impact came when I met participants of the AAAME program as well as the director of the program, Rena Huber. She really took me under their wing. Rena was full of ideas and suggestions for me. Because of my experience at the Boot Camp, I applied and was accepted to the AAAME program. I plan to continue to attend the Boot Camp every year. It is inspirational, exciting and motivational. It is truly a wonderful environment where learning and networking go hand in hand.
Angela Lepore-President-Arizona Air Boutique, Inc.

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.
Greater Phoenix Chamber of Commerce

Thank you again for the best year yet! The work shops were awesome; the event was so exciting and met so many wonderful women. Your personal story was amazing, you touched SO many women. For those who haven't been there admire your strength, for those who have some hard times they related. I myself have a story, and to hear yours I will continue to get me strength and believe when I'm weak. You are truly an amazing women and I admire your passion.
Cathryn Scheeler, Desert Breeze Glass

Boot Camp kicked my career into a higher orbit. This event not only puts inspirational people on stage, it's such a magnet for amazing entrepreneurs that I exchanged more business with people I met there than from any other event.
Gwyn Nichols, Writers' Resort LLC

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 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