



**NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS**
Rochester

PO Box 369
Penfield NY 14526
Telephone: 585-319 -0004
Fax: 585-486-5574
E-mail: grcnawbo@nawborochester.org
www.nawborochester.org

Do you want to increase visibility for your business?

We have the perfect opportunity for you. Become a NAWBO sponsor!

We have many levels of sponsorship opportunities at NAWBO.

Annual sponsorship	\$1500 per year (Gives your organization maximum exposure)
Networking/speaker programs	\$ 500 per event (These events have large attendance)
Education series	\$1000 per 6 months
Power lunch series	\$100 per event (10 events planned for the year)
Book club series	\$ 50 per event (10 events planned for the year)

There are many reasons to become a NAWBO sponsor. Some of them are highlighted below:

1. Exposure for your organization in many different ways. Please see page 2 & 3 of this document for details.
2. As part of one's civic duty, your contribution will be helping the local Rochester economy by supporting the small business community.
3. We can help you with your business objectives of starting a education or networking program with your customers.

Background of 2007-2008 Chapter accomplishments:

The objectives for 2008-2008 were to: Increase the member experience, Increase visibility, and Increase membership.

We had great success with all three objectives. We did this by increasing the number of events, featuring our members in newsletter spotlights as well as providing speaking opportunities for them at our programs. The events were promoted with exceptional publicity. Many of our events were featured in the Democrat and Chronicle with pictures.

Our chapter experienced significant growth last year, welcoming 41 new members. Current roster is 91 members. We also hosted 41 events.

On behalf of NAWBO, I sincerely hope you will consider supporting NAWBO in its great cause. Your sponsorship dollars will help fund the quality networking and educational programs we are planning this year. This is going to be a fantastic year and we need your help in ensuring NAWBO remains a valuable resource in the Rochester community. Please don't hesitate to call me at 585-752-4531.

Sincerely,

Sitima Fowler
Sponsorship chair, GRC-NAWBO
2008-2009
585-752-4531



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ANNUAL SPONSOR BENEFITS

Prior to the first Major Monthly Program:

1. You will receive a list of our membership with complete contact information and have permission to market to them throughout your sponsorship year.
2. You are invited to provide an 8.5x11" card stock sign which will be displayed in a plexiglass frame prominently featured at each Major Monthly Program.

At each Major Monthly Program:

3. Your company will be introduced as the Annual Sponsor.
4. You will have five minutes to say a few words about your company.
5. You are welcome to distribute company handouts.
6. You will have a display table for your company information.

Throughout the year:

7. Your company will have a complimentary one year membership to NAWBO, value \$225. Please complete and send the enclosed Membership Application to the address listed.
8. Mention of your sponsorship will be included in all press releases. Our media contacts include:
 - Democrat and Chronicle
 - Rochester Business Journal
 - Messenger Post newspapers
 - Rochester Woman Magazine
 - Penny Saver
 - Local Television stations
9. Mention of your sponsorship will be included in all Major Monthly Program notices sent to NAWBO Membership (100) and NAWBO Interest Lists (175).
10. Your company's logo will appear on all Major Monthly Program notices. Please send your logo to the following two individuals:
 - Website Administrator, Denise Novros, dnovros@frontiernet.net, 582-2760
 - NAWBO Administrator, Maria Janick, grcnawbo@nawborochester.org
11. Your company's logo will be featured on NAWBO's website home page.
12. Your company's logo will be actively linked to your website.
13. Your company's logo will be featured in our Monthly Newsletters.
14. You are invited to be a featured speaker once during the year at either a Power Lunch or an Educational and Resource Series session.
15. You are invited to submit two different articles about your company for two different Monthly Newsletters (one article in each).

Please send your check for \$1500, payable to Greater Rochester Chapter of NAWBO, to:
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SINGLE EVENT SPONSOR BENEFITS

Prior to the event:

1. You will receive two free tickets to the event.
2. Mention of your sponsorship will be included in all press releases. Our media contacts include:
Democrat and Chronicle
Rochester Business Journal
Messenger Post newspapers
Rochester Woman Magazine
Penny Saver
Local Television stations
3. Mention of your sponsorship will be included in the event notice sent to NAWBO Membership (100) and NAWBO Interest Lists (175).
4. Your company's logo will appear on the event notice. Please send your logo to the following two individuals:
Website Administrator, Denise Novros, dnovros@frontiernet.net, 582-2760
NAWBO Administrator, Maria Janick, grcnawbo@nawborochester.org
5. Your company's logo will be featured on NAWBO's website home page for the month of the event.
6. Your company's logo will be actively linked to your website.

During the event:

7. Your company will be introduced as the Event Sponsor.
8. You will have five minutes to say a few words about your company.
9. You are welcome to distribute company handouts.

After the event:

10. You will receive a list of event attendees with contact information and have permission to market to them for one month after receiving the list.

Please send your check for \$500, payable to Greater Rochester Chapter of NAWBO, to:

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