



WXW 2016
SPONSORSHIP OPPORTUNITIES
Forum and Monthly Meetings

ABOUT WXW

WHY SPONSOR WXW?

Organizations choose to sponsor WXW to:

- **Show their support for women** in business and our business community.
- **Help people** who are starting and growing companies in our area.
- **Encourage women to become better leaders** within local companies.
- **Promote their business or cause to WXW's attendees**, mailing list, & social media followers.

QUICK FACTS ABOUT WXW

- Since 2007, WXW has helped thousands of business women connect, learn, and succeed.
- In 2010, WXW received a statewide award from the US Small Business Administration for its role as "Champions for Women in Business."
- We host monthly events and an annual, day-long WXW Forum in October.
- Our events offer topics and content that is timely and pertinent– in fact, people often ask us how we come up with such great topics and find our expert panelists and facilitators.
- Hundreds of women (and some brave men) attend our events.
- Our mailing list is growing and currently consists of more than 1,000 business leaders.
- Of our attendees, 40% are business owners and "solopreneurs," 40% are at various levels inside local corporations, and 20% work in nonprofits, education, and government.

WHAT DO PARTICIPANTS GAIN FROM WXW?

- Networking opportunities and direct contact with hundreds of business women.
- Monthly professional development opportunities to learn about pressing business topics.
- The opportunity to form strong bonds with people in the business community.

HOW TO SPONSOR WXW

To become a sponsor for our all-day Forum on October 20, 2016, or be the sole sponsor of any monthly event in our calendar, contact any one of these fine people ...

- **Carole Baker:** carole@a2solutionsfirst.com / 734.355.9185
- **Lori Byron:** lori@famousinyourfield.com / 734.678.7831
- **Stacy Collick:** stacy@dollarbillcopying.com / 734.260.3425
- **Joyce Koehn:** joyce_koehn@yahoo.com / 734.417.1656

WXW FORUM 2016 – SPONSORSHIP OPPORTUNITIES

BENEFITS	VISIONARY \$3500	ACTIVITY* \$2500	LEADERSHIP \$1000	SCHOLARSHIP* \$750	ENTREPRE- NEURSHIP \$500	ASK THE EXPERT + \$250	ASK THE EXPERT \$150
Number of complimentary tickets to event	8	6	4	1	2	1	1
Advertisement in program brochure	FULL PAGE	FULL PAGE	½ PAGE	¼ PAGE	¼ PAGE	BIZ CARD	
Introduction & 3 minutes of <u>PODIUM TIME</u> at the Forum.	X						
PREMIER placement of your logo and a link to your website on the WXW Web site through August 31, 2017.	X						
PREMIER positioning and mention in WXW Forum media releases.	X						
PREMIER positioning and placement of your logo on all marketing materials related to the event.	X						
PREMIER logo placement and recognition on event signage.	X						
Reserved seating and preferred placement of your sponsor table.	X	X					
Introduction by your company representative at sponsored activity.	X	X					
Logo recognition on event signage	X	X	X				
A table for your product(s)/service(s) in the WCC Atrium	X	X	X	X	X		
Placement of your logo and link to your website on WXW Website through August 31, 2017.	X	X	X	X	X		
Company name + web link in 1 or more marketing efforts – press, social, email.	X	X	X	X	X		
Announcement of sponsorship at event.	X	X	X	X	X		
Placement of logo in event program brochure	X	X	X	X	X		
Ask the Expert Sessions: †Morn, Lunch & Eve; * Lunch & Eve Only	X†	X†	X†	X†	X†	X*	X*

WXW also offers sole sponsorship of its monthly events (outside of the Forum). Costs start at \$250 for 2 tickets + promotion and podium time, or \$500 for 4 tickets + promotion and podium time. See page 5 for details.

WXW FORUM 2016 – SPONSORSHIP DETAILS

What does “Activity Sponsorship” mean?

Your company has the opportunity to sponsor one of the following activities. Your company will be mentioned and promoted during ...

- Breakfast (e.g. “This delicious breakfast and invigorating coffee is brought to you by...”)
- A workshop (morning or afternoon sessions; you’ll have a choice of which topic/session)
- The panel
- The afternoon networking reception

What does “Scholarship Sponsorship” mean?

You can sponsor people (2) who couldn’t otherwise afford to attend the Forum. These guests might work at a start-up company with tight cash flow; be an employee of a nonprofit organization; be unemployed and looking for work; be a student enrolled in college. Scholarship sponsors may also suggest candidates for a scholarship.

What does “Ask the Expert” mean?

Are you an expert? Or maybe you are humble and don't consider yourself an expert, but you know your stuff and want to help others. We are all experts on something. New this year, for Forum16 you have two options to choose to become a featured expert in the Forum.

What are the guidelines regarding sponsor tables (in the WCC Atrium)?

- Sponsors are eligible for tables and may have up to two representatives at your table.
- You may have brochures, products, tchotchkes, or other literature available at your table.
- While you may give away items, you may not sell products or services at your table.
- Due to the Atrium layout, electrical outlets are unavailable.

FORUM PROGRAM ADVERTISEMENT OPPORTUNITIES

AD SIZE	COST	DIMENSIONS
Full-page	\$500	4.5"w x 7.5"h
Half-page	\$250	4.5"w x 3-5/8"h
Quarter-page	\$150	2-1/8"w x 3-5/8"h
Business card	\$150 + 1 ticket to the Forum	2"w x 3.5"h

Deadline: Space reservations and camera-ready art is due August 19, 2016.

Ad Specifications: Black & white camera-ready art only; acceptable file types: PDF with all fonts embedded, TIF with all fonts rasterized, EPS with all fonts outlined and any linked files included; file size at min. 225 pixels/inch resolution. Email Camera-Ready Ad to events@wxwbusiness.com

Graphic Design: There is an additional \$50 fee for design of black and white quarter-page or half-page ad. Full-Page ads quoted separately by contacting events@wxwbusiness.com.

WXW MONTHLY EVENT SPONSORSHIP OPTIONS

WXW also offers sole sponsorship of its monthly events (outside of the Forum). Costs start at \$250 for 2 tickets + promotion and podium time, or \$500 for 4 tickets + promotion and podium time.

EXECUTIVE EVENT SPONSOR

(Not including Annual Forum) – Investment for each event = \$500 (one available per event)

Benefits Include:

- Announcement of sponsorship support & introduction of company representative at the event.
- Name on all marketing materials and handouts related to event.
- Logo recognition on event signage.
- Opportunity to provide a promotional item to all attendees.
- Logo on the homepage of the WXW website that clicks through to your website for one month leading up to an event and one month after the event takes place.
- Logo and a link to your website on the WXW Web site under “Supporting Businesses” page.
- Opportunity to place brochures and/or premium/promotional items in the gift bag at the Annual Forum Event.
- Free tickets for 4 attendees to sponsored event.

TREND-SETTER EVENT SPONSOR

(Not including Annual Forum)- Investment for each event = \$250 (one available per event)

Benefits include:

- Name on marketing materials related to event.
- Logo recognition on event signage.
- Opportunity to provide a promotional item to all attendees.
- Logo and a link to your website on the WXW Web site under “Supporting Businesses.”
- Opportunity to place brochures and/or premium/promotional items in the gift bag at the Annual Forum Event.
- Free tickets for 2 attendees to sponsored event.

2016 SPONSORSHIP AGREEMENT

THANK YOU for sponsoring the WXW Forum!

Please complete this form, keep a copy for yourself, and scan & email it to events@wxwbusiness.com

Company/Organization Name:		
Street Address:		
City:	State:	Zip:
Contact Name:		Title:
Phone:	Email:	

CHOOSE YOUR SPONSORSHIP LEVEL:

- Visionary** \$3,500 (includes Full-Page Ad in Program & 8 comp tickets)
- Activity** \$2,500 (includes Full-Page Ad in Program & 6 comp tickets)
- Leadership** \$1,000 (includes Half-Page Ad in Program & 4 comp tickets)
- Scholarship** \$750 (includes Quarter-Page Ad in Program & 1 comp ticket)
- Entrepreneurship** \$500 (includes Quarter-Page Ad in Program & 2 comp tickets)
- Ask the Expert +** \$250 (includes Biz Card Ad in Program & 1 comp ticket)
 _____ What is your Ask the Expert Topic? (1-3 words)
- Ask the Expert** \$150 (includes 1 comp ticket)
 _____ What is your Ask the Expert topic? (1-3 words)

FORUM PROGRAM AD ONLY

- Full-page Ad** - \$500
- Half-page Ad** - \$250
- Quarter-page Ad** - \$150
- Business Card Ad** - \$150 (+ 1 admission to the Forum) – SWEET DEAL!

Complimentary Event Tickets - Prior to the event, we will provide a registration code for you to register your attendees. (# of tickets corresponds to sponsor level)

MONTHLY EVENT SPONSORSHIPS –Be the sole sponsor of one of our monthly events!

- \$250** for 2 tickets + promotion and 3 minutes of podium time
- \$500** for 4 tickets + promotion and 3 minutes of podium time

PAYMENT & QUESTIONS

WXW's Treasurer (Carole Baker - 734.355.9185 / carole@a2solutionsfirst.com) will send an invoice to the contact above. Payment may be made by check or credit card.