



Dear Business Leader,

I am so excited to tell you about the 1<sup>st</sup> Annual Entrepreneurial Women's Expo (EWE) scheduled for Wednesday October 7, 2009 and how it will benefit your company.

The fastest growing segment of entrepreneurship is women-owned business. Women entrepreneurs are *THE* innovators and risk takers that drive our economy. Since 1997, the number of women-owned businesses has increased over 42% and continues to grow with each passing day.

Our expo attendees are qualified consumers of your products, users of your service, and the ultimate decision makers. These women entrepreneurs are indeed a special breed with a focused agenda. Our attendees look forward to hearing the successes and struggles of women from their own communities they can relate to. If they are going to spend valuable time away from their businesses, they want to leave with innovative ideas, practical solutions, helpful resources to increase the bottom line, and most importantly, having had a fantastic time! This is what EWE delivers.

As an award winning business owner myself, I understand what motivates and drives these tenacious women entrepreneurs. This knowledge fuels my desire to create and personally finance the EWE. My goal is to celebrate the accomplishments and success stories of the dynamic, prosperous, women business owners (or soon to be business owners) in our community, as well as deliver the knowledge, resources, and support to move her to the next level of her success.

Don't miss this opportunity to reserve your sponsorship position now and for all future EWEs. You will compliment your current support of women entrepreneurs, help reach this diverse audience, demonstrate your community involvement and put your business marketing into action as one of the select sponsors of the EWE.

Warm Regards,

Jessica A. Dolan

EWE Founder

Bringer of Order, Room to Breathe Home Organizing & Staging



### **EVENT PURPOSE:**

EWE has a powerful purpose. EWE is Central PA's premier networking, educational, AND fun experience designed to provide women with the tools they need to begin the next chapter of their lives. This one-of-a-kind event brings together women of all ages and backgrounds to empower, inspire, and work towards meaningful change in their personal and professional lives.

The day will be filled with fun, laughter, great times, knowledge, surprises, and so much more.

### **EVENT ATMOSPHERE AND PURPOSE:**

This daylong event features a funny and inspiring keynote speaker, three informative and lively workshop presenters, plus a closing presentation comprised of a themed panel of local experts inviting questions from the audience. Over 50 exhibiting businesses provide a wealth of resources and services to participants and fellow entrepreneurs.

When the expo draws to end, we are going to carry the energy and excitement to a fun social cocktail evening. This after party gives everyone the chance to mix and mingle with the dynamic speakers and fellow attendees they met throughout the day. We will create, build, and maintain relationships that will carry to the EWE 2010 and future years.

A portion of the proceeds will be donated to [Bridge of Hope Centre County](#). BOH is a non-profit organization working to empower homeless and at-risk mothers.



### **Why Sponsor?**

Sponsorship will not only put you in front of all the EWE attendees, fellow sponsors, and exhibitors; but also the local community through the promotional activities leading to the EWE.

**Expose Yourself (tastefully of course!):** Your company will receive exposure in all online forms of promotion including, but not limited to the EWE official website, social networking sites, online news venues, blog posts, other forms of online and electronic promotion.

Your company will also be featured in any and all print marketing, radio, word of mouth (women like to talk about the good things going on), and other marketing campaigns.

**Increase Brand Loyalty:** Loyal customers are your most valuable asset, right? Connecting to your customers on an emotional AND fun level will separate you from the competition. Your company will stand out and be remembered well after the EWE ends. Your company logo will appear in at least 2 premier locations at the EWE and be mentioned in various forms of promotion.

**Show Your Community You Care:** Women entrepreneurs want to know you practice what you preach. If you truly care about local business, your sponsorship and active participation (see ideas below) at EWE will absolutely reinforce your image within our local community.

A portion of your sponsorship will be donated to Bridge of Hope Centre County.

**Drive Traffic to YOU:** Get creative! Use this event to create a marketing campaign around the EWE to generate sales, leads, and lifelong relationships. You are fully encouraged to try things you have never tried before. A little wacky, a little crazy, a LOT fun...it's all good! What do you have to lose?

**Market Research:** What better opportunity to peek into the mind of a purchasing woman and entrepreneur! Use this event to obtain honest to goodness feedback about current market trends, business needs and wants, your company image, and anything else that will also help your company to succeed. Leave no question unasked!

**Kick Your Competition to the Curb:** Get the most out of your marketing buck and kick the competition to the curb! The value of a sponsorship far outweighs the value of any traditional marketing AND you will outshine your competition. Did we mention this demonstrates good community involvement as well? Don't forget to compliment this event with your current marketing campaign.

**Connect with Energetic Entrepreneurs:** Entrepreneurs tend to have a very enthusiastic energy about them. They are excited about their businesses or maybe even their potential business. They want to share, they want learn, they are looking to develop business long relationships. Now's your chance to position yourself as the expert to this growing market of women. They need what you offer.

## **SPONSORSHIP LEVELS**

PLATINUM-Featured Sponsor \$5,000 (limit one)

### Expo Benefits

- Exclusive Industry, Featured Sponsor position
- Exclusive position on the planning committee for one company representative (optional)
- Premier Exhibit Space in main entrance to expo
- Two passes for women representatives of your company to attend workshops.
- Two minutes to address all attendees from the podium at the luncheon
- Contact list of all attendees, speakers, sponsors, and vendors from the expo
- Sponsorship welcome and acknowledgement from the podium by the EWE creator

### Web Benefits

- Sponsorship recognition on the website homepage for one year
- Logo and name on event website with link to your Company website to remain in place for one year
- Mention of sponsorship in all online event promotion including, but not limited to Facebook, Twitter, Blog, and other web media. Links to your company website will be included where they can.

### Print/Other Media Benefits

- Logo placement on all print materials and signage
- Verbal mention of sponsorship in all radio, TV, podcast, or other non-print marketing
- Premier placement of approved Company banner, to be provided by company at the event

GOLD-Featured Sponsor

\$3,000 (limit one)

Expo Benefits

- Premier Exhibit Space in main entrance to expo
- Contact list of all attendees, speakers, sponsors, and vendors from the expo
- Two passes for women representatives of your company to attend workshops.
- Two minutes to address all attendees from the podium at the luncheon

Web Benefits

- Sponsorship recognition on the website homepage for one year
- Logo and name on event website with link to your Company website

Print/Other Media Benefits

- Logo placement on all print materials and signage
- Verbal mention of sponsorship in all radio, TV, podcast, or other non-print marketing
- Premier placement of approved Company banner, to be provided by company



SILVER-Featured Sponsor \$2,000 (limit two)

Expo Benefits

- Premier Exhibit Space in main entrance to expo
- Contact list of all attendees, speakers, sponsors, and vendors from the expo
- One pass for woman representative of your company to attend workshops.

Web Benefits

- Sponsorship recognition on the website homepage for one year
- Logo and name on event website with link to your Company website

Print/Other Media Benefits

- Logo placement on all print materials and signage
- Premier placement of approved Company banner, to be provided by company

SNACK SPONSOR \$1,500 (limit one)

Expo Benefits

- Exclusive sponsor for morning and afternoon snack breaks
- Company acknowledgment from podium at each workshop snack break
- Exhibit Space at the expo
- Premier placement of approved Company banner, to be provided by company, on or near snack table
- Participation in selection process of both morning and afternoon snack

Web Benefits

- Logo and name on event website with link to your Company website for one year



Choose your sponsorship level here:

- \_\_\_\_\_ Platinum Title Sponsor \$5000
- \_\_\_\_\_ Gold Sponsor \$3000
- \_\_\_\_\_ Silver Sponsor \$2000
- \_\_\_\_\_ Snack Sponsor \$1500

Please submit Sponsorship payment by check to:

**RTB**  
c/o EWE  
19 Colonnade Way, Suite 117  
Box 277  
State College, PA 16803

Additional Promotional Opportunities \_\_\_\_\_

Donate up to 15 Centerpieces for all day workshops and luncheon \_\_\_\_\_

Donate name badges for up to 150 attendees \_\_\_\_\_

Donate table favors for up to 150 attendees \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Name of Company Representative(s) Attending: \_\_\_\_\_

\_\_\_\_\_



Please submit company logo to [jessicadolan@roomtobreathe.us](mailto:jessicadolan@roomtobreathe.us) immediately. Logo must be in one of the following formats: .jpeg, .ai, .gif, .tif

It is the responsibility of your company to provide your logo for inclusion and promotion on the EWE website and other print/web media, in a timely manner.

**Exhibit Space:** ONLY \$179 (Early bird rate before 8/1/09)

If a sponsorship is not possible this year, please consider an exhibit space so you can still take full advantage the day's offerings. Booth space is limited and is available on a first come, first serve basis. Sign up today at [www.EWEsc.com](http://www.EWEsc.com)!

Bridge of Hope Centre County has been carefully selected as the charitable organization for choice by the EWE. A portion of the proceeds will be donated upon close of the EWE.

**Premier Exhibit Space** ONLY \$209 (early bird rate before 8/1/09)

Premier exhibit space will place your booth in the main entrance to the day's workshops. It's in the most highly traveled location ensuring the best visibility for your company.

Booth space is very limited and is available on a first come, first serve basis. Sign up today at [www.EWEsc.com](http://www.EWEsc.com)!