



INVESTMENT & SPONSORSHIP OPPORTUNITIES

2015

CONNECT. EMPOWER. GROW.



We are excited to share with you our **7th Annual Entrepreneurial Women's Expo** on Wednesday October 7, 2015 and how it will benefit your organization.

Did you know that women are starting businesses at **twice** the rate of men? And that 85% of **women are the decision makers** at home or work? The **fastest growing** segment of entrepreneurship is women-owned business; **1 out of 11 businesses**. Women entrepreneurs are *THE* innovators and risk takers that drive our economy.

The women of EWE are 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 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 invest in your success by reserving your sponsorship position now. 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 EWE.

Simply,

Jessica

Jessica Dolan

EWE, *Creator*

Room to Breathe Home Organizing & Staging, *Bringer of Order*

www.EWEsc.com



EXPO GOALS:

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, learning, connecting, surprises, and so much more.

EXPO ATMOSPHERE & PURPOSE:

This daylong expo features a funny and inspiring keynote speaker, four informative and lively workshop presenters, plus a closing presentation. Over 40 exhibiting businesses provide a wealth of resources and services to participants and fellow entrepreneurs. Over 125 total women will be in attendance.

When the expo draws to end, we carry the energy and excitement to a fun social cocktail hour. This after party gives everyone the chance to mix and mingle with the dynamic speakers and fellow entrepreneurs they met throughout the day. We will create, build, and maintain relationships that will carry to EWE 2016.

A portion of the net proceeds will be donated to the **Big Brothers Big Sisters of Centre County**.





Why Invest in a Sponsorship?

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

Expose Yourself (tastefully of course!): Your company will receive exposure in all online forms of promotion including, but not limited to the EWE website, social networking, and online news. 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 your competition. Your company will stand out and be remembered. Your company logo and website link will be shared frequently.

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 at EWE will absolutely reinforce your image within our local community.

A portion of your sponsorship will be donated to Big Brothers Big Sisters.

Drive Traffic to YOU: Get creative! Use this event to create a marketing campaign around 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 EWE 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.



YOUR INVESTMENT OPPORTUNITIES

	Platinum	Gold	Silver	Lunch	Break/ Snack	Table
Investment Level	\$6,500	\$4,500	\$3,500	2,500	\$1,000	\$225
Investment Benefits						
Exclusive Industry Representation	Y					
The opportunity to exhibit and display your company literature or other marketing materials (includes electricity)	Y	Y	Y	Y	Y	Y
Your company logo to appear on website, advertising, and social media for up to one (1) year	Y	Y	Y	Y	Y	
Media tie-in, including all broadcast announcement and/or press releases	Y	Y	Y	Y	Y	
(2) Two Minutes at podium to capture introduce yourself, promote your business, offer tips or other just say hello	Y					
(1) One Minute at podium to capture introduce yourself, promote your business, offer tips or other just say hello		Y	Y			
Platinum, Gold, and Silver banners in the main workshop hall at front of room (provided by your company) <i>*Lunch Sponsor Banner in Banquet Hall</i> <i>*Break Sponsor Banner near snack table</i>	Y	Y		Y	Y	
Passes for 3 Women to attend day	Y	Y				
Passes for 2 Women to attend day			Y			
Passes for 1 Woman to attend day				Y	Y	Y
Contact List upon close of expo	Y	Y	Y	Y	Y	Y
Recognition at beginning of lunch				Y		



Please submit your company logo to beth@ewesc.com upon sponsorship commitment.

Logo must be in one of the following formats: **jpeg, ai, gif, tif**

It is the responsibility of your company to provide logo and correct website link for inclusion and promotion on the EWE website and any other print and web media.

Exhibit Space: TBA (Early bird rate before 8/1/15) If an investment in sponsorship is not possible this year, please consider an exhibit space so you can still take full advantage the expo offerings. Booth space is limited and is available on a first come, first serve basis.

Register today at www.EWesc.com

Big Brothers Big Sisters has been carefully selected as the charitable organization by EWE. A portion of the proceeds will be donated upon close of the day on 10/7/15.





We want to invest in EWE!

Sponsorship Level (please check all that apply):

- | | |
|---|------------------------|
| <input type="checkbox"/> (reserved) Platinum | \$6500 (reserved 2015) |
| <input type="checkbox"/> Gold | \$4500 |
| <input type="checkbox"/> Silver | \$3500 |
| <input type="checkbox"/> Lunch | \$2500 |
| <input type="checkbox"/> Break/Snack | \$1000 |
| <input type="checkbox"/> Table | \$225 |
| <input type="checkbox"/> In-Kind Sponsor (please write in): | _____ |

Company Name (as you want it to be listed):

Contact Name: _____

Street: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____

Email Address: _____

Website: _____

Please return completed form and company logo to Beth Shaha at beth@EWEsc.com. You will receive an investment invoice in a separate email.

Thank you for your support!



A few of our past presenters:

Elizabeth King

Vice President of Information Management @ Starbucks (Seattle, WA Headquarters)

Coquese Washington

PSU Women's Basketball Head Coach

Sarah Swistak

Emmy Nominated TV host, Best Young Journalist of the Year and past host of Central PA Live and current host on FOX 47 News (Michigan)

Molly Barker

Founder of Girls on the Run, TED Talks Presenter, Motivational Speaker

Jennifer Hall

NBC Actress on 'Up All Night' and owner of Jenny and Jimbob Matchbox Jewelry Company (Los Angeles, CA)

Tammy Miller

International Toastmaster's Presenter, Author, Speech Coach @ Tammy Speaks (State College, PA)

Patty Kreamer

Nationally known speaker and owner of Organized A to Z and Kreamer Connect (Pittsburgh)

Michelle Donovan

Wall Street Journal Best Selling Author and Owner of Referral Institute of Western PA (Pittsburgh)

Cathy Jennings

Chief Conversation Starter for No Pressure Networking, Author, Speaker, and Coach (Carlisle, PA)

Michelle Damiano

Fearless Leader @ Impressions Marketing Communications Firm (State College, PA)

Patty Kleban

Senior Instructor and Undergraduate Program Coordinator @ Penn State University and weekly columnist for StateCollege.com (State College, PA)



How did EWE come to be?

-Written by EWE creator and host, Jessica Dolan

When I started my business, *Room to Breathe*, in October 2004, one of my long term goals was to someday hold an event for women entrepreneurs much like myself. You see, I've never been what they call an extrovert. Large networking events intimidate me and unless someone is dragging me kicking and screaming, I avoid them. And I've typically found "business" conferences, seminars, and expos to be rather dry, not to mention pricy. It has always been a tough place to be because I recognize the need for events like these, but never felt comfortable. What followed was an unsuccessful venture to grow my business or find the support I needed.

I woke up one morning in early January 2009 with the gut feeling that this was the year to make my idea come to fruition. I have no idea why, but a mere 4.5 months later I opened registration and soon had over 110 women registered and all sponsorship levels booked for the first time event.

It became quickly evident that our local business community needed an event just like EWE. I was a nervous wreck going into the event. I had never put together something like this and was so worried about things going as perfectly as I planned them in my head and wanting everyone to leave having a good time, connecting with others, and learning how to grow her business. But I was up for the challenge!

The first year we experienced a power outage during our morning keynote and bless Tammy Miller (MC and opening keynote) for making a candlelit presentation the highlight of the day! I realized quickly that if I could fly through that little hiccup with laughter from the crowd, that we could all do anything together. I could not have been more right!

The event now attracts over 150 women from all over the state of PA and even a few from California, Colorado, and New York. In 2014 we are hoping to have over 200 in attendance.

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How Did EWE Come to be?

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My goal has been and always will be to create an event that caters to those who may be a bit more shy, that can be afforded by many despite their financial position, and that focuses more on connecting versus simply pounding the concourse for high pressure business leads. EWE is **not** your typical business expo. The day starts with a built in ice breaker activity to get women warmed up and meeting those they may otherwise be too timid to approach. This is a very low pressure way to add an instant comfortableness to the day.

Another significant focus of the day is humor. I encourage everyone to have fun, laugh, joke and allow their true selves to shine through. No fake business personas here! When you can get to know the real person quickly, you can know where it's best to spend your precious time and energy. The day is injected with further activities to keep women meeting, chatting, and perhaps having conversations they otherwise wouldn't. I then have the pleasure of watching those connections continue to bloom outside of the EWE venue.

Women entrepreneurs come from all walks of life, carry an incredible amount of experience and knowledge, and are eager to help others achieve their goals and dreams. When we all come together to *first* connect and build personal relationships, it's amazing what then transpires on a professional level. I've had the true honor of watching relationships that started at the first EWE grow into hugely successful business referral connections over the years. EWE has strengthened our women in business community, which has the ripple effect on the entire local business community.

EWE will celebrate it's 7th Birthday in 2015! It's hard to believe that my baby is growing up! They say it takes a village to raise a child and I say it takes a strong, connected "village" of women to keep growing EWE. It's been rewarding to witness the effect of EWE on so many women knowing it started as a simple a line item on a list of goals so many years ago.

I look forward to many more years of connecting, empowering and growing our community of women entrepreneurs!

Simply,
-Jessica



How Did EWE Come to be?

...Don't Take Our Word For It...Listen to Words From EWE Sponsors, Exhibitors, Speakers, and Attendees...

"I am still amazed at the great job you did with yesterday. I have been to a lot of conferences, Jessica, and this one is up there with the very best. I doubt folks realize how much effort goes into such an event but I do."

-Elizabeth King, VP Starbucks (Seattle, Washington)

"I will have to say this has been the best EWE yet! I am a super shy person – I have a hard time talking to new people and obviously speaking...but maybe because I decided that I needed to open up and not be so shy...I learned and met so many people. This year I made some AMAZING contacts and great leads. More importantly for me though was the education! I think Michelle and Erika's presentations were unbelievable! I LOVED them. They gave enough information that made you want more from them (meetings, etc). I think it went over flawlessly and loved it! I think having the VP of Starbucks there was such an awesome experience and the two ladies (Michelle and Patty) were great and had some awesome "think abouts" and made you really start looking at how to approach things. GREAT speakers!"

-Brandy Tressler, Universal Settlement Services (State College)

"You did it again! FANTASTIC! EWE was life-changing for me. I've never been around that many women before who were so passionate about their businesses and careers. It was really a wakeup call for me to ask myself "What am I really passionate about?" "Am I doing what I was created to do?" I did a lot of evaluating after the expo and made some significant changes and I'm on my way to who I'm supposed to be. Thank you Jessica for stepping out into your dreams to make this conference happen. I can't wait to see how it grows and affects more women in future years."

-Kerri Smith, (State College)

"EWE provided me a pool of other women just like myself. It was a boost of energy to be around other successful and inspirational women. Can't wait for the next one."

-Maria Hughes, S & A Homes Realtor (State College)

"The EWE was extremely empowering and inspirational. I felt the energy for months afterwards and look forward to this year's event."

-Laurie Linton, Penn State Small Business Development Center, sbdc.psu.edu (State College)



How Did EWE Come to be?

...Don't Take Our Word For It...Listen to Words From EWE Sponsors, Exhibitors, Speakers, and Attendees... We could keep going, but we'll stop here.

"Attending the EWE was an amazing experience! As a new businesswoman, I'm faced with a ton more questions than answers. The EWE provided me with a jam-packed day of information, lessons and networking. It would have taken me months to learn what I learned during one day at the conference. I loved that there was a broad range of speakers throughout the day. Not only did I learn about the professional side of running a business, but I also learned how to successfully balance my time with all of the other hats I need to wear as a female. Overall it was very beneficial and I would definitely recommend it to any new businesswoman."

-Maria Welch, Maria Welch Photography, www.mariawelch.com (Lock Haven)

"Being a new business owner, the EWE was way more than I expected. The structure was unique and the support from the women was amazing. I made relationships there that are more than just business, they are friends!"

-Gretchen Pritts (State College)

"EWE was inspirational, uplifting & sizzling with energy. It was an empowering experience to be part of so many positive women forming a community of support and individualism. Thank You!!"

-Pernille Boving, owner BoomerangGlassArt.com (State College)

"When I first heard of this amazing new event that would involve women business owners from our area and the surrounding ones I knew immediately that this was something I wanted to be involved in! In belonging to WiNGs I have seen firsthand what a group of strong, business minded, and supportive women can do. With this being the first event of this kind I attended for my business I was not sure what to expect but I quickly learned that it would be a positive and uplifting day shared by all. As the day wore on I was able to meet more and more women who were all balance being a Mom, wife, sister, and friend with that of running a successful business, it was amazing to have met them all. I made many connections and was able to grow my business thanks to the EWE and I am looking forward to attending it again in 2010!"

-Cat Cook, Owner/Chief Instructor, Monarch Martial Arts Academy, www.mmaakarate.com (State College)