



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Greater Philadelphia

opportunities

Corporate Partner Branding Opportunities

Make no mistake, women-owned businesses are a vital, dynamic and growing component of the economy, with more companies turning to women-owned firms, both as suppliers and customers. Recent statistics by the Center for Women's Business Research show the tremendous growth and economic impact of women-owned firms nationwide.

"Between 1997 and 2006, the performance of majority women-owned firms outpaced the economy as a whole," said Marjorie Alfus, chair, Center for Women's Business Research. "Their growth in sales and employees was modest, 4.4% and 0.4% respectively, but surpassed that of all privately-held firms, which had negative growth (declines of 1% in sales and 1.2% in employees.) Women-owned firms continued growing in number at nearly twice the rate of all firms, 42% compared to 23% for all firms."

Source: *Women-Owned Businesses in 2006: Trends in the U.S. and 50 States and Women-Owned Businesses in 2006: Trends in the Top 50 Metropolitan Areas*. Center for Women's Business Research. All Rights Reserved. For more information, navigate to: <http://www.cfwbr.org/press/details.php?id=143>

Women Mean Business®

Sponsoring the Greater Philadelphia Chapter means exposure to nearly 200 women business owners in the Greater Philadelphia area. Importantly, it also means exposure to their colleagues and clients.

Our Chapter is diverse and vibrant. Membership has grown 32% in the past year, to nearly 200. Our membership includes at least 20 member businesses with over \$1 million in revenue, and the numbers are growing.

Members enjoy and profit from, a year-round calendar of events, with at least one educational forum or workshop per month, many of them hosted by our corporate partners.

Additionally, we invite – and are invited by – alliance organizations to events. Our alliance organizations include eWomen Network, the Union League Networking Group, Center City Proprietors Association, the Wharton and Temple University Small Business Development Centers, and Chester County Women.

Support the Greater Philadelphia Chapter Mission and Operations

Sponsors targeting the marketplace of women-owned businesses find they enjoy a favorable return on their sponsorship investment through enhanced opportunities to market products and services in an affinity environment.

Sponsors enjoy greatly enhanced brand recognition when they take advantage of the many opportunities for exposure through the NAWBO website and in connection with NAWBO events. NAWBO includes prominent recognition for sponsors on all event invitations, advertisements and press releases. Please navigate to www.gonawbophilly.org/ in the Corporate Partners section to review the specific opportunities at each level of sponsorship.

TITANIUM SPONSORSHIP: \$20,000 (includes industry exclusivity)

PLATINUM SPONSORSHIP: \$10,000

GOLD SPONSORSHIP: \$5,000

SILVER SPONSORSHIP: \$3,000

FRIENDS AND SUPPORTERS: \$1,000-\$2,999



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Support the Greater Philadelphia Chapter Major Events:

PRESENTING SPONSOR: \$5,000

LEADERSHIP SPONSOR: \$3,000

EDUCATION SPONSOR: \$1,500

CORPORATE FRIEND: \$500

Business Opportunities (BizOpps) Program and Showcase:

NAWBO members from the tri-state area will be attending this event to meet the purchasing agents from area corporations, local and state government agencies, and for networking.

Annual Meeting, June 14, 2007

Join with us as we celebrate the year's accomplishments, thank the outgoing board members, and meet and welcome the incoming board members. This joyful occasion is ideal for networking and building brand identity.

Leadership Conference, Spring 2008

NAWBO members from the tri-state area will be attending this half-day program designed to build leadership skills. Top-rated keynote speakers educate and take us through exercises to give us the information we need to enhance our businesses. 501(c)3 eligible.

Support the Greater Philadelphia Chapter Ongoing Events:

SPONSORSHIP: \$350

Sponsor our monthly events, such as the Fall Get To Know Us, New Member Cocktail Party, and various educational programs. Sponsors will be able to address the attendees and set out literature if desired.

Support ATHENA^{PowerLink}® NAWBO® Delaware Valley mentoring program:

PLATINUM SPONSORSHIP: \$10,000 (per year for 2-3 years)

GOLD SPONSORSHIP: \$5,000 (per year for 2-3 years)

SILVER SPONSORSHIP: \$2,500 (per year for 2-3 years)

Sponsorship Opportunity [501(c)3 eligible]

Program sponsors participate on the regional Governing Body to guide the program and evaluate applications for acceptance into the program. Program sponsors are also called upon to participate on the Advisory Panels. This is an excellent board opportunity for community executives to assist successful businesses in getting to the "next step" of business growth. This program is prestigious, newsworthy, and contributes in a meaningful way to stimulating regional job growth.

The ATHENA^{PowerLink}® program

Women-owned businesses participating in the program have experienced impressive one year growth rates in all business metrics: Sales +88%, Net Income +38%, Personal Income +57%, Full-Time Employees + 36%, Part-Time Employees +75%. Proving: MENTORING WORKS!

Please navigate to the Chapter home page at www.GoNAWBOPhilly.org for additional information.

How does it Work?

ATHENA^{PowerLink}® NAWBO® Delaware Valley program, one of only 24 in the nation, concentrates on women-owned businesses that are at least two years old and beyond the initial start-up difficulties. In essence, the program "links" the business with a panel of unpaid advisors, who agree to work with her for one year to meet her business goals and objectives. Business owners learn how to develop networks, access capital and implement best practices with assistance from these volunteer advisors.