



# Corporate Partner Benefits Packet

## **2016-17**



# WHO ARE WE

- Founded in 1975 in Washington, D.C. area to create a professional business community for women entrepreneurs
- Became the National Association of Women Business Owners (NAWBO)
- Strong and unified voice of more than 10 million women-owned businesses across the country
- Expanded across the U.S. to more than 5,000 members with chapters in major metropolitan areas
- Host National Women's Business Conference on Sept. 18-20, 2016 in Columbus
- Partner with World Association of Women Entrepreneurs to extend our global reach to 60 countries on five continents



# NAWBO'S VISION AND MISSION

We propel women entrepreneurs into economic, social and political spheres of power worldwide.

- **Strengthen** the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community
- **Create** innovative and effective changes in the business culture
- **Build** strategic alliances, coalitions and affiliations
- **Transform** public policy and influence opinion makers



# WHY A CORPORATE PARTNERSHIP?

Provides exposure and access to the rapidly growing and dynamic community of women business owners.



# OUR VISION

NAWBO Nashville impacts, influences and propels Tennessee to be a leading state for women-owned businesses through its:

- Partnerships
- Advocacy Efforts
- Economic Impact
- Diversity



# CHAPTER LEADERSHIP

## 2016-17 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### **PRESIDENT**

Julie Lilliston

*Julie Lilliston Communications LLC*

#### **PRESIDENT-ELECT**

TBD

#### **TREASURER**

Cara Aaron

*KraftCPAs*

#### **IMMEDIATE PAST PRESIDENT**

Jacqueline Hayes

*Crayons & Marketers, LLC*

### OFFICERS

#### **COMMUNICATIONS**

#### **COMMITTEE CHAIRPERSON**

Jacqueline Hayes

*Crayons & Marketers, LLC*

#### **MEMBERSHIP COMMITTEE**

#### **CHAIRPERSON**

Staci Bockman

*312 Pizza Co.*

#### **PROGRAMMING COMMITTEE**

#### **CO-CHAIRS**

Brittany Lorenzi

*BluePrint Strategy*

Amanda Blanck

*Deviate*

#### **MARKETING COMMITTEE**

Becky Bayne

*Becky's Graphic Design*

Andrea Farr

*Nashville Geek*

Maria Brannon

*Lightning Flash Creative*

### ADVISORS

Kimble Bosworth

*Proforma Printelligence*



# NAWBO NASHVILLE EVENTS

NAWBO Nashville hosts many events throughout the year, some exclusive to members and partners and some open to the public. Partners have the first right of refusal in sponsoring any NAWBO Nashville event, thus increasing their chance of exposure to many prominent leaders in the community. Listed below are NAWBO Nashville's key events:

## MONTHLY LUNCHEON MEETINGS (July-June)

Between 30 and 50 members, partners and guests attend our Monthly Luncheon Meetings. Typically held on the last Wednesday of the month, attendees have the opportunity to network with some of Nashville's most powerful women while enjoying a wonderful lunch and presentations by an active member, a Corporate Partner (platinum- through silver-level) representative and a keynote speaker, who is chosen based on that month's luncheon topic.

## CONNECTIONS CORPORATE MIXER (Fall 2016)

This evening event is open only to NAWBO Nashville members, Corporate Partners and to specially-invited key business, diversity and procurement leaders. This event provides an opportunity to connect with business leaders to create alliances for business growth.

## NAWBO BUSINESS UNIVERSITY (Jan 2017)

The half-day educational session highlights timely topics for business growth, including real lessons from business leaders and best practices. This brought record attendance last year and we're looking to partner with Belmont University, Pathway Women's Business Center, Nashville Entrepreneur Center and SCORE.

## NATIONAL PROGRAMS

We partner with national organizations such as Bank of America, Traveler's, Weebly to promote educational events for women entrepreneurs in Nashville. We could customize an exclusively sponsored program on behalf of your organization.



# CORPORATE PARTNER BENEFITS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Premier Placement of Company Logo on www.NashvilleNAWBO.com Landing Page	•			
Complimentary Full-Page Signature Event Program Advertisement	•			
Provide Promotional Items at Signature Events [LIMITED TO ONE ITEM PER GUEST   ITEM MUST BE COMPANY RELATED]	•			
Emcee Recognition at Signature Events	•			
Priority Seating at Signature Events	•			
Company Representative to Serve as an Advisor to Board [LIMITED TO ONE (1) EMPLOYEE   NAME/COMPANY INCLUDED ON LETTERHEAD]	•			
Complimentary Seats to the Nine (9) Monthly Luncheon Meetings [WITH THE OPTION TO PURCHASE ADDITIONAL SEATS AT THE MEMBER RATE]	2 seats			
Complimentary Seats to <i>NAWBO Business University</i> , annual business growth series [WITH THE OPTION TO PURCHASE ADDITIONAL SEATS AT THE MEMBER RATE]	2 seats			
Advertise on www.NashvilleNAWBO.com Landing Page at Member Rate	•	•		
Host an Event for NAWBO Nashville Members [AT YOUR LOCATION]	•	•		
Featured in Corporate Partner Spotlight on www.NashvilleNAWBO.com [ROTATES MONTHLY]	•	•	•	•
Profile Company at a Monthly Luncheon Meeting	•	•	•	
Highlight Company's Programs/Events via E-mail [EVENT TARGETED TO NAWBO Nashville MEMBERS   NAWBO Nashville TO E-DISTRIBUTE]	•	•	•	



# CORPORATE PARTNER BENEFITS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Right of First Refusal of Signature Event Sponsorship	•	•	•	
Electronic Version of Membership Mailing List [DOES NOT INCLUDE E-MAILS   AVAILABLE UPON REQUEST]	•	•		
Complimentary Exhibit Table at <i>NAWBO Business University</i>	•	•	•	•
Company Representatives Attend Events at Member Rates	Maximum 20	Maximum 10	Maximum 5	Maximum 3
Invitation to Exclusive <i>Connections</i> , annual corporate mixer	•	•	•	•
Highlight Company Events on <a href="http://www.NashvilleNAWBO.com">www.NashvilleNAWBO.com</a> Calendar	•	•	•	•
Web page hosted on <a href="http://www.NashvilleNAWBO.com">www.NashvilleNAWBO.com</a>	Maximum 1500 words 4 contacts 4 photos	Maximum 1000 words 3 contacts 3 photos	Maximum 750 words 2 contacts 2 photos	Maximum 500 words 1 contact 1 photo
Easy Access to Women-Owned Businesses as Suppliers and Subcontractors	•	•	•	•
Serve on a NAWBO Nashville Committee	•	•	•	•
Partnership Level Recognition in Events Visual Presentation	•	•	•	•
Partnership Level Recognition in Signature Event Marketing Collateral	•	•	•	•
Partnership Level Recognition in Select Print Advertisements	•	•	•	•
Network With Women Business Owners	•	•	•	•

# CORPORATE PARTNERS

THROUGH JULY 1, 2016

PLATINUM \$5,000



**Nationwide®**  
is on your side

GOLD \$2,500

SILVER \$1,000



Pathway Women's  
Business Center



**UNLIMITED  
SECURITY**



CAREGIVERS BY  
*WholeCare*

BRONZE \$500

**Pinnacle™**  
FINANCIAL PARTNERS



**AppleOne**  
*- Hiring Made Human -*



BECKY'S GRAPHIC DESIGN  
PRINT & DIGITAL DESIGN



**nashville geek**

# 2016-17 PARTNERSHIP AGREEMENT

**COMPLETE AND RETURN THIS AGREEMENT FORM TO NAWBO Nashville VIA MAIL OR EMAIL AND RETAIN A COPY FOR YOUR RECORDS.**

**COMPANY NAME:** \_\_\_\_\_

**COMPANY MAILING ADDRESS:** \_\_\_\_\_

**YOUR COMPANY'S NAME AS YOU PREFER IT TO APPEAR IN PRINT:** \_\_\_\_\_

**THE INDUSTRY IN WHICH YOUR COMPANY PROVIDES SERVICES:** \_\_\_\_\_

**COMPANY'S WEBSITE:** \_\_\_\_\_

## KEY CONTACT INFORMATION

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

Title: \_\_\_\_\_

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## ALTERNATE CONTACT INFORMATION

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

Title: \_\_\_\_\_

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### PARTNERSHIP LEVEL

___	Platinum Level	\$5,000
___	Gold Level	\$2,500
___	Silver Level	\$1,000
___	Bronze Level	\$500

### METHOD OF PAYMENT

___	Enclosed is a check for \$_____ payable to NAWBO Nashville.
___	Please e-mail invoice for \$_____ to e-mail address listed above.
___	Payment for \$_____ has already been submitted.

**REMIT PAYMENT and/or AGREEMENT FORM TO**  
NAWBO Nashville  
ATTN: Corporate Partners  
2817 West End Ave,  
Suite 126-219,  
Nashville TN 37203

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

For additional information, contact Julie Lilliston, President, at 615-663-2121 or [info@nashvillenawbo.com](mailto:info@nashvillenawbo.com).