

2024

SPONSORSHIP OPPORTUNITIES



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

WBE Member Edition

Letter From the President & CEO



Dear WBCS family,

I want to express my gratitude to each of you for the opportunities we have had this past year to engage and support this network of women-owned businesses. Your support has allowed our members to build on their momentum, in order to scale their business on a transformational level. I understand the pivotal role that WBCS and our members must play in driving positive change, and we are deeply honored by your contribution to the collective efforts of this council. Your unique role is a part of the larger system that drives key change across our region.

In today's rapidly evolving landscape, we are anticipating the ways we can bring new opportunities to our membership. In 2024, we are focusing on building partnerships that are committed to the foundations of sustainability, diversity, and inclusivity. The challenges we face as catalysts for women-owned businesses have always required a proactive approach that goes beyond traditional business boundaries. It is through your collaboration, innovation, and commitment to these purpose-driven strategies that we are able to navigate these challenges successfully.

At WBCS, we believe that transformation begins from within. Over the last year, we have embarked on a journey to embrace the season that we and our members are in to reach our mission of increasing the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities. With the success of new events, such as Coffee with the Council, we are always looking at other ways to engage in each of these areas. I invite you to keep an eye out for newly developed programming, like our 2024 Inclusion Business Mixers. These events are aimed at not only providing more opportunities for networking and education, but to also recognize the strengths in celebrating the diverse backgrounds and experiences each of our members brings to the table.

As we move forward, I look forward to engaging in thoughtful discussions, forging new partnerships, and taking meaningful action alongside each of you. Together, we have the potential to continue reshaping the business landscape, achieve sustainable growth, and leave a positive legacy for future generations.

Thank you once again for being a part of this transformational journey. We are so excited about the possibilities that lie ahead and remain committed to working together to drive positive change throughout our region and beyond.

Yours in partnership,

A handwritten signature in black ink that reads "Bliss Coulter". The signature is fluid and cursive.

Bliss Coulter
President & CEO
Women's Business Council - Southwest

Sponsorship Structure Snapshot

Champion Circle Levels: \$5,000-\$10,000

Enables you to receive recognition across all programs

Pillar Options: \$2,500 per pillar

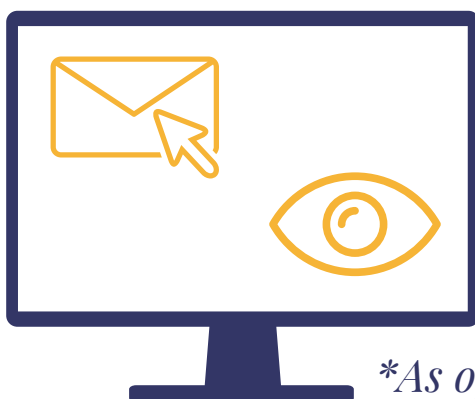
Enables you to choose programs from one programmatic area to receive recognition in; can be combined with A La Carte offerings to increase your footprint

A La Carte Offerings: \$250+ per program

Enables you to receive recognition at individual programs of your choosing

WBCS Annual **Reach** At A Glance

PLATFORM	TOTAL FOLLOWERS	% INCREASE OVER LAST YEAR	AVERAGE IMPRESSIONS PER MONTH IN 2022	TOTAL ENGAGEMENTS PER MONTH IN 2022
Facebook	2,514	14.6%	3,179	311
Instagram	1,087	15.3%	2,310	153
LinkedIn	4,426	32.7%	8,372	909



6,287 NEWSLETTER SUBSCRIBERS
14,349 WEBSITE HOMEPAGE VIEWS
48,265 UNIQUE PAGE VIEWS

**As of September 2023*

Event Descriptions

Events are labeled if in-person or virtual. Either way, all are welcome to attend.

Capacity Building Programs

The Capacity Building Pillar provides singular and on-going professional and business development events to support the growth of Women's Business Enterprises (WBEs) in their business ecosystem.

Parade of Stars Awards Gala | February 2024 | In-Person

Recognition offering. This formal evening event honors WBE and Corporate Members who go above and beyond to ensure the successes of women-owned businesses. The event features a cocktail reception, seated dinner, awards ceremony, and after party.

Table Topics Luncheons | Monthly | In-Person and Virtual

Educational offering. This event features networking and a keynote speaker on a variety of business topics. For those attending in-person, lunch is also included. There are 12 luncheons in 2024, typically on the second Tuesday of the month.

Mentoring and Outreach Programs

The Mentoring and Outreach Pillar provides a comprehensive pipeline of support for prospective to established Women's Business Enterprises (WBEs).

Coffee with the Council | Quarterly | In-Person

Networking and recognition opportunity. This networking event is focused on bringing together current and prospective members, local businesses, and corporations to develop professional relationships over coffee and recognize members who have joined within the last quarter.

Harvesting Partnerships | November 2024 | In-Person

Half-day educational conference that highlights the skillsets of WBCS WBEs. This event features a welcome reception, WBE led roundtable discussions on business themes (i.e., marketing, legal, human resources, etc.), networking, vendor tables for WBCS WBEs, a keynote luncheon, and the Lillie Knox Investment Award pitch presentation.

Inclusion Business Mixers | June and November 2024 | In-Person

Outreach initiative. Co-hosted by WBCS and community partner organizations supporting diverse women-owned businesses during their national celebration month: LGBTQ+ entrepreneurs (June) and veteran entrepreneurs (November), each event features open networking, vendor tables, and an educational spotlight about the benefits of involvement with each organization. Mixers are open to prospective members and the full WBCS network.

Women of Color Business Mixers | February, May, and September 2024 | In-Person

Outreach initiative. Co-hosted by WBCS and community partner organizations supporting diverse women-owned businesses during their national celebration month: Black entrepreneurs (February), Asian entrepreneurs (May), and Hispanic entrepreneurs (September), each event features open networking, vendor tables, and an educational spotlight about the benefits of involvement with each organization. Mixers are open to prospective members and the full WBCS network.

Procurement Programs

The Procurement Pillar supports supplier diversity discussions and networking, to encourage contracts between WBCS Corporate and Women's Business Enterprise (WBE) Members.

Connections to Contracts | April 2024 | In-Person

Procurement-focused event connecting women-owned businesses with corporations and each other. This event features a welcome reception, corporate roundtable procurement discussions, a c-suite executive keynote address, workshops, and a networking reception.

Connections to Contracts - Austin | September 2024 | In-Person

Procurement-focused event connecting women-owned businesses with corporations and each other. This event features a networking breakfast, corporate roundtable procurement discussions, and a business development workshop.

Construction Industry Summit | July 2024 | In-Person

Half-day summit bringing together current and prospective members, local businesses, and corporations to develop professional relationships and grow their acumen in the construction industry. The event features networking, panel discussions, and vendor tables for women-owned businesses in the construction sector.

Regional Business Mixers | Quarterly | Virtual

Open networking opportunity. This event has no formal programming. It is simply time for women-owned businesses and corporations across our four-state region to connect.

Champion Circle - Platinum Level

\$10,000+

Capacity Building Programs Benefits

Parade of Stars Awards Gala

- 16 admissions
- 2 VIP tables of 8 during dinner
- Logo on table tents
- Full page, 4 color ad
- Logo on highest billing on event materials

Table Topics Luncheons

- 3 admissions to each luncheon
- Logo on highest billing on event materials

Mentoring and Outreach Programs Benefits

Coffee with the Council

- 3 admissions to each event
- Logo on highest billing on event materials

Harvesting Partnerships

- 16 admissions
- Logo on name badge
- Full page, 4 color ad in digital program
- 1 themed roundtable
- 1 company provided pop-up banner
- Logo on highest billing on event materials

Inclusion Business Mixers

- 3 admissions to each mixer
- Logo on highest billing on event materials

Women of Color Business Mixers

- 3 admissions to each mixer
- Logo on highest billing on event materials



Procurement Programs Benefits

Connections to Contracts

- 16 admissions
- Recognition in press release
- Logo on highest billing on event materials

Connections to Contracts - Austin

- 3 admissions
- Logo on highest billing on event materials

Construction Industry Summit

- 3 admissions
- Logo on highest billing on event materials

Regional Business Mixers

- Logo on highest billing on event materials

Additional Platinum Benefits

- Feature in sponsor video played at three major events and on front page of WBCS website
- Logo on front page of WBCS website
- Logo on WBCS digital annual report
- 6 social media mentions
- 2 WBCS newsletter mentions
- 1 company provided blog post on business topic of choice
- \$500 restricted contribution for the Lillie Knox Investment Fund*



**not tax deductible*

When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.

Champion Circle – Gold Level

\$5,000 – \$9,999

Capacity Building Programs Benefits

Parade of Stars Awards Gala

- 8 admissions
- 1 VIP table of 8 during dinner
- Full page, 4 color ad
- Logo on second highest billing on event materials

Table Topics Luncheons

- 2 admissions to each luncheon
- Logo on second highest billing on event materials

Mentoring and Outreach Programs Benefits

Coffee with the Council

- 2 admissions to each event
- Logo on second highest billing on event materials

Harvesting Partnerships

- 8 admissions
- 1 themed roundtable
- 1 company provided pop-up banner
- Logo on second highest billing on event materials

Inclusion Business Mixers

- 2 admissions to each mixer
- Logo on second highest billing on event materials

Women of Color Business Mixers

- 2 admissions to each mixer
- Logo on second highest billing on event materials



Procurement Programs Benefits

Connections to Contracts

- 8 admissions
- 30 second video spot
- Logo on second highest billing on event materials

Connections to Contracts - Austin

- 2 admissions
- Logo on second highest billing on event materials

Construction Industry Summit

- 2 admissions
- Logo on second highest billing on event materials

Regional Business Mixers

- Logo on second highest billing on event materials

Additional Gold Benefits

- Logo on front page of WBCS website
- Logo on WBCS digital annual report
- 2 social media mentions
- 1 WBCS newsletter mention
- Company provided and hosted video included in one newsletter
- 1 blog post mention featuring all WBE companies in "Gold" level
- \$250 restricted contribution for the Lillie Knox Investment Fund*



**not tax deductible*

When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.

Pillar Options

Choose the programmatic area you want to support throughout 2024.

\$2,500 per pillar

Capacity Building Pillar Benefits

Parade of Stars Awards Gala

- 4 admissions
- Logo on event materials

Table Topics Luncheons

- Audience address at one luncheon of your choice
- 4 admissions to each luncheon
- Logo on event materials

Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report

Mentoring and Outreach Pillar Benefits

Coffee with the Council

- Audience address at one event of your choice
- 4 admissions to each event
- Logo on event materials

Harvesting Partnerships

- 4 admissions
- 1 themed roundtable
- Logo on roundtable room layout
- Logo on roundtable list in digital program
- Logo on event materials

Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report

Inclusion Business Mixers

- Audience address at one mixer of your choice
- 4 admissions to each mixer
- Logo on event materials

Women of Color Business Mixers

- Audience address at one mixer of your choice
- 4 admissions to each mixer
- Logo on event materials

Procurement Pillar Benefits

Connections to Contracts

- 4 admissions
- Logo on roundtable room layout
- Logo on roundtable list in digital program
- Logo on event materials

Connections to Contracts - Austin

- Audience address
- 4 admissions
- Logo on event materials

Construction Industry Summit

- 4 admissions
- Logo on event materials

Regional Business Mixers

- Logo on event materials

Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report



When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.

A La Carte Offerings

Choose as many individual programs to support as you would like.

Collaborator | \$750 Per Program

Coffee with the Council

- Audience address at one event of your choice
- 3 admissions to each event
- Option to provide promotional material at one event of your choice
- Company name on event materials

Connections to Contracts

- 3 admissions
- Company name on event materials

Connections to Contracts - Austin

- 3 admissions
- Company name on event materials

Harvesting Partnerships

- 3 admissions
- 1 themed roundtable
- Company name on event materials

Inclusion Business Mixers

- 3 admissions to each mixer
- Company name on event materials

Parade of Stars Awards Gala

- 3 admissions
- Company name on event materials

Table Topics Luncheons

- 3 admissions to each luncheon
- Company name on event materials

Women of Color Business Mixers

- 3 admissions to each mixer
- Company name on event materials



When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.

Contributor | \$400 per program

Connections to Contracts

- 2 admissions
- Company name on event materials

Connections to Contracts – Austin

- 2 admissions
- Company name on event materials

Harvesting Partnerships

- 2 admissions
- Company name on event materials

Inclusion Business Mixers

- 2 admissions to each mixer
- Company name on mixer materials

Parade of Stars Awards Gala

- 2 admissions
- Company name on event materials

Table Topics Luncheons

- 2 admissions to each luncheon
- Company name on event materials

Women of Color Business Mixers

- 2 admissions to each mixer
- Company name on mixer materials

Table

Harvesting Partnerships Themed Roundtable: \$250

- 1 admission
- 1 themed roundtable
- Feature in roundtable host summary sheet
- Company name on table sign

Harvesting Partnerships Vendor Table: \$175

- 1 admission
- 1 vendor table

Parade of Stars Awards Gala: \$1,500

- 8 admissions
- 1 table of 8 during dinner
- Company name on table sign

Women of Color Business Mixer Vendor Table: \$75

- 1 admission
- 1 vendor table



Lillie Knox Investment Award Fund

The Lillie Knox Investment Award is a cash prize of up to \$20,000, exclusively available to WBCS WBEs, to help further business growth. Current members, in good standing, are welcome to apply annually for consideration.

Because WBEs provide services across a range of industries and are at different stages in their business development, the investment award can be utilized for myriad purposes and the amount requested can be any amount up to \$20,000.

The Lillie Knox Investment Award is funded solely by member donations. The number of awards distributed, and the amount of each award are determined by the total funds available as well as the merits of requests in each application. The cash prizes are presented during Harvesting Partnerships each fall.

Any amount you can contribute helps women-owned businesses grow. We invite you to include a contribution in your sponsorship selection.

All donors will be recognized at Harvesting Partnerships.

*not tax deductible



What's On the Horizon

Parade of Stars Awards Gala

February 2024 | In-Person

Table Topics Luncheons

Monthly | In-Person and Virtual

Coffee with the Council

Quarterly | In-Person

Harvesting Partnerships

November 2024 | In-Person

New

Inclusion Business Mixers

June and November 2024 | In-Person

Women of Color Business Mixers

February, May, and September 2024 | In-Person

Connections to Contracts

April 2024 | In-Person

Connections to Contracts - Austin

September 2024 | In-Person

New

Construction Industry Summit

July 2024 | In-Person

Regional Business Mixers

Quarterly | Virtual

**Full event descriptions listed on pages 4-5*



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST



Our mission is to increase the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities for our members and affiliates.

Our vision is lifting up women-owned businesses and positively impacting the community through inclusive and prosperous partnerships for all.

TO RESERVE YOUR SPONSORSHIP, VISIT:

www.wbcsouthwest.org/sponsorship

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#WBCSEvent

#WBCSTransform

