



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

INCLUSIVE & PROSPEROUS PARTNERSHIPS FOR ALL

2021 sponsorship
opportunities >

WOMEN'S BUSINESS ENTERPRISE (WBE) MEMBER

letter from the president



DEAR WBCS FAMILY,



This has been a year that has called for our resilience, adaptability, and empathy. We have weathered a global pandemic, experienced unprecedented uncertainty in our professional and personal lives, and seen racial injustice rightfully called out for what it is. Even with the social distancing measures and social unrest taking place, what has not ceased to amaze me is the willingness of our members to come together and listen to one another's perspectives, innovate to meet changing market conditions, and remain strong in their resolve to support women-owned businesses. This gives me optimism for our future.

Speaking of our future, I am excited to share with you the program offerings and sponsorship opportunities we have for 2021 - all of which will continue to add value to women-owned businesses and corporate members. That is after all, why we exist: to be part of the solution in helping women-owned businesses achieve parity; and as a non-profit, we rely on contributions from our network to assist us in meeting that goal.

Regarding our programs, you will see some familiar ones as well as many new and expanded initiatives, including increased outreach that intentionally includes various demographics in our network and ensures our community is a welcoming place for all. We have expanded mentoring programs so that we are reaching women-owned businesses at every major point along their journey, whether they are just starting out or preparing themselves to work with corporations.

Within our sponsorship opportunities, we have restructured our offerings to help meet your strategic and marketing needs. You will see various Champion Circle levels that allow a company to support and receive recognition at all programs; Pillar options that allow a company to support and receive recognition at programs in a specific categorical area and; A La Carte offerings that allow a company to support and receive recognition at individual programs of their choosing.

With so many new and exciting changes, I invite you to review the following pages so you can select the best options that align with your company's goals. Please do not hesitate to reach out to me with any questions or thoughts.

Thanks, as always, for your support and dedication to women-owned businesses.

Yours in partnership,

Debbie Hurst



sponsorship structure snapshot



CHAMPION CIRCLE LEVELS: \$5,000+

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: \$400+ PER PROGRAM

enables you to receive recognition at individual programs of your choosing



WBCS reach at a glance



social media

PLATFORM	TOTAL FOLLOWERS	AVG. IMPRESSIONS/ MONTH	TOTAL ENGAGEMENTS/ MONTH
FACEBOOK	1,818	2,533	283
INSTAGRAM	597	2,099	148
LINKEDIN	2,305	4,790	320
TWITTER	44,000	9,980	95



newsletter

• 4,907 SUBSCRIBERS



website

- HOMEPAGE TRAFFIC – OVER 18,000 PAGEVIEWS ON THE HOMEPAGE IN THE LAST YEAR
- 64,762 UNIQUE PAGE VIEWS IN THE LAST YEAR



press releases

• AVERAGE 2,400 VIEWS



TO BE RESPONSIBLE STEWARDS OF YOUR WELL-BEING, all events will be held virtually through the end of June 2021. After that time, we will re-evaluate based on CDC guidelines. Whether in-person or virtual, all are welcome to attend our events.

capacity building programs

ANNUAL MEETING AND CELEBRATION (NOVEMBER 2021)

Year-end celebration. This event features a WBCS year-in-review presentation, recognition of special member achievements, and a networking reception.

AUSTIN INSIGHTS (JULY 2021)

Educational offering. This evening program features a c-suite keynote address, community partner resources, and a networking reception.

AUSTIN WOMEN OWNED WEDNESDAYS (MONTHLY)

Educational offering. This event features networking and a keynote presentation focused on a business topic relevant to the Austin community. There are 10 luncheons in 2021, held January through October, typically on the fourth Wednesday of the month.

TABLE TOPICS LUNCHEONS (MONTHLY)

Educational offering. This event features networking and a keynote speaker focused on communication, business development, or personal development. There are 10 luncheons in 2021, held February through November, typically on the second Tuesday of the month.

mentoring and outreach programs

HARVESTING PARTNERSHIPS (SEPTEMBER 2021)

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

OUTREACH EVENTS AND PROGRAMS (BI-ANNUAL PER AFFINITY GROUP)

Outreach initiatives are held in different capacities throughout the year targeting specific affinity groups. The events will include networking and a panel discussion/presentation on the benefits of WBE certification.



event descriptions

PROSPECTIVE WBE INFO SESSIONS (MONTHLY)

Outreach initiative. Each info session features a panel of corporate members, WBEs, and/or community partners who discuss and answer questions on the benefits of WBE certification. This event is open to the public, but our target audience is prospective WBEs.

WOMEN OF COLOR MENTOR PROGRAM (THREE-MONTH PROGRAM)

Three-month program that matches prospective WBE women of color business owners with a current WBE or corporate member as a mentor. The mentors serve as ambassadors throughout the certification process while the prospects/newly certified WBEs are learning more about the Council. In addition to meeting with the mentor at least once per month (per the mentor's schedule), there is also a kick-off networking reception as well as a closing reception.

procurement programs

CONNECTIONS TO CONTRACTS (APRIL 2021)

Procurement-focused event connecting women-owned businesses with corporations and each other. This virtual offering features a welcome reception, corporate roundtable procurement discussions, a c-suite executive keynote address, industry tracks, exhibitor booths featuring select sponsors, and small group and one-on-one networking.

CONNECTIONS TO CONTRACTS – AUSTIN (SEPTEMBER 2021)

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.

REGIONAL/ NEIGHBORHOOD BUSINESS MIXERS (QUARTERLY)

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.

WBE INDUSTRY BUSINESS MIXERS (QUARTERLY PER INDUSTRY)

Open networking opportunity. This event has no formal programming. It is simply time for women-owned businesses in a particular industry to connect.

champion circle – platinum



Champion Circle - **PLATINUM LEVEL - \$10,000+**

CAPACITY BUILDING PROGRAMS BENEFITS

Annual Meeting and Celebration

- Prominent “Platinum” recognition
- Audience address
- 2 VIP tables of 8
- 60 second video spot
- Logo on highest billing on event materials

Austin Insights

- Prominent “Platinum” recognition
- 6 admissions

Austin Women Owned Wednesdays

- Prominent “Platinum” recognition
- 6 admissions to each session

Table Topics Luncheons

- Prominent “Platinum” recognition
- 6 admissions to each luncheon

MENTORING AND OUTREACH PROGRAMS BENEFITS

Harvesting Partnerships

- Prominent “Platinum” recognition
- Audience address
- 2 VIP tables of 8
- 60 second video spot
- Logo on name badge
- Logo on program book back cover
- 1 company provided pop-up banner
- 1 themed roundtable
- Logo on highest billing on event materials

Prospective WBE Info Sessions

- Prominent “Platinum” recognition
- Logo on event invitation and website
- Audience address at one info session of your choice

Women of Color Mentor Program

- Prominent “Platinum” recognition
- 2 admissions to kick-off reception
- 2 admissions to closing reception



When applicable, event materials include registration website, event invitations, and virtual event platform.



champion circle – platinum

PROCUREMENT PROGRAMS BENEFITS

Connection to Contracts

- Prominent “Platinum” recognition
- Audience address
- 16 admissions
- 60 second video spot
- Virtual exhibitor booth
- Recognition in press release
- Logo on highest billing on event materials

Connections to Contracts - Austin

- Prominent “Platinum” recognition
- 6 admissions

Regional/Neighborhood Business Mixers

- Prominent “Platinum” recognition

WBE Industry Business Mixers

- Prominent “Platinum” recognition

ADDITIONAL BENEFITS

- Logo on front page of WBCS website
- Logo on WBCS annual report
- 2 social media mentions
- 1 WBCS newsletter mention
- 1 dedicated editorial blog post on business topic of your choice
- \$500 earmarked contribution for the Lillie Knox Investment Fund*

**not tax deductible*



champion circle – gold



Champion Circle - **GOLD LEVEL** - \$5,000 - \$9,999

CAPACITY BUILDING PROGRAMS BENEFITS

Annual Meeting and Celebration

- Prominent “Gold” recognition
- Audience address at your choice of one: Annual Meeting and Celebration, Harvesting Partnerships, or Connections to Contracts
- 2 VIP tables of 8
- 30 second video spot
- Logo on second highest billing on event materials

Austin Insights

- Prominent “Gold” recognition
- 4 admissions

Austin Women Owned Wednesdays

- Prominent “Gold” recognition
- 4 admissions to each session

Table Topics Luncheons

- Prominent “Gold” recognition
- 4 admissions to each luncheon

MENTORING AND OUTREACH PROGRAMS BENEFITS

Harvesting Partnerships

- Prominent “Gold” recognition
- Audience address at your choice of one: Annual Meeting and Celebration, Harvesting Partnerships, or Connections to Contracts
- 2 VIP tables of 8
- 30 second video spot
- 1 company provided pop-up banner
- 1 themed roundtable
- Logo on second highest billing on event materials



When applicable, event materials include registration website, event invitations, and virtual event platform.



champion circle – gold

PROCUREMENT PROGRAMS BENEFITS

Connections to Contracts

- Prominent “Gold” recognition
- Audience address of your choice of one: Annual Meeting and Celebration, Harvesting Partnerships, or Connections to Contracts
- 16 admissions
- 30 second video spot
- Virtual exhibitor booth
- Logo on second highest billing on event materials

Connections to Contracts - Austin

- Prominent “Gold” recognition
- 4 admissions

Regional/Neighborhood Business Mixers

- Prominent “Gold” recognition

WBE Industry Business Mixers

- Prominent “Gold” recognition

ADDITIONAL BENEFITS

- Logo on front page of WBCS website
- Logo on WBCS annual report
- 2 social media mentions
- 1 WBCS newsletter mention
- 1 blog post featuring all companies in “Gold” level
- \$250 earmarked contribution for the Lillie Knox Investment Fund*

**not tax deductible*



pillar sponsor options



Choose the programmatic area(s) you want to support throughout 2021 -
\$2,500 PER PILLAR

CAPACITY BUILDING PILLAR BENEFITS

The Capacity Building Pillar provides singular and on-going professional and business development events to support the growth of WBEs in their business ecosystem.

Annual Meeting and Celebration

- 4 admissions
- Logo on event materials

Austin Insights

- Audience address
- 4 admissions
- Logo on event materials

Austin Women Owned Wednesdays

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

Table Topics Luncheons

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

Additional

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



MENTORING AND OUTREACH PILLAR BENEFITS

The Mentoring and Outreach Pillar provides a comprehensive pipeline of support for prospect to established WBEs.

Harvesting Partnerships

- 1 table of 8
- 1 themed roundtable
- Logo on event materials

Outreach Events and Programs

- Audience address at your choice of one: Next Gen Business Mixer, Veteran Business Mixer, or Women of Color Business Mixer
- Logo on event invitation and website
- Logo on-screen at start of mixer (*when virtual*)

Prospective WBE Info Sessions

- Logo on event invitation and website
- Logo on-screen at start of info session (*when virtual*)

Women of Color Mentor Program

- Logo on program materials
- Logo on program blog post
- 2 admissions to kick-off reception
- 2 admissions to closing reception

Additional

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

When applicable, event materials include registration website, event invitations, and virtual event platform.



pillar sponsor options

PROCUREMENT PILLAR BENEFITS

The Procurement Pillar supports supplier diversity discussions and networking, to encourage contracts between WBCS corporate and WBE members.

Connections to Contracts

- 8 admissions
- Logo on-screen at start of roundtable discussions
- Logo on roundtable discussions info sheet
- Virtual exhibitor booth
- Logo on event materials

Connections to Contracts - Austin

- Audience address
- 8 admissions
- Logo on event materials

Regional/Neighborhood Business Mixers

- Audience address at one mixer of your choice
- Logo on event materials
- Logo on-screen at start of event *(when virtual)*

WBE Industry Business Mixers

- Audience address at one mixer of your choice
- Logo on event materials
- Logo on-screen at start of event *(when virtual)*

Additional

- Logo on Events page of WBCS website
- Logo on WBE Promotions Center on WBCS website
- Logo on WBCS annual report



a la carte offerings



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

Collaborator - **\$750 PER PROGRAM**

Annual Meeting and Celebration

- 4 admissions
- Company name on event materials

Austin Insights

- 4 admissions
- Company name on event materials

Austin Women Owned Wednesdays

- 4 admissions to each session
- Company name on event materials

Connections to Contracts

- 4 admissions
- Company name on event materials

Connections to Contracts – Austin

- 4 admissions
- Company name on event materials

Harvesting Partnerships

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

Table Topics Luncheons

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



When applicable, event materials include registration website, event invitations, and virtual event platform.



a la carte offerings

Contributor - \$400 PER PROGRAM

Annual Meeting and Celebration

- 2 admissions
- Company name on event materials

Austin Insights

- 2 admissions
- Company name on event materials

Austin Women Owned Wednesdays

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

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

Table Topics Luncheons

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



lillie knox investment awards fund





lillie knox investment awards fund

THE LILLIE KNOX INVESTMENT AWARD is a cash prize of up to \$20,000, exclusively available to WBCS Women's Business Enterprises (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.

Donations are not tax deductible.



WOMEN'S
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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 SPONSORSHIPS VISIT:
www.wbcsouthwest.org/sponsorship

PHONE: (817) 299-0566

TOLL FREE: (866) 451-5997

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