

# Sponsorship Opportunities 2022



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST

# Letter from the Board Chairman



## DEAR WBCS FAMILY,

As we begin to return to a new normal during this global pandemic, I am truly amazed at what this Council and our members have been able to accomplish over the last year. It was a time to be resilient and a time to look at the core values of our business and how we would move forward. Despite the physical distance, we have come together to network and create business opportunities in a digital landscape.

This has also been a year of transition for the Council. As we bid farewell to Debbie Hurst and thank her for her last 24-years of service and dedication to advancing women-owned businesses, we will also welcome a new leader, Bliss Coulter, who will advance the mission of the Council into the future.

As we look to the future, I am excited to share with you our program offerings and sponsorship opportunities for 2022 – all of which will continue to add value to women-owned businesses and to the mission of our Corporate Members.

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 are looking forward to growing our Women of Color and NextGen initiatives for both prospective and current members. Likewise, our new Stage Series provides programming specifically tailored to the stage your business is in. We are also excited to bring back our Parade of Stars Awards Gala after we were unable to hold it in 2021.

Continuing the structure created last year, 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; À 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 the WBCS team with any questions or thoughts.

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

Yours in partnership,

A handwritten signature in black ink that reads "Joe Mossinger". The signature is fluid and cursive, written in a professional style.

**JOE MOSSINGER**

Senior Manager Strategic Sourcing, Toyota

# Sponsorship Structure Snapshot

## CHAMPION CIRCLE LEVELS: \$10,000+

Enables you to receive recognition across all programs

## PILLAR OPTIONS: \$5,000 PER PILLAR

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

## À LA CARTE OFFERINGS: \$500+ 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 PER MONTH	TOTAL ENGAGEMENTS PER MONTH
FACEBOOK	1,969	22,795	350
INSTAGRAM	782	2,440	187
LINKEDIN	2,559	3,888	260
TWITTER	42,500	12,656	89



### NEWSLETTER

5,544 SUBSCRIBERS



### WEBSITE

OVER 21,291 PAGE VIEWS ON THE HOMEPAGE IN THE LAST YEAR



### PRESS RELEASES

5,185 VIEWS

70,240 UNIQUE PAGE VIEWS IN THE LAST YEAR

# 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 in their business ecosystem.

### – **AUSTIN INSIGHTS: JULY 2022 / IN-PERSON**

Educational offering. This evening program features an Austin executive keynote address and networking reception.

### – **AUSTIN WOMEN OWNED WEDNESDAYS: MONTHLY / VIRTUAL**

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 2022, held January through October, typically on the fourth Wednesday of the month.

### – **PARADE OF STARS AWARDS GALA: FEBRUARY 2022 / IN-PERSON**

Recognition offering. This semiformal evening event honors Women's Business Enterprises 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.

### – **STAGE SERIES: BI-MONTHLY / VIRTUAL**

Educational offering. Every other month, Women's Business Enterprises will participate in overarching themed presentations and group discussions, based on their business stage: Start Up (under 3 years), Emerging (3 – 5 years), and Sustaining (5+ years). Each stage will meet 6 times in 2022, January through November, typically on the third week of alternating months, with the Start Up session on Tuesday, the Emerging session on Wednesday, and the Sustaining session on Thursday.

### – **TABLE TOPICS LUNCHEONS: MONTHLY / IN-PERSON AND VIRTUAL**

Educational offering. This event features networking and a keynote speaker focused on communication, business development, or personal development. For those attending in-person, lunch is also included. There are 10 luncheons in 2022, held February through November, 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.

### – **HARVESTING PARTNERSHIPS: NOVEMBER 2022 / IN-PERSON**

Half-day educational conference that highlights the skillsets of WBCS Women's Business Enterprises.

This event features a keynote address, the Lillie Knox Investment Award presentation, Women's Business Enterprise led roundtable discussions on business themes (i.e., marketing, legal, human resources, etc.), and a networking reception.



### – **NEXTGEN PROGRAM: QUARTERLY / VIRTUAL**

Outreach initiative and development program. A variety of recruitment and member programs designed for women business owners under 40. Events include business mixers and speaker programs. There is also a mentoring program for prospective and current members. All events are open to the public, but our target audience is Generation X, Millennial, and Generation Z women business owners.

### – **PROSPECTIVE WBE INFO SESSIONS: MONTHLY / VIRTUAL**

Outreach initiative. Each info session features a panel of Corporate Members, Women's Business Enterprises, and/or community partners who discuss and answer questions on the benefits of Women's Business Enterprise certification. This event is open to the public, but our target audience is prospective Women's Business Enterprises.

### – **WOMEN OF COLOR PROGRAM: BI-MONTHLY / IN-PERSON AND VIRTUAL**

Outreach initiative and development program. A variety of recruitment and member programs designed for women of color business owners. Events include business mixers, listening sessions, and speaker programs. There is also a mentoring program for prospective and current members. All events are open to the public, but our target audience is women of color business owners.

## Procurement Programs

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

### – **CONNECTIONS TO CONTRACTS: APRIL 2022 / 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, industry tracks, and a networking reception.

### – **CONNECTIONS TO CONTRACTS – AUSTIN: SEPTEMBER 2022 / 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.

### – **CORPORATE BREAKFAST CLUBS: QUARTERLY / VIRTUAL**

Open networking opportunity. This event is an informal gathering for Corporate Members to candidly discuss supplier diversity related topics and gain insights to strengthen their supplier diversity programs.

### – **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

## Champion Circle **PLATINUM LEVEL: \$30,000+**

### CAPACITY BUILDING PROGRAMS BENEFITS

#### Austin Insights

- Prominent “Platinum” recognition
- 6 admissions

#### Austin Women Owned Wednesdays

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

#### Parade of Stars Awards Gala

- Prominent “Platinum” recognition
- Audience address
- 2 VIP tables of 8
- 60 second video spot
- Logo on name badge
- Bottle service during dinner
- Full page, 4 color ad
- Valet parking for 16
- Logo on highest billing on event materials
- 6 VIP Reception tickets

#### Stage Series

- Prominent “Platinum” recognition

#### 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
- Logo on highest billing on event materials

#### NextGen Program

- Prominent “Platinum” recognition

#### Prospective WBE Info Sessions

- Prominent “Platinum” recognition

#### Women of Color Program

- Prominent “Platinum” recognition



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

# Champion Circle – Platinum Level

## PROCUREMENT PROGRAMS BENEFITS

### Connections to Contracts

- Prominent “Platinum” recognition
- Audience address
- 16 admissions
- Registration kiosk branding
- 60 second video spot
- 1 corporate roundtable
- Recognition in press release
- Logo on highest billing on event materials

### Connections to Contracts - Austin

- Prominent “Platinum” recognition
- 6 admissions
- 1 corporate roundtable

### Corporate Breakfast Clubs

- Prominent “Platinum” recognition

### Regional Business Mixers

- Prominent “Platinum” recognition

## ADDITIONAL BENEFITS

- Logo on front page of WBCS website
- Logo on WBCS annual report
- 6 social media mentions
- 2 WBCS newsletter mentions
- 1 dedicated editorial blog post highlighting supplier diversity program
- 100% discount on annual WBCS Corporate Membership dues
- \$2,000 earmarked contribution for the Lillie Knox Investment Fund\*

*\* Not tax deductible*



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



# Champion Circle – Gold Level

## Champion Circle **GOLD LEVEL: \$20,000 - \$29,999**

### CAPACITY BUILDING PROGRAMS BENEFITS

#### Austin Insights

- Prominent “Gold” recognition
- 4 admissions

#### Austin Women Owned Wednesdays

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

#### Parade of Stars Awards Gala

- Prominent “Gold” recognition
- Audience address at a networking reception of your choice at either Parade of Stars Awards Gala, Connections to Contracts, or Harvesting Partnerships
- 2 VIP tables of 8
- 30 second video spot
- Full page, 4 color ad
- Logo prominence on event materials
- 4 VIP Reception tickets

#### Stage Series

- Prominent “Gold” recognition

#### Table Topics Luncheons

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

### MENTORING AND OUTREACH PROGRAMS BENEFITS

#### Harvesting Partnerships

- Prominent “Gold” recognition
- Audience address at a networking reception of your choice at either Parade of Stars Awards Gala, Connections to Contracts, or Harvesting Partnerships
- 2 VIP tables of 8
- 30 second video spot
- 1 company provided pop-up banner
- Logo on second highest billing on event materials

#### NextGen Program

- Prominent “Gold” recognition

#### Prospective WBE Info Sessions

- Prominent “Gold” recognition

#### Women of Color Program

- Prominent “Gold” recognition



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

# Champion Circle — Gold Level

## PROCUREMENT PROGRAMS BENEFITS

### Connections to Contracts

- Prominent “Gold” recognition
- Audience address at a networking reception of your choice at either Parade of Stars Awards Gala, Connections to Contracts, or Harvesting Partnerships
- 16 admissions
- 30 second video spot
- 1 corporate roundtable
- Logo on second highest billing on event materials

### Connections to Contracts - Austin

- Prominent “Gold” recognition
- 4 admissions
- 1 corporate roundtable

### Corporate Breakfast Clubs

- Prominent “Gold” recognition

### Regional 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 dedicated blog post highlighting supplier diversity program
- 75% discount on annual WBCS Corporate Membership dues
- \$1,500 earmarked contribution for the Lillie Knox Investment Fund\*

*\* Not tax deductible*



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

# Champion Circle – Silver Level

## Champion Circle SILVER LEVEL: \$10,000 - \$19,999

### CAPACITY BUILDING PROGRAMS BENEFITS

#### Austin Insights

- Prominent “Silver” recognition
- 2 admissions

#### Austin Women Owned Wednesdays

- Prominent “Silver” recognition
- 2 admissions to each session

#### Parade of Stars Awards Gala

- Prominent “Silver” recognition
- 1 VIP table of 8
- Half page, 4 color ad
- Logo on third highest billing on event materials
- 2 VIP Reception tickets

#### Stage Series

- Prominent “Silver” recognition

#### Table Topics Luncheons

- Prominent “Silver” recognition
- 2 admissions to each luncheon

### MENTORING AND OUTREACH PROGRAMS BENEFITS

#### Harvesting Partnerships

- Prominent “Silver” recognition
- 1 VIP table of 8
- 1 company provided pop-up banner
- Logo on third highest billing on event materials

#### NextGen Program

- Prominent “Silver” recognition

#### Prospective WBE Info Sessions

- Prominent “Silver” recognition

#### Women of Color Program

- Prominent “Silver” recognition



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



# Champion Circle – Silver Level

## PROCUREMENT PROGRAMS BENEFITS

### Connections to Contracts

- Prominent “Silver” recognition
- 8 admissions
- 1 corporate roundtable
- Logo on third highest billing on event materials

### Connections to Contracts - Austin

- Prominent “Silver” recognition
- 2 admissions
- 1 corporate roundtable

### Corporate Breakfast Clubs

- Prominent “Silver” recognition

### Regional Business Mixers

- Prominent “Silver” 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 “Silver” level
- 50% discount on annual WBCS Corporate Membership dues
- \$1,000 earmarked contribution for the Lillie Knox Investment Fund\*

\* Not tax deductible



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



# Pillar Sponsor Options

Choose the programmatic area you want to support throughout 2022.

**\$5,000 PER PILLAR**

## CAPACITY BUILDING PILLAR BENEFITS

### Austin Insights

- Podium recognition
- 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

### Parade of Stars Awards Gala

- 4 admissions
- Logo on event materials

### Stage Series

- 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

### Harvesting Partnerships

- 1 table of 8
- Logo on roundtable room layout
- Logo on roundtable list in program book
- Logo on event materials

### NextGen Program

- Logo on event materials

### Prospective WBE Info Sessions

- Logo on event materials
- Logo on-screen at start of info session (when virtual)

### Women of Color Program

- Logo on event materials

### Additional

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

# Pillar Sponsor Options

## PROCUREMENT PILLAR BENEFITS

### Connections to Contracts

- 8 admissions
- Logo on roundtable room layout
- Logo on roundtable list in program book
- Logo on event materials

### Connections to Contracts - Austin

- Audience address
- 8 admissions
- 1 corporate roundtable
- Logo on event materials

### Corporate Breakfast Clubs

- Audience address at one club of your choice
- Logo on event materials
- Logo on-screen at start of event

### Regional Business Mixers

- Audience address at one mixer of your choice
- Logo on event materials
- Logo on-screen at start of event

### Additional

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



# À La Carte Offerings

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

## Collaborator \$2,500 PER PROGRAM

### 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
- 1 corporate roundtable
- Company name on event materials

### Connections to Contracts – Austin

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

### Harvesting Partnerships

- 4 admissions
- Company name on event materials

### NextGen Program

- Company name on event materials

### Parade of Stars Awards Gala

- 4 admissions
- Company name on event materials

### Stage Series

- Company name on event materials

### Table Topics Luncheons

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

### Women of Color Program

- Company name on event materials



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



# À La Carte Offerings

## Contributor \$1,000 PER PROGRAM

### 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
- 1 corporate roundtable
- Company name on event materials

### Connections to Contracts – Austin

- 2 admissions
- 1 corporate roundtable
- Company name on event materials

### Harvesting Partnerships

- 2 admissions
- Company name on event 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

## Table

### Connections to Contracts: \$500

- 2 admissions
- 1 corporate roundtable
- Company name on table sign

### Connections to Contracts – Austin: \$500

- 2 admissions
- 1 corporate roundtable
- Company name on table sign

### Parade of Stars Awards Gala: \$1,000

- 1 table of 8
- Company name on table sign



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

# *Lillie Knox* Investment Award Fund



# *Lillie Knox* Investment Award Fund

**THE LILLIE KNOX INVESTMENT AWARD** is a cash prize of up to \$20,000, exclusively available to WBCS Women's Business Enterprises (WBE), to help further business growth. Current members, in good standing, are welcome to apply annually for consideration.

Because Women's Business Enterprises 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*



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](http://www.wbcsouthwest.org/sponsorship)**

**PHONE:** (817) 299-0566

**TOLL FREE:** (866) 451-5997

5605 N. MACARTHUR BLVD.  
STE. 220  
IRVING, TX 75038

**[wbcsouthwest.org](http://wbcsouthwest.org)**



**#WBCSevent**

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