

2023 SPONSORSHIP OPPORTUNITIES



INCLUSIVE AND PROSPEROUS PARTNERSHIPS FOR ALL

WBE MEMBER EDITION

LETTER FROM THE PRESIDENT & CEO



Dear WBCS family,

I want to first thank each of you for welcoming me into the Council over this last year. I have been able to meet many of you, learn about your companies, and hear your stories. Over the past few years, we have seen an unprecedented need for change, cultural progression, and business improvement. WBCS is proud to have been, and continues to be, a leader in supplier diversity for 28 years. I am excited about the opportunity to make an even bigger impact and evolve WBCS to a level in which it hasn't seen before.

While we continue to strive to be the subject matter expert in this field, we realize the opportunity that the current and ongoing climate has provided. Supplier diversity is a *business imperative* and it takes commitment on everyone's part for us to move the needle for a more inclusive business community.

As part of my continued effort to create more business opportunities for women business owners and our corporate partners, I wanted to share some exciting new programming we have in store for 2023. We are happy to announce the beginning of our quarterly "Coffee with the Council" events to create an opportunity for professional networking as well as recognize our newly certified members. Additionally, we have added a Corporate/WBE Mentorship Program to our 2023 programming as well. Lastly, our Joint Community Venture events will allow us to partner with other organizations in our territory to expand our presence and reach.

Continuing the structure created in 2021, 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 the WBCS team with any questions or thoughts.

Thank you for your support and dedication to women-owned businesses. Join me in our mission to create inclusive and prosperous partnerships for all.

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+

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	TOTAL ENGAGEMENTS PER MONTH
Facebook	2,193	11.4%	9,586	212
Instagram	942	20.4%	4,900	127
LinkedIn	3,335	30%	6,772	615
Twitter	41,998	-1.4%	2,665	22



5,963

NEWSLETTER
SUBSCRIBERS



2,000

PRESS RELEASE
VIEWS



17,668

WEBSITE
HOMEPAGE
VIEWS



60,315

UNIQUE
PAGE
VIEWS

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 (WBE) in their business ecosystem.

Parade of Stars Awards Gala | January 2023 | 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 focused on communication, business development, or personal development. For those attending in-person, lunch is also included. There are 12 luncheons in 2023, 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 (WBE).

Corporate/WBE Mentorship Program | Two 6-month cohorts | In-Person or Virtual

Development opportunity. Each cohort features 10 WBEs who are matched with a Corporate Member mentor based on expertise desired. The mentor and mentee meet monthly at their discretion to develop growth strategies for the WBE. Each cohort kicks off and closes with a networking reception open to all cohort mentors and mentees.

Harvesting Partnerships | November 2023 | In-Person

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 roundtable discussions on business themes (i.e., marketing, legal, human resources, etc.), and a networking reception.

Joint Community Venture Events | 3 per year in DFW | 4 per year in Austin | In-Person
Outreach initiative. Each event is co-hosted by WBCS and a community partner organization and features open networking and an educational moment about the benefits of involvement with each organization.

Women of Color Certification Mentor Program | In-Person or Virtual

Outreach initiative with two 3-month cohorts. Each cohort participant is paired with a currently certified WBE with whom they meet once a month for three months to discuss questions about the certification process. Target audience is women of color business owners considering WBENC certification. Each cohort kicks off with a networking reception for all participants and closes with a business mixer open to 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.

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.

Connections to Contracts | April 2023 | 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 2023 | 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.

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 LEVELS

CHAMPION CIRCLE – PLATINUM LEVEL

\$10,000+

CAPACITY BUILDING PROGRAMS BENEFITS

Parade of Stars Awards Gala

- 2 VIP tables of 8
- Logo on gobo during cocktail reception and after party
- Logo on table tents
- Logo on name badge
- Full page, 4 color ad
- Logo on highest billing on event materials

Table Topics Luncheons

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

MENTORING AND OUTREACH PROGRAMS BENEFITS

Corporate/WBE Mentorship Program

- Logo on highest billing on event materials

Harvesting Partnerships

- 2 VIP tables of 8
- Logo on name badge
- Logo on program book back cover
- 1 themed roundtable
- 1 company provided pop-up banner
- Logo on highest billing on event materials

Joint Community Venture Events

- Logo on highest billing on event materials

Women of Color Certification Mentor Program

- Logo on highest billing on event materials



PROCUREMENT PROGRAMS BENEFITS

Coffee with the Council

- Logo on highest billing on event materials

Connections to Contracts

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

Connections to Contracts - Austin

- 6 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 blog post mention featuring all companies in "Gold" level.
- \$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.

CHAMPION CIRCLE – GOLD LEVEL

\$5,000 - \$9,999

CAPACITY BUILDING PROGRAMS BENEFITS

Parade of Stars Awards Gala

- 2 VIP tables of 8
- 30 second video spot
- Full page, 4 color ad
- Logo on second highest billing on event materials

Table Topics Luncheons

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

MENTORING AND OUTREACH PROGRAMS BENEFITS

Corporate/WBE Mentorship Program

- Logo on second highest billing on event materials

Harvesting Partnerships

- 2 VIP tables of 8
- 30 second video spot
- 1 themed roundtable
- 1 company provided pop-up banner
- Logo on second highest billing on event materials

Joint Community Venture Events

- Logo on second highest billing on event materials

Women of Color Certification Mentor Program

- Logo on second highest billing on event materials



PROCUREMENT PROGRAMS BENEFITS

Coffee with the Council

- Logo on second highest billing on event materials

Connections to Contracts

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

Connections to Contracts - Austin

- 4 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 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.

PILLAR OPTIONS

Choose the programmatic area you want to support throughout 2023.

\$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 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 digital annual report

MENTORING AND OUTREACH PILLAR BENEFITS

Corporate/WBE Mentorship Program

- Logo on event materials

Harvesting Partnerships

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

Additional

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

Joint Community Venture Events

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

Women of Color Certification Mentor Program

- Logo on event materials

PROCUREMENT PILLAR BENEFITS

Coffee with the Council

- Logo on event materials

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
- 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.

A LA CARTE OFFERINGS

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

COLLABORATOR - \$750 PER PROGRAM

Coffee with the Council

- Provide host venue for one event
- Audience address at the event you host
- Option to provide promotional material at the event you host
- 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

Corporate/WBE

Mentorship Program

- Company name on event materials

Harvesting Partnerships

- 4 admissions
- Company name on event materials

Joint Community Venture Events

- Company name on event materials

Parade of Stars Awards Gala

- 4 admissions
- Company name on event materials

Table Topics Luncheons

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

Women of Color Certification

Mentor Program

- Company name on event materials



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

TABLE

Harvesting Partnerships: \$250

- 1 admission
- 1 themed roundtable
- Company name on table sign

Parade of Stars Awards Gala: \$1,200

- 1 table of 8
- Company name on table sign

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



When applicable, event materials include registration website, event invitations, signage, and on-screen branding.

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
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

PHONE: (817) 299-0566

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#WBCSevent