



17TH ANNUAL WOMEN'S BUSINESS CONFERENCE

presented by the Western Wisconsin Women's Business Center
May 12th & 13th, 2020 • UWEC Davies Center • Eau Claire, WI

Dear Community Member,

Since 2003, the Women's Business Conference presented by the Western Wisconsin Women's Business Center has educated and encouraged thousands of local business owners and entrepreneurs. It's the only conference of its kind in Wisconsin, and it has grown in size and scope every year.

As a business interested in supporting the economic growth and development in this community, we invite you to become a sponsor of the 2020 Women's Business Conference. Sponsoring the conference provides many benefits to both your business and the community:

- Sponsorships allow us to keep the registration fee low. We even provide free scholarships to dozens of income-eligible women each year.
- Over the past 17 years, women who have attended the conference have gone on to start, improve and expand hundreds of local businesses. The result is a stronger, more diverse, and more vibrant local economy.
- At the same time, you'll be networking and promoting your business to a valuable targeted population.

Please considering joining us by filling out the enclosed Sponsorship Application Form. With your support, we are confident this year's conference will provide a high-quality, low-cost educational experience for hundreds of local women.

Thank you,

Karman Briggs,
Director of Jobs & Business Development
Western Wisconsin Women's Business Center

A two-day event with:

- an exhibitor hall featuring 100+ businesses
- 28 educational sessions
- industry roundtable discussions
- kick-off address & closing celebration
- one-on-one business counseling
- evening networking social event
- pre-conference event with extended learning sessions

Who is the target audience?

Women who are thinking of starting, improving, or expanding a business.

Who was at last year's conference?

- **dozens** of community volunteers
- **40** local & regional sponsors
- **100+** exhibitors from across the state
- **Hundreds** of entrepreneurs and business owners

Who organizes the conference?

The Western Wisconsin Women's Business Center is part of Western Dairyland E.O.C., a non-profit organization working to eliminate poverty in western Wisconsin.

Western Wisconsin Women's Business Center

418 Wisconsin Street,
Eau Claire, WI 54703

715-836-7511 ext. 1171

info@WomensBusinessConference.com

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SPONSORSHIP APPLICATION

1 SPONSORSHIP LEVEL _____

2 BUSINESS/ORGANIZATION INFORMATION

Name of Business _____

Address _____

City, State, Zip _____ Phone _____

Contact Person _____ E-mail Address _____

Company Website _____

3 EXHIBIT AT THE CONFERENCE

Sponsors at \$500 and above receive a free exhibitor table. Sponsors below \$500 may purchase an exhibitor space.

If you choose to be an exhibitor, please fill out the Conference Exhibitor Application.

Yes - we will be an exhibitor and we will fill out the **Exhibitor Application**

No - We will not be an exhibitor

4 WELCOME PACKET INSERTS

Yes. We will have 500 items delivered to the Western Dairyland office at 418 Wisconsin Street, Eau Claire, WI, 54703, by May 1, 2020

No. We will not be contributing to the attendee welcome bag.

5

Mail completed forms and check made payable to **Western Dairyland E.O.C.** to:

Western Dairyland E.O.C. Inc.
Attn: Women's Business Conference
418 Wisconsin Street
Eau Claire, WI 54703

Web: www.WomensBusinessConference.com

Phone: 715-836-7511 ext. 1174

Email: info@WomensBusinessConference.com

Western Dairyland EOC Inc. reserves the right to deny applications from groups/individuals who failed to meet past obligations, are not in alignment with our mission, or are political in nature.

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SPONSORSHIP APPLICATION

	Level	\$	Available	Benefits
<input type="checkbox"/>	Bronze Level Sponsor	\$100	Unlimited	Your business name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags
<input type="checkbox"/>	Silver Level Sponsor	\$250	Unlimited	Your business name on the conference website and brochures + the opportunity to provide inserts or promotional items in the attendee welcome bags
<input type="checkbox"/>	Registration Sponsors	\$500	1 Sold 1 Available	Your company name/logo prominently displayed on the online registration landing page and at the registration table Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
<input type="checkbox"/>	Coffee Sponsor	\$500	1	Your company name/logo prominently displayed at the shuttle loading area in Carson Park. Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
<input type="checkbox"/>	Refreshments Sponsors	\$500	2	Your company name/logo prominently displayed at the refreshment table in the exhibitor hall Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
<input type="checkbox"/>	Shuttle Sponsors	\$500	3	Your company name/logo displayed in the shuttle buses. A representative from your company is invited to welcome attendees and escort them to the event. Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
<input type="checkbox"/>	Centerpiece Sponsors	\$500	2	Your company name and logo on 60 table top centerpieces which are displayed through the day and given as thank you gifts to speakers at the end of the event. Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
<input type="checkbox"/>	Photography Sponsor	\$500	1	You company name in the photo credits whenever photos are used on social media and in print publications. In-kind sponsorships from photographers will be considered. Your company name on the conference website + the opportunity to provide inserts or promotional items in the attendee welcome bags + one free exhibitor table OR two free conference admissions
SOLD	Brochure Sponsor	\$1,000	SOLD	Your company name prominently featured on 10,000 conference brochures mailed to small business owners throughout the state. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in the attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Lanyard Sponsor	\$1,000	1	Your company name/logo printed on 500 name badge lanyards. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions

<input type="checkbox"/>	Pre-Conference Sponsor	\$1,000	1 Sold 1 Available	Your company will be announced as the sponsor and your name/logo will be prominently displayed. A representative from your company will have the opportunity to introduce pre-conference speakers Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
SOLD	Power Panel Sponsor	\$1,000	SOLD	Your company will be announced as the sponsor and your name/logo will be prominently displayed. A representative from your company will have the opportunity to introduce the Power Panel speakers. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
SOLD	Social Media + Website Sponsor	\$1,000	SOLD	Your company name will be included in the credits and/or your company logo included in photos of social media posts promoting the conference. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Keynote Sponsor	\$1,000	1	Your company will be announced as the sponsor and your name/logo will be prominently displayed. A representative from your company will have the opportunity to introduce the Keynote speaker. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Tote Bag Sponsor	\$1,500	1	Your company name/logo will be printed on 500 tote bags provided to all conference participants. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Breakfast Sponsor	\$1,500	1	Your company will be announced as the sponsor and your name/logo will be prominently displayed during breakfast. A representative from your company will have the opportunity to address the conference attendees during breakfast. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Happy Hour Sponsors	\$1,500	2	Your company will be announced as the sponsor and your name/logo will be prominently displayed during Happy Hour. A representative from your company will have the opportunity to address the Happy Hour attendees at the beginning of the event. Please specify Wednesday or Thursday. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 3 free conference admissions
<input type="checkbox"/>	Lunch Sponsor	\$5,000	1	Your company will be announced as the sponsor and your name/logo will be prominently displayed during lunch. A representative from your company will have the opportunity to address the lunch attendees at the beginning of the event. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 5 free conference admissions
<input type="checkbox"/>	Facility Sponsor	\$7,500	1	Your company will be announced as the facility sponsor before each session and your name/logo will be prominently displayed in each of the 7 break out rooms. Your company logo on website and marketing materials + the opportunity to provide inserts or promotional items in attendee welcome bags + free exhibitor table + 10 free conference admissions
<input type="checkbox"/>	In-Kind Sponsor	TBD	Unlimited	Advertising, Photography, Graphic Design, Printing Services, etc. In-Kind sponsorships are available for individuals or businesses interested in providing services. The value and sponsorship benefits for these services will be determined by staff of the Women's Business Center.