

Annual Partner Opportunities & Benefits

Platinum Partner – \$5,000

- Partner Spotlight: 100- word description, with image of choice, logo, and link to partner's website from WBON website
- Mention in press release on sign-up and in social media acknowledgments monthly
- Logo placement on WBON regular emails and announcements
- Listing in WBON Partner Directory
- Up to 36 complimentary chapter meeting tickets for any WBON chapter meeting
- Up to 4 complimentary tickets to each WBON conference
- Complimentary exhibit table (when applicable)
- Special mention as an annual partner and the opportunity to participate from the podium at each of 2 annual conferences
- 100-word description, logo and link to partner's site from WBON website conference page
- Logo in conference invite to 1,000 businesses and organizations
- Logo on conference event displays and continuous run slides

Gold Partner - \$3,000

- Partner Spotlight: 75- word description, logo, and link to partner's website from WBON website
- Mention in press release on sign-up and in social media acknowledgments quarterly
- Logo placement on WBON regular emails and announcements
- Listing in WBON Partner Directory
- Up to 24 complimentary chapter meeting tickets for any WBON chapter meeting
- Up to 3 complimentary tickets to each WBON conference
- Complimentary exhibit table (when applicable)
- Special mention as an annual partner and the opportunity to participate from the podium at each of 2 annual conferences
- 75-word description, logo, and link to partner's site from WBON website conference page
- Logo in conference invite to 1,000 businesses and organizations
- Logo on conference event displays and continuous run slides

Silver Partner - \$2,000

- Partner Spotlight: 50- word description, logo, and link to partner's website from WBON website
- Mention in press release and social media acknowledgments on sign-up
- Logo placement on WBON regular emails and announcements
- Listing in WBON Partner Directory
- Up to 12 complimentary chapter meeting tickets for any WBON chapter meeting
- Up to 2 complimentary tickets to each WBON conference
- Special mention as an annual partner from the podium at each of 2 annual conferences
- 50-word description, logo, and link to partner's site on WBON website conference page
- Logo on conference event displays and continuous run slides

Looking for twofold visibility?

It's not often that one organization and its conferences offer direct access to decision-makers across two types of markets in a single, convenient, Vermont location.

Business-to-business market

WBON presents a unique opportunity for B2B companies to access the fastest-growing segment of the Vermont economy—women business owners. Change The Story reports their vital role:

- Women own 24,400 businesses in Vermont, which
- Employ more than 40,000 people, and
- Generate annual revenues of approximately \$2.4 billion.

As a sponsor, you highlight your organization and its support of the growth and success of our network of women entrepreneurs across many business stages and industries. WBON members share a Vermont connection but may serve local, regional, national or international markets. Their business needs include everything from establishing banking relationships, cloud computing to website development, marketing automation or sales support, payroll processing to employee training, and professional services such as accounting, legal and management consulting.

Business-to-consumer market

Bloomberg reports women are responsible for roughly 85% of all consumer purchase decisions, including everything from autos to financial services, real estate, food, and health care. According to the Harvard Business Review, women represent the largest market opportunity in the world. For B2C companies, WBON offers a rare opportunity to reach a group of incredibly busy women who control the purse strings both at the business and at home.

Sponsorship Offerings

Whether your market is B2B, B2C, or a blend of both, WBON offers annual and event-specific sponsorship opportunities to put you directly in front of our community of engaged, passionate women business owners. To explore the options that best fit for you, please contact us.

Fall 2019 Conference

Conference Underwriter - \$750 (with category exclusivity)

- Special mention as an underwriter and an opportunity to participate from the podium
- 2 complimentary conference tickets
- 75-word description, logo with link to sponsor's site from WBON website conference page
- Logo in conference invite to 1,000 businesses and organizations
- Mention in conference press releases, promotional materials, and social media acknowledgments
- Logo on conference event displays and continuous run slides

After-Party Sponsor - \$600 (Quantity - 1)

- Special mention as after-party sponsor and opportunity to participate from the podium
- 1 complimentary conference ticket
- 50-word description, logo with link to sponsor's site from WBON website conference page
- Logo in conference invite to 1,000 businesses and organizations
- Mention in conference press releases, promotional materials, and social media acknowledgments
- Logo on conference event displays and continuous run slides

Keynote/Endnote Speaker Sponsor - \$500 (Quantity - 2)

- Special mention as speaker sponsor and opportunity to participate in speaker introduction
- 1 complimentary conference ticket
- Logo with link to sponsor's website from WBON website conference page
- Mention in conference social media acknowledgments
- Logo on conference event displays and continuous run slides

Business Sponsor - \$200

- Name with link to sponsor's website from WBON website conference page
- Mention in conference social media acknowledgments
- Name on conference event expert roundtable table displays and continuous run slides

ABOUT THE WBON CONFERENCE

Tuesday, October 8, 2019
Hotel Vermont, Burlington
12:30-6:00pm

Resilience: Overcoming Doubt, Braving Your Business

Women are known for their resilience, yet all business owners face doubts and fears on a daily basis. On top of that, many women business owners feel additional internal pressures and the strain of professional environments not designed for our success. Join us for an afternoon of inspiring stories from fellow women business owners, connect with a community of peers, and leave with tools and techniques for overcoming doubt and braving your business!

ABOUT WBON

The mission of WBON is to fostering, celebrate and advance women's business ownership through education, public influence, and community.

CONTACT

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wbbon.org

WBON is a 501(c)(6) non-profit organization.