

Top Ten Reasons to Sponsor NAWBO-SB

1 Enhance Brand Name Awareness

Corporate partners receive high exposure brand recognition when taking advantage of the many opportunities through the NAWBO-SB website, meetings and events. NAWBO-SB ensures prominent placement of corporate identity in all event invitations, advertisements and promotional materials.

2 Member Database

Tap into this dynamic market. Only members and corporate partners have access to NAWBO-SB membership database, which contains current contact information for women business owners in the Santa Barbara area.

3 Cultivate Relationships

Corporate partners have regular opportunities to build relationships with members at NAWBO-SB monthly meetings and other events.

4 Access To Potential Customers

Gain valuable access to a specific target audience, Santa Barbara women business owners. Break through advertising clutter and form an emotional tie with your target market. NAWBO-SB members are passionately loyal to products and services that support their interests.

5 Website Link

The logo of each corporate partner is prominently displayed on the NAWBO-SB website and hot linked to the partner's website, providing easy access to the partner's products and services. Partners are encouraged to deliver special messages and discounts to members.

6 Advertising and Marketing

Corporate partners are granted exclusive opportunities to advertise in conjunction with and exhibit at NAWBO-SB events. Corporate partner's literature and promotional material may be distributed at select events and meetings.

7 Community Good Will

We all know how important good will and trust are in business. A partnership with NAWBO-SB will expose your organization to hundreds of women of influence, ensuring that your message receives the widest possible exposure with in the Santa Barbara Community.

8 Diversity Purchasing

NAWBO-SB encourages its members to obtain city and county certification as women-owned businesses, enabling corporate partners to satisfy government diversity purchasing requirements by selecting from certified women vendors in all industries.

9 Return On Investment

Corporate partners targeting the marketplace of women-owned businesses find they enjoy a favorable return on their sponsorship investment through enhanced opportunities to market products and services in an affinity environment.

10 Access

Gain valuable access to the fastest growing segment of the U.S. economy. Women-owned business account for 41% of all privately held firms in the U.S. today and employ 12.8 million people.

Leverage your brand equity by partnering with the leading organization for women business owners in Santa Barbara County, the National Association of Women Business Owners Santa Barbara. Partnering with NAWBO-SB directly impacts your bottom line while generating community goodwill. We welcome partners who share our vision to propel women entrepreneurs into economic, social and political spheres of power.