



# 2024 NAWBO Santa Barbara Corporate Partner Sponsorship Opportunities





# Who is The National Association of Women Business Owners ?

## NAWBO Member Demographics

**Business Size:** Companies owned by NAWBO members are larger than the average women-owned businesses in terms of number of employees. Sixty-eight percent have employees; 17% have 10 or more employees.

**Revenue:** 25% percent of NAWBO members make more than \$1 million in annual sales; and 34% make more than \$500K.

**Years in Business:** NAWBO members have owned their business for an average of 10 years.

**Age:** 75% of NAWBO members are over the age of 45; and 25% are 35-44 years old.

**Access to Capital:** As with the general women-owned firms, many NAWBO members access capital through participating banks, credit cards and personal family savings. 58% use credit cards and 37% utilize private and family savings to fund their business.

**Industry:** 35%, the highest number, of NAWBO members belong in the professional, scientific and technical services sector.

**Education:** Generally, NAWBO members are very well educated with 39% having post-graduate degrees.



# Meet our Members!

## NAWBO California Chapter Members At a Glance

Our NAWBO Members have businesses that range from small businesses to multi-million dollar corporations. They own diverse companies, including manufacturing, construction, agribusiness, energy, retail, technology, high tech, life sciences, biotechnology, transportation, health and professional services. Meet some of our members:



### **Carmen Rad, Los Angeles**

**C R & A Custom** is a woman-owned, large-format digital printer and outdoor advertising company. It operates out of a new 25,000-square-foot facility in downtown Los Angeles, with 29 full-time employees and annual revenues of about \$2.5 million. Clients include Disney, Coors, and Nike.



### **Anne Staines, Sacramento**

President of **ProProse Social Marketing Solutions**, recognized as one of Sacramento's #3 Fastest Growing Companies - \$5m revenues and projected for \$6m in 2016. Clients include: American Express, Columbia Pictures and Mattel, California Energy Commission, CalSTRS, and Caltrans.



### **DeeDee Towery, San Francisco**

Deidrie Towery is the Founder and President of **ProActive Business Solutions, Inc.**, one of the leading IT Support companies in the Bay Area. She was recognized as one of the Bay Area's Most Influential Women. \$6m in revenues.



### **Hilda Kennedy, Inland Empire**

President and Founder of **AmPac Tri State CDC**; a nonprofit economic development corporation certified by the U.S. Small Business Administration to provide SBA guaranteed 504 loans for new and growing small businesses. AmPac is the SBA's first faith-based certified lender in the country.



## What People Are Saying...

"I am fortunate to be a woman in America who was given the opportunity to achieve her dream. I want women everywhere to have that same opportunity and am pleased to work with the NAWBO Institute for Entrepreneurial Development to increase opportunities for women entrepreneurs."

**- Sara Blakely, Spanx founder and head of The Sara Blakely Foundation**



"NAWBO is a great organization for women entrepreneurs that provides an outlet for women business owners across the country to share their creativity and inspire and support each other in their pursuits."

**- Katrina Markoff  
Founder, CEO and Chocolatier of  
Vosges Haut Chocolate and Wild  
Ophelia**



NAWBO's continued commitment to women-owned business development through events like the "Propel Your Business Conference" reflects the values of PG&E and helps us to build a stronger business community."

**- Joan Kerr, Director of Supply Chain Responsibility, PG&E**



"The connection with other women business owners energizes me every time I attend. I return to my office with marketing ideas, exposure to new technology and information on the State initiatives that will help my business grow."

**- Rachel Owens, Tri-Circle Financial**







# Santa Barbara Corporate Partner Sponsorship Levels

## Platinum Sponsor - \$7,500

- Presenting Sponsor of the BRAVO Awards
- Reserved Table for 8 to BRAVO Awards Luncheon
- Full page Inside Cover Advertisement in BRAVO Awards program
- Presentation of recipient at BRAVO Awards
- 4 tickets to the private pre-cocktail party for BRAVO honorees
- Company logo and website link on SB chapter website and monthly newsletter
- Corporate Partner Recognition at chapter events
- Opportunity to host mixer at chosen location
- 8 tickets for chapter programs, parties or socials
- 2 Mastermind Memberships (as available)

## Gold Sponsor - \$5,500

- Gold Sponsor of the BRAVO Awards
- Reserved Table for 8 to BRAVO Awards Luncheon
- Half page Advertisement in BRAVO Awards program
- Presentation of recipient at BRAVO Awards
- 2 tickets to the private pre-cocktail party for BRAVO honorees
- Company logo and website link on SB chapter website and monthly newsletter
- Corporate Partner Recognition at chapter events
- Opportunity to host mixer at chosen location
- 4 tickets for chapter programs, parties or socials
- 1 Mastermind Membership (as available)



# Santa Barbara Corporate Partner Sponsorship Levels

## Silver Sponsor - \$3,000

- Silver sponsor of BRAVO Awards
- 4 Complimentary tickets to BRAVO awards luncheon
- Half page advertisement in BRAVO Awards program
- Presentation of recipient at BRAVO Awards
- 2 tickets to private pre-cocktail party for BRAVO honorees
- Company logo and website link on Santa Barbara chapter website and newsletter
- Corporate Partner recognition at chapter events
- 4 tickets for chapter programs, parties or socials

## Rising Star Scholarship \$500

\$500.00 tax deductible scholarship for Rising Star BRAVO Award winner. Presentation of Rising Star Scholarship to recipient at BRAVO Awards Event.

*Note: Only Available to Corporate Partners (\$500 Scholarship to be in addition to Partnership level)*

## Bronze Sponsor - \$2,500

- Bronze sponsor of BRAVO Awards
- 2 tickets to BRAVO Awards luncheon
- ¼ page advertisement in BRAVO Awards program
- Company logo and website link on Santa Barbara Chapter website and monthly newsletter
- Corporate recognition at chapter events
- Opportunity for corporate employees to attend chapter programs and events at the membership discounted rate
- 2 tickets to chapter programs, parties, or socials

## NAWBO Meeting Sponsor - \$500

Company logo in all print, digital ads, and email blasts promoting the workshop or mixer. Recognition of sponsorship at workshop or mixer. And two minute podium time. Additional opportunity to set up information table or distribute promotional items at sponsored event.

## NAWBO Virtual Meeting Sponsor - \$250

Host a virtual meeting online, company logo on all digital ads and email blasts promoting educational event or workshop. Recognition of sponsorship at event and two minute introduction at virtual event.



# Santa Barbara In-kind Corporate Partner Sponsorship Levels

## **Emerald \$5,000**

- Company logo and website link on Santa Barbara chapter website and monthly newsletter
- Corporate Partner recognition at chapter events
- 1 complimentary ticket to BRAVO
- 1 complimentary ticket to chapter programs
- 2 complimentary tickets to chapter after hour mixers
- Opportunity for corporate employees to attend chapter programs, mixers, summer social and holiday party at member rate.

## **Ruby \$2,500**

- Company logo and website link on Santa Barbara chapter website and monthly newsletter
- Corporate Partner recognition at chapter events
- 2 complimentary tickets to chapter after hour mixers
- Opportunity for corporate employees to attend chapter programs, mixers, summer social and holiday party at member rate.

## **Sapphire \$1,500**

- Company logo and website link on Santa Barbara chapter website and monthly newsletter
- Opportunity for corporate members to attend chapter programs, mixer, summer social and holiday party at member rate.



# Corporate Partner Agreement

## Contact Information

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Corporate Partner forms must be completed by January 15, 2024 for BRAVO Awards recognition and participation.

Scan and email this completed form along with a high resolution logo to: [info@nawbo-sb.org](mailto:info@nawbo-sb.org).

## Thank you for your support!

Corporate partner agrees to remit payment or provide in-kind services. Payments are due upon receipt of Corporate Partners Invoice. This agreement is effective January 1, 2024 – December 31, 2024.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Mail check to : NAWBO Santa Barbara 3463 State Street #231,  
Santa Barbara, CA 93105**

## Corporate Partnership Levels

Check one below:

- ☐ Platinum \$7,500 – BRAVO Awards Presenting Sponsor
- ☐ Gold \$5,500
- ☐ Silver \$3,000
- ☐ Bronze \$2,500

## In-Kind Sponsorship

- ☐ Emerald \$5,000
- ☐ Ruby \$2,500
- ☐ Sapphire \$1,500

## Meeting Sponsorship

- ☐ Single Event \$500

## Virtual Meeting Sponsorship

- ☐ Single Event \$250

## Rising Star Scholarship

- ☐ Tax Deductible Scholarship \$500  
(Must be a Sponsor to present)