

Women Who Mean Business Summit

AN MBL VIRGINIA BUSINESS EMPOWERMENT CONFERENCE

Friday, January 28, 2011
Greater Richmond Convention Center



featuring
Suze Orman
Personal Finance Expert

2011 Sponsorship Package

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Event Overview



Featuring
Suze Orman

Women entrepreneurs and professionals play a vital role in driving Virginia's economy.

The Women Who **Mean Business** Summit is designed to advance women's economic opportunity and foster their success. We will attempt to reduce barriers, provide entrepreneurial and skill building training, and establish business women's networks. We will bring to this event over 2,000 of the most powerful women in Virginia business and help develop the next generation of business leaders and entrepreneurs.

Two-time Emmy Award winning television host and New York Times Best Selling Author, **Suze Orman** will deliver the keynote address. *USA Today* calls her, "a one woman financial advice powerhouse." Her books, along with other participating authors, will be available at the Women Who **Mean Business** Bookstore.

The event will have programming for both entrepreneurs and professional women. It will feature scheduled **Individual Executive Coaching sessions** in ten different areas. These sessions include **Improving your Professional Image**, **How to Make your Small Business Look Larger**, and **Women's Health and Wellness**. The Conference will have **Enhanced Exhibition Opportunities** and a **Private Sponsor/Partner Reception**. It will feature numerous visible opportunities for small and large businesses to participate. Please refer to the attached sponsorship package for details.



Altria



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Our Invitation

Please accept our invitation to become a part of an MBL Virginia Business Empowerment Conference which will be held on January 28, 2011 at the Richmond Convention Center. We are excited about presenting the Women Who **Mean Business** Summit. Our goal is to bring to Richmond women professionals and entrepreneurs from throughout Virginia. The keynote speaker for the event is personal financial expert and best-selling author **Suze Orman**. Our aim is to inform, inspire and enhance their chances of success.

Today, women are responsible for establishing more than half of the start up businesses in this country. They control 60 percent of all wealth in the United States. They make most decisions regarding household big ticket purchases including financial services.

Investment in this event:

- affirms your corporate values to your employees and customers
- enables your company to gain insight into this \$6 trillion market
- facilitates one on one connection with some of the most powerful current and future business leaders in the state
- communicates a positive message about your company or industry to a pipeline of future decision makers

A sponsorship prospectus for this event follows this page. I invite you to join our “Principal Sponsors” **Altria & Verizon**, our “Chairman Sponsors” **Dominion, Madison+Main**, and **CBS-6** and our “Partners Sponsors” **Wachovia, a Wells Fargo Company, SunTrust, Capital One**, and others in supporting what will be the largest event of its kind in the Commonwealth of Virginia. .

Thanks so much for your continued support of The Metropolitan Business League and the MBL Foundation.

Sincerely,



Oliver R. Singleton

President

Metropolitan Business League

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Summary of Benefits

This event will create an opportunity for your brand to be presented to women professionals and entrepreneurs ages 20-54. There will be numerous post-event “thanks to” communications.

We would welcome an opportunity to custom tailor a package for your organization.

“Presentation”, “Principal”, “Chairman”, and “Executive” level sponsors could enjoy exclusive opportunities that include:

- **custom designed sessions**
- **visible participation of staff in panels**
- **program book sponsorship**
- **video presentation in congregant sessions**
- **opportunity to share company’s message from the podium**
- **invitations to Private Reception**
- **premium exhibition space**
- **event website presence and link to your website**

“Partners”, “Foundation”, and “Associate” level sponsors can enjoy opportunities to have corporate staff play an active role in the event and numerous exciting opportunities for advertising.

We have attempted to create multiple touch points that will heighten your company’s visibility. We invite you to refer to the following pages for specifics.

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Suze Orman 'Presenting' Sponsor ~\$50,000

- **Exclusive sponsorship of Suze Orman Address and Private Reception**
- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as the “Suze Orman ‘Presenting’ Sponsor” of the Suze Orman Address and Private Reception
 - Program book sponsorship with inside cover (two pages)
 - Present video at the Women Who **Mean Business** Summit featuring your company’s products, successes and promotion of women as leaders (five minutes)
 - Share company message regarding diversity and commitment to women from the podium (five minutes)
 - Opportunity to have your company’s designee moderate and/or participate on a panel
 - Recognition of your company as an advocate for women in business
 - Market Research opportunities with pre-arranged focus groups and three questions on post-event evaluation
- **Advertising Opportunities**
 - Create an understanding of your products or services through a premium exhibit space
 - Logo presence included in the Women Who **Mean Business** Summit press releases and marketing materials
 - Logo placement on video monitors during congregant sessions
 - Logo displayed on center stage at the luncheon event
- In addition, you will receive two full page color ads in the Women Who Mean Business Summit program book: one of these ads will have a message from your CEO and the second ad will be placed inside front cover
- Company marketing collateral in tote bag
- Utilize the attendee mailing list four times throughout the year via mail and/or email (Processing through MBL Foundation required for member privacy and security)
- Logo present on the MBL and the Women Who **Mean Business** Summit websites as the “Suze Orman ‘Presenting’ Sponsor” of the Suze Orman Address and Private Reception, plus a dedicated link to your website
- A year long presence in all MBL media and marketing materials throughout the year as the “Suze Orman ‘Presenting’ Sponsor” of the Suze Orman Address and Private Reception
- **Enhanced opportunities for staff and clients**
 - 30 registrations to the event with reserved seating at luncheon and badge designation as the “Suze Orman ‘Presenting’ Sponsor”
 - Premium exhibition space
 - 15 invitations to the Private Reception
- **Visible volunteer opportunities for employees to continue developing leadership skills**

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Principal Sponsor ~\$35,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as the “Principal Sponsor” for the Women Who Mean Business Summit
 - Exclusive sponsorship of Individual Executive Coaching Sessions throughout the day
 - Exclusive sponsorship of Women Who **Mean Business** Summit Cyber Café
 - Present video at the Women Who **Mean Business** Summit featuring your company’s products, successes and promotion of women as leaders (three minutes)
 - Share company message regarding diversity and commitment to women from the podium (three minutes)
 - Opportunity to have your company’s designee moderate and/or participate on a panel
 - Recognition of your company as an advocate for women in business
 - Market Research opportunities with pre-arranged focus groups and two questions on post-event evaluation
- **Advertising Opportunities**
 - Create an understanding of your products and services through a premium exhibit space
 - Logo presence included in Women Who **Mean Business** Summit press releases and marketing materials
 - Logo placement on video monitors during congregant sessions
 - Logo displayed on center stage at the luncheon event
- In addition, you will receive two full page color ads in the Women Who Mean Business Summit program book: one of these ads will have a message from your CEO and the second ad will be placed inside back cover
- Company marketing collateral in tote bag
- Utilize the attendee mailing list twice throughout the year via mail and/or email (Processing through MBL Foundation required for member privacy and security)
- Logo present on the MBL and the Women Who **Mean Business** Summit websites as the “Principal Sponsor”
- A year long presence in all MBL media and marketing materials throughout the year as the “Principal Sponsor”
- **Enhanced opportunities for staff and clients**
 - 30 registrations to the event with reserved seating at luncheon and badge designation as the “Principal Sponsor”
 - Premium exhibition space
 - 10 invitations for the Private Reception
- **Visible volunteer opportunities for employees to continue developing leadership skills**

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Chairman Sponsor ~\$20,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as a “Chairman Sponsor” for the Women Who **Mean Business** Summit
 - Tote bag sponsorship
 - Present video at the Women Who **Mean Business** Summit featuring your company’s products, successes and promotion of women as leaders (two minutes)
 - Opportunity to have your company’s designee moderate and/or participate in a panel
 - Recognition of your company as an advocate for women in business
- **Advertising Opportunities**
 - Create an understanding of your products and services through a large exhibit space with premium placement
 - Logo presence included in the Women Who **Mean Business** Summit press releases and marketing materials (dependent on the date of contract signing and receipt)
 - Logo placement on video monitor during congregant sessions
 - Two full page color ads in the Women Who **Mean Business** Summit program book, one with a message from the CEO.
 - Company marketing collateral in tote bag
 - Logo presented on the MBL and the Women Who **Mean Business** Summit websites as a “Chairman Sponsor,” plus a dedicated link to your website
- **Enhanced opportunities for staff and clients**
 - 20 registrations to the event with reserved seating at luncheon and badge designation as a “Chairman Sponsor”
 - Premium exhibition space
 - 5 invitations for the Private Reception with Suze Orman
- **Visible volunteer opportunities for employees to continue developing leadership skills**



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Executive Sponsor ~\$10,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Industry exclusivity at the Executive Level for the Women Who **Mean Business** Summit
 - Present video at the Women Who **Mean Business** Summit featuring your company's products, successes and promotion of women as leaders (one minute)
 - Recognition of your company as an advocate for women in business
- **Advertising Opportunities**
 - Advertising opportunity for your company to create an understanding of its products and services through your company's staffed exhibit table at the event
 - Logo presence included in Women Who **Mean Business** Summit press releases and marketing materials (dependent on the date of contract signing and receipt)
 - Logo placement on video monitors during congregant sessions
 - Full-page color ad in the Women Who **Mean Business** Summit program guide
 - Company marketing collateral in tote bag
 - Logo presented on the MBL and the Women Who **Mean Business** Summit website as "Executive Sponsor", plus dedicated link to your website
 - Responsible use of the MBL Foundation logo on our marketing materials for one year
- **Enhanced opportunities for staff or clients**
 - 10 registrations to the event with reserved seating at luncheon and exhibition space
 - VIP registration for clients, employees and guests at registration
 - 2 invitations for the Private Reception
- **Visible volunteer opportunities for your employees to continue developing leadership skills**

Go to www.womensbizsummit.com to view the complete list of current Executive Sponsors.

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Breakfast Sponsor~\$10,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Opportunity to have your corporate staff to play an active role in the event
 - Recognition of your company as an advocate for women in business
- **Advertising Opportunities**
 - Advertising opportunity for your company to create an understanding of its products and service through your company's staffed exhibit table at the event
 - Logo placement on video monitors during the morning sessions beginning at 7:30 am.
 - Half-page color ad in the Women Who **Mean Business** Summit program guide
 - Company marketing collateral in tote bag
 - Logo present on the MBL and the Women Who **Mean Business** Summit websites as the "Partners Sponsor", plus a dedicated link to your website
 - Opportunity for no less than ten (10) table tents produced with your company's contact information strategically placed throughout the mornings registration session.
- **Enhanced opportunities for staff or clients**
 - 4 registrations to the event and exhibition space
 - 2 invitations for the Private Reception
- **Visible volunteer opportunities for your employees to continue developing leadership skills**

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The Metropolitan Business League offers a menu of advertising opportunities to maximize your marketing efforts at the “Women Who Mean Business” Summit.

Additional Advertising Opportunities

PRODUCTS

- | | |
|---|---|
| • Program Book Advertisement | Full Page: \$2,000; 1/2 Page: \$1,000; 1/4 Page: \$500 |
| <i>Color ad in the Women Who Mean Business Summit Program Book</i> | |
| • Exhibition Space (10x10) | \$595 |
| <i>Includes: two chairs, a table, pipe and drape, electricity (\$20 extra)</i> | |
| • Company logo on T-shirts | \$250 |
| <i>Company's logo on t-shirts worn by staff and volunteers during the summit (A limit of 5 logos per shirt)</i> | |
| • Coffee Cup Holders | \$250 |
| <i>Sponsors can have the opportunity to have exclusive presence on coffee cup holders (Printing costs not included. Cup Holders Included)</i> | |
| • Web Banner | \$500 |
| <i>Custom web banner display on the Women Who Mean Business Summit website</i> | |
| • Company Logo on E-Registration Confirmation | \$500 |
| <i>Company logo located at bottom of e-registration email confirmation. (A limit of 5 logos)</i> | |
| • Chair Drop | \$250 |
| <i>Marketing material placed in seats throughout the conference (4 spaces available)</i> | |
| • Custom Banners | \$350 |
| <i>Custom banners/column wraps/ aisle signs/ free standing banners strategically placed throughout the event (Printing/Material costs not included)</i> | |
| • Tent Card | \$500 |
| <i>Exclusive 2 table tent cards at congregant sessions. (Only 1 per session) (Printing Included)</i> | |
| • Tote Bag Collateral | \$250 |
| <i>Your collateral placed in attendee tote bag.</i> | |

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Sponsorship Summary

Benefits	\$50,000	\$35,000	\$20,000	\$10,000
One Year Corporate Membership at the MBL	X	X	X	X
Exclusive Sponsorship of Individual 'Executive Coaching' Sessions		X		
Exclusive Sponsorship of Women Who Mean Business Summit Cyber Café		X		
Exclusive Sponsorship of Breakfast Session			X	
'Presenting' Sponsorship of the Suze Orman Address	X			
Exclusive Sponsorship of the Private Reception	X			

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Sponsorship Summary (cont'd)

Benefits	\$50,000	\$35,000	\$20,000	\$10,000
Present company promotional video	5 minute	3 minute	2 minute	1 minute
Share company message at podium	5 minute	3 minute	2 minute	1 minute
Opportunity to moderate and/or participate in a panel	X	X		
Recognition as an advocate for women in businesses	X	X	X	X
Market research opportunities with pre-arranged focus groups	X	X		

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Sponsorship Summary (cont'd)

Advertising Opportunities	\$50,000	\$35,000	\$20,000	\$10,000
Logo in event marketing materials	X	X	X	X
Logo placement on video monitors	X	X	X	X
Logo displayed on center stage during Suze Orman Address	X	X		
Color advertisement in Women Who Mean Business Summit program book	2 pgs	2 pgs	2 pgs	1 pg
Marketing collateral in tote bag	X	X	X	X
Questions on post event evaluation	3	2		
Access to attendee mailing list (one year)	4	2		
Logo/link present on MBL and Women Who Mean Business Summit websites	X	X	X	X
Year long presence in all MBL media and marketing materials	X	X		

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Sponsorship Summary (cont'd)

Enhanced Opportunities for Staff and Clients	\$50,000	\$35,000	\$20,000	\$10,000
Complimentary registrations to event	30	30	20	10
Admissions to Private Reception	15	10	5	2

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Sponsorship Agreement

PLEASE TYPE OR PRINT CLEARLY

Company: _____

Company Representative: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Website: _____

Telephone: _____

Fax: _____

Sponsorship Level:

Please count on my sponsorship at the following level:

___ Presenting Sponsorship \$50,000 ___ Chairman Sponsorship \$20,000

___ Principal Sponsorship \$35,000 ___ Executive Sponsorship \$10,000

___ Contact me regarding other advertising opportunities

Total Sponsorship Amount: \$ _____

Agrees to the following:

The undersigned hereby certifies he/she is a duly authorized representative of the applicant company, that the information provided is true, and that he/she, on behalf of the applicant company, understands and agrees to the sponsorship information provided herewith, which by this reference is herein incorporated and made a part hereof. **Payment Terms: Due Upon Receipt**

Printed Name: _____

Signature: _____

Date: _____

Payment Information:

___ Check (Made payable to: The Metropolitan Business League)

Amount Enclosed: \$ _____

___ Credit Card Type of Card: _____

Card Number: _____

Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Total to be Charged: \$ _____

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Organization Overview

The Metropolitan Business League (MBL) is a 39 year old, Richmond based, not-for-profit business membership organization dedicated to the development and support of small, women-owned, and minority businesses. Our organization helps businesses get started, gain traction and supports them as they develop.

Membership is drawn from enterprises in Virginia and six other states. We've helped thousands of them get started, obtain financing and network successfully with other companies both large and small. Training programs and technical support are a large part of MBL Member Services. Our organization is distinguished however, by its individual commitment and business development services for each member. Our President, Oliver Singleton, has been named the **2010 Virginia Small and Minority Business Champion of the Year by the United States Small Business Administration**. We've been recognized in numerous articles and editorials as a force in economic development in central Virginia.

Membership in the MBL also includes large corporations. They include Dominion, Verizon, Altria, Capital One, MeadWestvaco, HCA, Supervalu, Bank of America, McGuire Woods, SunTrust, Wachovia, a Wells Fargo Company, and Bon Secours. Educational institutions such as Virginia Commonwealth University, University of Richmond and University of Virginia are also active members of the Metropolitan Business League.



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Previous MBL Sponsors and Partners

- ACPI
- AES of Virginia
- Altria
- American Medical Response
- Asian American Business Assistance Center
- Astyra
- Bank of America
- Bank of America Merchant Services
- BEL Networking and Integration
- Better Business Bureau
- Boitnott Visual Communications
- Bon Secours Richmond Health Systems
- BranCore
- Capitol One
- Capitol Regional Airport Commission
- Central Virginia Business and Construction
- Chesterfield County, Virginia
- City of Richmond, Virginia
- Consolidated Bank and Trust
- Davis Brothers Construction
- Dominion
- Dominion First Realty
- Eaheart Industrial
- Food Lion
- Greater Richmond Chamber of Commerce
- Greater Richmond Partnership
- GRTC
- GRTC Ride Finders
- Greater Virginia Construction Association
- Hanover County, Virginia
- Harrell & Chambliss
- HCA Central Atlantic Supply Chain
- Henrico County, Virginia
- Hirschler Fleischer
- Kei Architects
- The Kleane Kare Team
- Liberty Mutual
- Madison + Main
- McGuire Woods
- Mead Westvaco
- Neighbor Works
- New Vision New Ventures
- Owens and Minor
- Paradies Shops
- Protech Payment Systems
- RadioOne
- REDC Capital Source
- Retail Merchants Association of Greater Richmond
- Richmond Ambulance Authority

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Previous MBL Sponsors and Partners

- **Richmond Bysolar**
- **Richmond Department of Economic Development**
- **Richmond Free Press**
- **Richmond IT**
- **Richmond Marriot**
- **Richmond Metropolitan Convention Center Bureau**
- **Richmond Redevelopment and Housing Authority**
- **Richmond Times Dispatch**
- **SCORE**
- **Smoot Construction**
- **Sportsbackers**
- **State Farm Insurance**
- **SuperValu**
- **SunTrust**
- **Swedish Match**
- **Ukrops**
- **United Unlimited Construction**
- **Universal Ford**
- **Urban Views**
- **U.S. Small Business Administration**
- **VCU Health Systems**
- **Venture Richmond**
- **Verizon**
- **Virginia Biotech Research Park**
- **Virginia Commonwealth University**
- **Virginia Department of Business Assistance**
- **Virginia Department of General Services**
- **Virginia Department of Minority Enterprises**
- **Virginia Department of Transportation**
- **Virginia Hispanic Chamber of Commerce**
- **Virginia Minority Supplier Development Council**
- **Virginia Union University**
- **Visual Appeal Studios**
- **WTVR 6**
- **Wachovia, a Wells Fargo Company**

Why Participate?

- **High-net-worth women account for 39% of the country's top wealth earners; 2.5 million of them have combined assets of \$4.2 trillion. More than 1.3 million women professionals and executives earn in excess of \$100,000 annually.**
–MassMutual Financial Group- 2007
- **Wealthy boomer women are the marquee players in our country's culture and commerce. They are educated, have high income, and make 95% of the purchase decisions for their households.**
–Karen Vogel, The Women's Congress and co-founder and president of New Generation Event Solutions
- **Women helm 10.6 million U.S. businesses, growing at a 40% annual clip. They employ 19.1 million people and generate \$3 trillion annual sales.**
–re:invention, inc
- **Annual expenditures by women-owned enterprises in just 4 areas – technology (\$ 38 billion), telecommunications (\$25 billion), human resources services (\$23 billion) and shipping (\$17 billion) – are estimated to be \$103 billion.**
–re:invention, inc

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Contact Information

For more information about available Women Who **Mean Business** Summit Sponsorships and Exhibitor Packages, please contact our office:

The Metropolitan Business League

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