

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

Women Who Mean Business Summit

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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 during the Women Who **Mean Business** Summit.

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 Summit 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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Event Overview (cont'd)

Richmond Times-Dispatch

TimesDispatch.com

McGUIREWOODS
Relationships That Drive Results


visual appeal
A Limited Liability Corporation

TANYAFREE.COM

Live Life with a Purpose
On Air | Online | On Point




BON SECOURS
RICHMOND HEALTH SYSTEM
Bon Secours Health System

DCI NETWORK
INTEGRATION
& SUPPORT




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Kimberly Rhodes
Accounting &
Consulting

CapitalOne



*Richmond
By Solar*

ACPI

W WYTHKEN
PRINTING



smarter interiors


For selection, service & solutions, buy smarter.™

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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.

“Partners”, “Foundation”, and “Associate” level sponsors could enjoy opportunities that include:

- **visible participation of your staff in event**
- **logo placement on video monitors during event**
- **invitation(s) to private reception with Suze Orman**
- **event website presence and link**
- **color advertising in Women Who Mean Business Program Book**
- **company marketing collateral in tote bag**

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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Partners Sponsor~\$5,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as a “Partners Sponsor” for the Women Who **Mean Business** Summit
 - Opportunity to have your corporate staff to play an active role in the event
- **Advertising Opportunities**
 - Create an understanding of your products or services through exhibition space
 - Logo presence included in Women Who **Mean Business** Summit press release and marketing materials (dependent on the date of contract signing and receipt)
 - Logo placement on video monitors during congregant sessions
 - Half-page color ad in the Women Who **Mean Business** Summit Souvenir Journal
 - Company marketing collateral in tote bag
 - Logo presented on the MBL and the Women Who **Mean Business** Summit websites as the “Partners Sponsor”, plus a dedicated link to your website
- **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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Foundation Sponsor~\$2,500

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as a “Foundations Sponsor” for the Women Who **Mean Business** Summit
 - Opportunity to have your corporate staff to play an active role in the event
- **Advertising Opportunities**
 - Create an understanding of your products or services through exhibition space
 - Logo presence included in Women Who **Mean Business** Summit press release and marketing materials (dependent on the date of contract signing and receipt)
 - Logo placement on video monitors during congregant sessions
 - Quarter page color ad in the Women Who **Mean Business** Summit Souvenir Journal
 - Company marketing collateral in tote bag
 - Logo presented on the MBL and the Women Who **Mean Business** Summit websites as the “Foundation Sponsor”, plus a dedicated link to your website
- **Enhanced opportunities for staff or clients**
 - 2 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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Associate Sponsor ~ \$1,000

- **Distinctive Opportunities**
 - Recognition as an “Associate Sponsor” for the Women Who **Mean Business** Summit
- **Advertising Opportunities**
 - Create an understanding of your products or services through exhibition space
 - Logo presence included in Women Who **Mean Business** Summit press release and marketing materials (dependent on the date of contract signing and receipt)
 - Logo placement on video monitors during congregant sessions
 - Company marketing collateral in tote bag
 - Logo presented on the MBL and the Women Who **Mean Business** Summit websites as the “Associate Sponsor”, plus a dedicated link to your website
- **Enhanced opportunities for staff or clients**
 - 1 registration to the event and exhibition space
 - 1 invitation for the Private Reception

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Additional Advertising Opportunities

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

PRODUCTS

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

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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:

<input type="checkbox"/> Partners Sponsorship	\$5,000	<input type="checkbox"/> Associate Sponsorship*	\$1,000
<input type="checkbox"/> Foundation Sponsorship*	\$2,500	<input type="checkbox"/> Additional Tickets	\$149
<input type="checkbox"/> Exhibition	\$595		
<input type="checkbox"/> Contact me regarding other advertising opportunities			

*Small, Women, and Minority Businesses Only

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**

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Printed Name: _____ Signature: _____ Date: _____

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Payment Information

PLEASE TYPE OR PRINT CLEARLY

Company: _____

Company Representative: _____

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: \$ _____

Printed Name: _____ **Signature:** _____ **Date:** _____

Send payment to P.O. Box 26751 Richmond, VA 23261-6751

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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, Altria, Capital One, Mead Westvaco, 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**

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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:

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