

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.



madison+main



Altria



Dominion

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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**; “Chairman Sponsors” **Dominion, Madison+Main, Covington Meeting Management**, and **CBS-6**; “Partners Sponsors” **SunTrust, Capital One, Richmond BySolar, ACPI**, and **Martin’s** 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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Principal Sponsor ~\$35,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as a “Principal Sponsor” for the Women Who Mean Business Summit
 - Sponsorship of Individual Executive Coaching Sessions throughout the day
 - 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
 - Market Research opportunities with pre-arranged focus groups and two questions on post-event evaluation
- **Advertising Opportunities**
 - Create an understanding of your products or services through premium exhibition 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
 - Responsible use of the MBL Foundation logo on your marketing materials for one year
- Two full page color ads in the Women Who **Mean Business** Summit Souvenir Journal, one with a message from the CEO
- 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 a “Principal Sponsor”
- A year long presence in all MBL media and marketing materials throughout the year as a “Principal Sponsor”
- Your company will be also be included as one of the luncheon’s sponsors, a \$10,000 value.
- Opportunity for no less than ten (10) shared table tents produced with your company’s logo and contact information strategically placed throughout the luncheon session
- **Enhanced opportunities for staff and clients**
 - 30 registrations to the event with reserved seating at luncheon and badge designation as a “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
- **Advertising Opportunities**
 - Create an understanding of your products or services through premium exhibition space
 - 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 Souvenir Journal, 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
 - Responsible use of the MBL Foundation logo on your marketing materials for one year
- **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
- **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**
 - Recognition as a “Executive Sponsor” for the Women Who Mean Business Summit
 - Opportunity to have your corporate staff to play an active role in the event
 - Present video at the Women Who Mean Business Summit featuring your company’s products, successes and promotion of women as leaders (one minute)
- **Advertising Opportunities**
 - Create an understanding of your products or services through exhibition space
 - 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 Souvenir Journal
 - 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 your marketing materials for one year

- **Enhanced opportunities for staff or clients**
 - 10 registrations to the event with reserved seating at luncheon and exhibition space
 - 2 invitations for the Private Reception
- **Visible volunteer opportunities for your employees to continue developing leadership skills**



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Luncheon Sponsor ~\$10,000

- **Includes 1 Year Corporate Membership at the MBL**
- **Distinctive Opportunities**
 - Recognition as the “Luncheon 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 placement on video monitors during the luncheon session beginning at 12:00 pm.
 - Half-page color ad in the Women Who Mean Business Summit Souvenir Journal
 - Company marketing collateral in tote bag
 - Logo present on the MBL and the Women Who Mean Business Summit websites as the “Luncheon Sponsor”, plus a dedicated link to your website
 - Opportunity for no less than twenty (20) shared table tents produced with your company’s logo and contact information strategically placed throughout the luncheon session.
 - Responsible use of the MBL Foundation logo on your marketing materials for one year
- **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**



Altria



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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 “Foundation 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

- **Souvenir Journal Advertisement** **Full Page: \$2,000; 1/2 Page: \$1,000; 1/4 Page: \$500**
Color ad in the Women Who Mean Business Summit Souvenir Journal
- **Exhibition Space (10x10)** **\$595**
Includes: two chairs, a table, pipe and drape, electricity (\$60 extra) – Wifi not included, additional charge
- **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:

___ Principal Sponsorship \$35,000

___ Chairman Sponsorship \$20,000

___ Executive Sponsorship \$10,000

___ Luncheon Sponsorship \$10,000

___ Partners Sponsorship \$5,000

___ Foundation Sponsorship* \$2,500

___ Associate Sponsorship* \$1,000

___ Exhibition \$595

___ Additional Tickets \$149

___ 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**

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, 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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Contact Information

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

The Metropolitan Business League

115 East Marshall Street

P.O. Box 26751

Richmond, Virginia 23261-6751

Phone: 1-877-RISE-2011 (1877-747-3201)

Fax: (804) 649-7474

www.womensbizsummit.com

info@womensbizsummit.com

www.thembl.org

