

Top 10 Reasons to Sponsor NAWBO

1 Access

Sponsors gain valuable access to the fastest growing segment of the U.S. economy. Women-owned businesses account for 28% of all privately held firms, generate \$1.15 trillion in annual sales and employ 9.2 million workers.

2 Diversity Purchasing

NAWBO encourages and assists its members in obtaining city, state and national certification as women-owned businesses — enabling sponsors to satisfy government diversity purchasing requirements by selecting from certified women vendors in all industries.

3 Internet Exposure

Sponsors may utilize the NAWBO website to market their small business products and services and to deliver special business messages. Sponsors are invited to post corporate procurement guidelines, notices of discounts to members, business tips and articles.

4 Website Hot Link

The company logos of corporate sponsors are prominently displayed on the NAWBO website and hot linked to the sponsor's website, making it easy for members to obtain information about the sponsor's products and services.

5 Business Education

Sponsors are invited to participate in NAWBO business education seminars as hosts and/or expert presenters. About 30 seminars are held each year.

6 Corporate Networking

Sponsors have regular opportunities to network with other corporate partners at quarterly partner-only breakfasts and special events.

7 ROI

Sponsors 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.

8 Member Database

Only sponsors have access to the NAWBO membership database, which contains current contact information for women business owners

9 Advertising & Marketing

Sponsors are granted exclusive opportunities to advertise in connection with NAWBO events and to exhibit at events.

10 Brand Recognition

Sponsors enjoy greatly enhanced brand recognition when they take advantage of the many opportunities for exposure through the NAWBO website and in connection with NAWBO events. NAWBO includes prominent recognition for sponsors on all event invitations, advertisements and press releases.



NAWBO is a network of women entrepreneurs who provide each other with valuable information, resources, referrals and more!

Local, regional and national meetings and seminars provide members with face-to-face business connections for new clients, vendors, mentors and friends.

NAWBO's national on-line database connects members across America — and in 35 countries through its affiliation with Les Femmes Chefs d' Entreprises Mondiales (World Association of Women Entrepreneurs).



NAWBO SPONSORS
GAIN VALUABLE
ACCESS TO WOMEN
BUSINESS OWNERS

BECOME A SPONSOR TODAY!

Contact your local chapter
to learn how.

NAWBO
Greater **Philadelphia** Chapter
215.628.3875
www.nawbophila.org
nawbophl@barrpino.com

NAWBO **South Jersey**
609.923.5889
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NAWBO **Delaware**
302.762.8301
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nawbodelaware@earthlink.net

NAWBO **National**
1.800.55.NAWBO
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national@nawbo.org



NAWBO

NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

10 Compelling Reasons for a
Corporation to Sponsor NAWBO



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