



The Northern Virginia Chapter of The National Association of Women Business Owners

Sponsorship Overview

NAWBO NOVA, the local chapter of the National Association of Women Business Owners invites you to join us in supporting and growing with the 30,000+ women-owned businesses in Northern Virginia. Annual corporate sponsorships provide opportunities for companies to:

- Build strategic relationships
- Build brand awareness
- Market their products and services to the **fastest growing segment of the U.S. economy – women business owners.**

In addition, corporate sponsorships provide our chapter with operating revenues and opportunities for our members to build their network and customer bases.

Since NAWBO NOVA considers a sponsorship as an investment rather than a donation, we will work with each sponsor to quantify, document and measure the return on each corporate sponsorship investment. NAWBO NOVA is committed to creating relationships that meet mutual needs and move mutual missions forward.

Sponsorships run twelve consecutive months and may begin at any time during the year. Annual contributions are payable at the beginning of the sponsorship. The following are suggested benefits of corporate involvement with NAWBO NOVA. We look forward to customizing these benefits to address the needs of each sponsor.

NAWBO NOVA Corporate Sponsorship Levels & Benefits

Benefits	Platinum	Gold	Silver	Supporting Level 1	Supporting Level 2
	\$25K	\$15K	\$10K	\$5K	\$3K
Promotional Opportunities					
Provide presentation to NAWBO NOVA Advisory Board.	X				
Receive featured recognition on NAWBO NOVA hardcopy and softcopy literature (e.g., new member packets, marketing brochure, event literature and stationary).	X				
Logo prominently displayed on Speaker Series event invitations targeted to women business owners with \$1M or more in revenues.	X	X	X		
Receive recognition on large signboards at Speaker Series events.	X	X	X		
Receive recognition on large signboards at chapter events.	X	X	X	X	
E-newsletter article introducing sponsorship, including logo and website link.	X	X	X		
Networking Opportunities					
Receive two complimentary tickets to NAWBO NOVA Speaker Series and Smart Growth events.	X				
Receive one complimentary ticket to a NAWBO NOVA Speaker Series or Smart Growth event.		X	X		
Participate in two chapter Smart Growth programs or annual event.	X	X			
Participate in one chapter Smart Growth program or annual event.			X		
Participate in recognition of sponsor representative at Smart Growth and Speaker Series chapter events.	X	X	X	X	X
Distribute printed materials at Smart Growth and Speaker Series chapter events.	X	X	X	X	
Receive one complementary Chapter & National membership.	X	X	X	X	X
Direct Marketing Opportunities					

2308 Mt. Vernon Ave., Suite 748 Alexandria, VA 22301

Tel: 703-683-5655

Email: info@nawbonova.org Website: www.nawbonova.org

This page is current as of April 2007. Please contact us for updates.



Joint market directly to our target base - two campaigns. ???	X				
Joint market directly to our target base - one campaign. ???		X			

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NAWBO NOVA Special Event Sponsorship

Event Sponsors support NAWBO NOVA by contributing to Chapter "special events" such as Annual Awards Dinners, as well as joint events with other NAWBO chapters and other networking and business organizations. Special Event sponsorships provide opportunities for companies to build brand awareness, increase marketing efficiency, and build relationships with chapter members and the women business owners of Northern Virginia.

Special Event sponsorship levels are as follows, and benefits are tailored to maximize return based on the type of event being held:

Benefits	\$10,000 Headline Sponsor	\$5,000 Supporting Sponsor	\$2,000 Contributing Sponsor	\$1,000 Event Sponsor	\$500 Member Sponsor
Opportunity to provide speaker or make opening remarks.	X				
Special recognition prior to program start. (Can we define?)	X				
Prominent seating or table (if venue relevant) of 8 at event.	X				
Name prominently displayed in event promotional materials including mailings, invitations, advertisements and emails.	X				
Seating or table of (if venue relevant) 8 at event.		X			
Name displayed on event mailings and invitations.		X			
Signage (pre-approved for appropriateness to venue) prominently displayed at event.	X	X			
Opportunity to raffle prize – Business cards submitted for raffle become property of Sponsors.	X	X			
Prominent listing (pre-approved) in event program and on NAWBO NOVA website.	X	X			
Logo (pre-approved) visibility at event.	X	X	X		
Private reception opportunity with special guest or speaker.	X	X	X	X	
Prominent ad (pre-approved) in event program.	X	X			
Brochure (pre-approved and provided by Sponsor) included in materials given to attendees at registration.	X	X	X	X	X
Secondary prominent ad (pre-approved) in event program.			X	X	

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Listing (pre-approved) in event program and on NAWBO NOVA website.			X		
Name displayed (pre-approved) on NAWBO NOVA event posting and email promotions.			X	X	X
Tertiary prominent ad in (pre-approved) event program.					X

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**National Association of Women Business Owners
Northern Virginia Chapter**

Corporate Sponsorship Agreement

I authorize NAWBO NOVA to invoice my company at the level of: (please check one)

- Platinum: \$25,000 gift
- Supporting Sponsor Level 1: \$5,000 gift
- Gold: \$15,000 gift
- Supporting Sponsor Level 2: \$3,000 gift
- Silver: \$10,000 gift

Authorized Signature:

Your signature below indicates your full authority to authorize this level of support on behalf of your company.

Company: _____

Name (if different from signature line) and address for invoicing

Signature: _____ Print Name: _____

Title: _____

Date: _____

Accepted by: Corporate & Economic Development Chairperson, Northern Virginia Chapter,
National Association of Women Business Owners

Signature: _____ Print Name: _____

Date: _____



**National Association of Women Business Owners
Northern Virginia Chapter**

Special Event Sponsorship Agreement

I authorize NAWBO NOVA to invoice my company at the level of: (please check one)

- Headline Sponsor: \$10,000
- Supporting Sponsor: \$5,000
- Contributing Sponsor: \$2,000
- Event Sponsor: \$1,000
- Member Sponsor: \$500

Authorized Signature:

Your signature below indicates your full authority to authorize this level of support on behalf of your company.

Company: _____

Name (if different from signature line) and address for invoicing

Signature: _____ Print Name: _____

Title: _____

Date: _____

Accepted by: Corporate & Economic Development Chairperson, Northern Virginia Chapter,
National Association of Women Business Owners

Signature: _____ Print Name: _____

Date: _____