



# **CORPORATE PARTNER BENEFITS PACKET**

Dear Prospective Corporate Partner:

Thank you for your interest in the Nashville chapter of the National Association of Women Business Owners' Corporate Partnership program.

NAWBO Nashville represents exclusively the interests of women business owners in the metropolitan area. As part of our mission, we seek to build strategic alliances, coalitions and affiliations to help our members extend their reach into the business community. Through networking, interaction among peers and educational and procurement opportunities, NAWBO Nashville recognizes the accomplishments of women entrepreneurs and addresses the issues unique to them.

Organizations partnering with NAWBO Nashville provide funding, resources and commitment to the success of our members. Financial contributions help NAWBO Nashville further develop its programming, services and infrastructure, as well as subsidize education, diversity and procurement opportunities for members at both the local and national levels. In return, Partners interact with some of Nashville's' top women business owners and decision makers.

We have assembled an impressive offering of events at which our Partners can connect with our members. Among those are:

- Awards Luncheon: Established in 2013, ***Celebrating Women*** is our premier event. The event's purpose is to honor our members, local businesswomen and women business supporters through our Visionary Awards. In addition, our Partners are recognized for their support throughout the past year.
- **Monthly Luncheon Meetings:** Recently re-located to a larger venue to accommodate an ever-expanding attendance base, our monthly meetings help members strengthen leadership skills and business growth through networking and educational programs.
- Corporate Mixer: Exclusive to members-only, ***Connections*** provides our Partners with the opportunity to connect with viable women business owners and decision makers, in addition to key legislative, diversity and procurement leaders.

We are excited about having you become a strong Partner in our efforts to further women-owned businesses. Levels of partnership and detailed benefits are included in this packet, and we welcome the opportunity to discuss your desired level of participation.

This is indeed an exciting time for women in business, and we thank you in advance for your support.

Sincerely,

Julia High

Corporate Partnerships



## **WHY A CORPORATE PARTNERSHIP?**

A corporate partnership with NAWBO Nashville affords exposure and access to the ever-growing and dynamic area of women business owners.



# NATIONAL'S HISTORY

In 1975, a group of a dozen like-minded businesswomen in the Washington, D.C. area gathered to share information and create an atmosphere of professional community to further and strengthen their entrepreneurial interests.

That group quickly grew to become what is now known as the National Association of Women Business Owners® (NAWBO®).

Since then, NAWBO has risen to become the strong and unified voice of more than 10 million women-owned businesses across the country.

Over the past 30-plus years, NAWBO has expanded across the United States, boasting a chapter in nearly every major metropolitan area. Through its affiliation with [Les Femmes Chefs d'Enterprises Mondiales](#) (World Association of Women Entrepreneurs), NAWBO's global reach extends to 60 countries on five continents worldwide.



# NAWBO'S VISION AND MISSION

We propel women entrepreneurs into economic, social and political spheres of power worldwide.

As an organization with a “customer first” philosophy, we:

- **Strengthen** the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community
- **Create** innovative and effective changes in the business culture
- **Build** strategic alliances, coalitions and affiliations
- **Transform** public policy and influence opinion makers



# **NAWBO NASHVILLE VISION**

NAWBO Nashville impacts, influences and propels Tennessee to be a leading state for women-owned businesses through its:

Advocacy Efforts

Economic Impact

Diversity

Influence



# CHAPTER LEADERSHIP

## 2013-2014 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### PRESIDENT

Kimble Bosworth  
*Proforma Printelligence*

#### PRESIDENT-ELECT

Carolyn Yates  
*Raymond James*

#### TREASURER

Carolyn Yates  
*Raymond James*

#### IMMEDIATE PAST PRESIDENT

Linda Stubblefield  
*Unlimited Security*

### OFFICERS

#### CORPORATE PARTNERSHIPS

##### CHAIRPERSON

JULIA HIGH  
NEW YORK LIFE  
INSURANCE COMPANY

#### COMMUNICATIONS COMMITTEE

##### CHAIRPERSON

Andrea Farr  
*Nashville Geek*

#### MEMBERSHIP COMMITTEE

##### CHAIRPERSON

Autumn Gentry  
*Dickinson Wright*

#### PROGRAMMING COMMITTEE

##### CHAIRPERSON

Barb Tyler  
*ICD Flooring*

#### PUBLIC RELATIONS

##### CHAIRPERSON

Susan DePue  
*Growth Pointe Strategies*

#### LOGISTICS COMMITTEE

##### CHAIRPERSON

Dana Moore  
*HMS Capital Management*

### ADVISORS

Letha Edwards

*Big Mean Kitty*

### STAFF

Allison King

*Chapter Administrator*



# NAWBO NASHVILLE EVENTS

NAWBO Nashville hosts many events throughout the year, some exclusive to members and Partners and some open to the public. Partners have the first right of refusal in sponsoring any NAWBO Nashville event, thus increasing their chance of exposure to many prominent leaders in the community. Listed below are NAWBO Nashville's key events:

## **CELEBRATING WOMEN (AWARDS LUNCHEON)**

This premier event of NAWBO Nashville celebrates the best of Nashville's women in business! This event includes the announcement of the recipients of the NAWBO Nashville Visionary Awards. These awards included: Avatar of the Year, Nashville Choice (Advocate), NAWBO Nashville Member of the Year and Woman Business Owner of the Year. In addition, NAWBO Nashville Corporate Partners are recognized for their support throughout the past year.

A portion of the event's proceeds benefit the *NAWBO-Nashville Entrepreneur Scholarship* fund.

## **CONNECTIONS (CORPORATE MIXER)**

This evening event is open only to NAWBO-Nashville members, Corporate Partners and to specially-invited key legislative, diversity and procurement leaders. This event provides an opportunity to connect with business leaders to create alliances for business growth.

## **MONTHLY LUNCHEON MEETINGS**

Between 30 and 50 members, partners and guests attend our Monthly Luncheon Meetings. Typically held on the last Thursday of the month, attendees have the opportunity to network with some of Nashville's most powerful women while enjoying a wonderful lunch and presentations by an active member, a Corporate Partner (platinum- through silver-level) representative and a keynote speaker, who is chosen based on that month's luncheon topic.

NOTE: No monthly luncheon is held in November or December.

## **NAWBO BUSINESS UNIVERSITY**

Our second largest event, this three-part luncheon series highlights timely topics for business growth, including real lessons from business leaders, the popular Social Media Panel and best practices for business strategies.



# CORPORATE PARTNER BENEFITS

| BENEFITS  | PLATINUM      | GOLD | SILVER | BRONZE |
|---|---------------|------|--------|--------|
| Premier Placement of Company Logo on www.NashvilleNAWBO.com Landing Page  | •             |      |        |        |
| Complimentary Full-page Premier Event Program Advertisement   | •             |      |        |        |
| Provide Promotional Items at Premier Events<br>[LIMITED TO ONE ITEM PER GUEST   ITEM MUST BE COMPANY RELATED]   | •             |      |        |        |
| Emcee Recognition at Premier Events   | •             |      |        |        |
| Priority Seating at Premier Events  | •             |      |        |        |
| Survey Membership via E-mail<br>[ONCE PER PARTNERSHIP YEAR   NAWBO Nashville TO E-DISTRIBUTE]   | •             |      |        |        |
| Company Representative to Serve as an Advisor to Board<br>[LIMITED TO ONE (1) EMPLOYEE   NAME/COMPANY INCLUDED ON LETTERHEAD]                             | •             |      |        |        |
| Invitation to NAWBO Nashville hosted Legislative Events   | •             |      |        |        |
| Complimentary Seats to the Nine (9) Monthly Luncheon Meetings<br>[WITH THE OPTION TO PURCHASE ADDITIONAL SEATS AT THE MEMBER RATE]                        | 2 seats       |      |        |        |
| Complimentary Seats to <i>NAWBO Business University</i> , annual business growth series [WITH THE OPTION TO PURCHASE ADDITIONAL SEATS AT THE MEMBER RATE] | Up to 5 seats |      |        |        |
| Advertise on www.NashvilleNAWBO.com Landing Page at Member Rate   | •             | •    |        |        |
| Event Participation at <i>Celebrating Women</i> , annual awards luncheon  | •             | •    |        |        |
| Host an Event for NAWBO Nashville Members<br>[AT YOUR LOCATION]   | •             | •    |        |        |
| Featured in Corporate Partner Spotlight on www.NashvilleNAWBO.com<br>[ROTATES MONTHLY]  | •             | •    |        |        |
| Profile Company at a Monthly Luncheon Meeting   | •             | •    | •      |        |
| Highlight Company's Programs/Events via E-mail<br>[EVENT TARGETED TO NAWBO Nashville MEMBERS   NAWBO Nashville TO E-DISTRIBUTE]                           | •             | •    | •      |        |

# CORPORATE PARTNER BENEFITS

| BENEFITS  | PLATINUM  | GOLD  | SILVER   | BRONZE                                       |
|---|---|---|--|--|
| Right of First Refusal of Premier Event Sponsorship   | •   | •   | •  | •  |
| Electronic Version of Membership Mailing List<br>[DOES NOT INCLUDE E-MAILS   AVAILABLE UPON REQUEST]  | •   | •   | •  | •  |
| Complimentary Seats to <i>Celebrating Women</i> , annual awards luncheon<br>[WITH THE OPTION TO PURCHASE ADDITIONAL SEATS AT THE MEMBER RATE] | Up to 20 seats                                  | Up to 10 seats                                  | Up to 5 seats                                  | Up to 3 seats                                |
| Complimentary Exhibit Table at <i>Celebrating Women</i> , annual awards luncheon  | •   | •   | •  | •  |
| Company Representatives Attend Events at Member Rates   | Maximum 20                                      | Maximum 10                                      | Maximum 5                                      | Maximum 3                                    |
| Invitation to Exclusive <i>Connections</i> , annual corporate mixer   | •   | •   | •  | •  |
| Highlight Company Events on <a href="http://www.NashvilleNAWBO.com">www.NashvilleNAWBO.com</a> Calendar                                       | •   | •   | •  | •  |
| Web page hosted on <a href="http://www.NashvilleNAWBO.com">www.NashvilleNAWBO.com</a>   | Maximum<br>1500 words<br>4 contacts<br>4 photos | Maximum<br>1000 words<br>3 contacts<br>3 photos | Maximum<br>750 words<br>2 contacts<br>2 photos | Maximum<br>500 words<br>1 contact<br>1 photo |
| Easy Access to Women-Owned Businesses as Suppliers and Subcontractors   | •   | •   | •  | •  |
| Serve on a NAWBO Nashville Committee  | •   | •   | •  | •  |
| Partnership Level Recognition in Events Visual Presentation   | •   | •   | •  | •  |
| Partnership Level Recognition in Premier Event Marketing Collateral   | •   | •   | •  | •  |
| Partnership Level Recognition in Select Print Advertisements  | •   | •   | •  | •  |
| Network With Women Business Owners  | •   | •   | •  | •  |



# CORPORATE PARTNERS

THROUGH JULY 1, 2013

## PLATINUM



## GOLD



## SILVER



## BRONZE





# 2013-2014 PARTNERSHIP AGREEMENT

**COMPLETE AND RETURN THIS AGREEMENT FORM TO NAWBO Nashville VIA MAIL, FAX OR E-MAIL AND RETAIN A COPY FOR YOUR RECORDS.**

COMPANY NAME: \_\_\_\_\_

COMPANY MAILING ADDRESS: \_\_\_\_\_

YOUR COMPANY'S NAME AS YOU PREFER IT TO APPEAR IN PRINT: \_\_\_\_\_

THE INDUSTRY IN WHICH YOUR COMPANY PROVIDES SERVICES: \_\_\_\_\_

COMPANY'S WEBSITE: \_\_\_\_\_

### KEY CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### ALTERNATE CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### PARTNERSHIP LEVEL

|     |                |         |
|-----|----------------|---------|
| ___ | Platinum Level | \$5,000 |
| ___ | Gold Level     | \$2,500 |
| ___ | Silver Level   | \$,1000 |
| ___ | Bronze Level   | \$500   |

### METHOD OF PAYMENT

|     |   |
|-----|---|
| ___ | Enclosed is a check for \$_____ payable to NAWBO-Nashville.       |
| ___ | Please e-mail invoice for \$_____ to e-mail address listed above. |
| ___ | Payment for \$_____ has already been submitted.                   |

**REMIT PAYMENT and/or AGREEMENT FORM TO**  
NAWBO-Nashville  
ATTN: Corporate Partners  
5001 Illinois Avenue  
Nashville, TN 37209

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

For additional information, contact Julia High, Corporate Partnerships at (615) 714-1950 [jhigh@ft.newyorklife.com](mailto:jhigh@ft.newyorklife.com).