



# **NAWBO Nashville Partnership Opportunities**

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**2024-2025**

**Becoming a partner with Nashville's chapter of the National Association of Women Business Owners (NAWBO) gives you and your business access to the rapidly growing and dynamic community of women business owners in the greater Nashville area.**

Aligning your business with Nashville NAWBO can reflect your commitment to women-owned businesses, drive visibility through our events and communications, and strengthen your network.

NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries; with chapters across the country. With far-reaching clout and impact, NAWBO is a one-stop resource which propels women business owners into greater economic, social and political spheres of power worldwide.

No matter your size of business, we have partnership levels that will meet your budget and partnership goals.

# About the National Association of Women Business Owners

Founded in 1975, the National Association of Women Business Owners (NAWBO) members represent more than 12 million women business owners across America. Our members are diverse in many ways, including the size of their business, the sectors, and communities they serve, the stage of business development, their race, ethnicity, geographic business areas, and political leanings that determine policy views.

## 2024-2025 Advocacy Agenda

1. Addressing the Needs of the “Microbusiness” and Encouraging Emerging Entrepreneurs
2. Workforce Needs: Hiring, Recruitment, and Retention, Paid Family Leave, and more
3. Accessing Capital through Increased Financial Literacy Education and Digital Tools
4. Caring for the Business Owner and Caregiving Flexibilities for the Employee

**Learn more about NAWBO’s advocacy work at [nawbo.org/advocacy/2023-nawbo-advocacy-agenda](https://nawbo.org/advocacy/2023-nawbo-advocacy-agenda)**

## Diversity, Equity, Inclusion & Belonging

In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO’s goal is to effectively represent the full diversity of the women business owner community and to equitably expand access to leadership opportunities for the full spectrum of our membership.

**Learn more about NAWBO’s DEI&B actions at [nawbo.org/diversity-equity-inclusion-belonging](https://nawbo.org/diversity-equity-inclusion-belonging)**

## Major Events

Each year, NAWBO hosts all or a combination of these national in-person events that draw hundreds of attendees from across the country:

**Leadership Academy** | Honing NAWBO community and personal business leadership

**Advocacy Days** | Using our voice in Washington, DC to shape legislative decision-making

**National Women’s Business Conference** | Coming together for fun, education, inspiration and more

**NextGen Forum** | Connecting, motivating and inspiring the next generation of WBOs

**Get to know more about NAWBO by visiting [nawbo.org](https://nawbo.org)**

# NAWBO: Nashville Chapter

## At a Glance

- The NAWBO community is a diverse group of women business owners that run the gamut from solopreneurs to 150+ employees.
- We hold 45+ chapter-level events per year that are open to the public.
- We maintain an active email list of 900+ contacts
- We promote and share beneficial resources, news, and events to our community.
- We drive consistent engagement with members and the community through in-person and virtual events, email communication, and social media.
- Our members are actively engaged with NAWBO's ongoing advocacy and DEI&B efforts.

## Chapter Leadership

### President

Elizabeth Moss, The ART of Care

### President-Elect

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### Treasurer/Bookkeeper

Rachel Kenyon, Kenyon Services

### Immediate Past President

Dr. Paris Love, Paris Love Productivity Institute

### Chapter Administrator

Liz Wool, Virtual Training Whiz, A Division of Wool Consulting Group, Inc.

### President's Council

Brittany Lorenzi, BluePrint Strategy  
Jacqueline Hayes, Crayons & Marketing

## Committees

### Communications

Jocelyn Harms, Password Creative (chair)  
Jenni Ohnstad, Luminea Creative

### Corporate Partners

Lisa Webb, Merrill Lynch (chair)

### Membership

Liz Wool, Virtual Training Whiz, A Division of Wool Consulting Group, Inc. (chair)  
Precious Bridges, My Elite Assistance, LLC  
Anna Fields, Bubble Love Tea  
Yvonne Kanjanda  
Vicki Manning, Connect Within Coaching

### Programming

Mridu Parikh, Life is Organized (chair)  
Sheri Traxler, ViREO Life

### Advocacy

Danielle McGee, Black Business Boom

# NAWBO EXCHANGE

This monthly meetup features both networking and presentation time, creating a space for women business owners to connect, exchange ideas, and learn together. The EXCHANGE features guest speakers or panels covering a wide variety of business-related content. This is a ticketed event, with different price points for members and non-members.

**9 per year**

**Ticketed event**

**Open to non-members**

## Past topics and speakers

- “How to Hire Help to Grow Your Business... and KEEP It” by Anna-Vija McClain, Piccolo Solutions
- “One To Two...On YOU! Networking Skills That Get You Remembered” by Bill Ganon, The Ganon Group
- “Nourishing An Abundance Mindset” by Kirbee Miller, Kirbee + Co
- “Key Habits of Highly Successful Women” by Mridu Parikh, Life is Organized



# NAWBO BUSINESS UNIVERSITY

Known as NBU, this is a single-day conference that features not only speakers, but interactive, hands-on learning sessions for women business owners to test tools and tactics, intentionally network, collaborate, and strengthen relationships. This is a ticketed event, with different price points for members and non-members.

**1 per year**

**Ticketed event**

**Open to non-members**

### Past topics and speakers

- 2023: “Dream BIG” featuring best-selling author and business coach Jen Loving; talks from Sheri Traxler, ViREO Life; Ashlee Brooks, Brooks & Associates Tax Consulting Svcs. LLC; Amy Bunton, Pathway Lending; and coach Laura Lee Paha
- 2022: “Get Your Business Plan In Place For 2023” featuring Autumn Joyce, Cultivate Advisors
- 2021: “GROW: Your Expertise, Your Business, Yourself” with Elizabeth Moore and Ashley Brooke James, Triluna; Angela Wiggins, Earnest Journey



# Coffee Connect

This free event is hosted by individual NAWBO members, with the goal of connecting to potential new members. Attendees can learn more about NAWBO and meet other local business owners. We currently host two per month, reaching over seven surrounding counties outside of Nashville/Davidson County.

**2 locations:**

- Nashville
- Sumner County

**12 per year, per location**

**Free event**

**Open to non-members**

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## Members-only events

In addition to the many public events we hold throughout the year, our chapter adds benefit to a NAWBO membership by hosting multiple members-only events as well as hosting online space that fosters community and connection.

### Virtual Coworking Session

#### Virtual Coworking Session hosted by Vicki Manning

This virtual event is designed to help members increase productivity by working virtually with other smart, creative, supportive entrepreneurs. Hosted by Vicki Manning, Intuition Coach with Connect Within Coaching, it features 10 minutes of introductions, 70 minutes of work time, and 10 minutes for celebrations. **Meets monthly, 12 times per year.**



#### Women's Empowerment Success Circle Book Club

The Book Club is available to members only and meets on a weekly basis. Each Book Club session is limited to 12 members at a time to allow space for conversation among all participants. Weekly meetups are virtual, with the final meetup in-person. **2 Book Clubs per year, meeting weekly for 8-10 weeks.**



#### Members-only Slack channel

To foster ongoing connection and collaboration, Nashville NAWBO members have access to our Slack channel. Members can share resources, ask for recommendations, promote their services, and have general discussion.



## Corporate Partnerships

Partners at the corporate level enjoy a host of benefits and opportunities to connect with NAWBO members and Nashville’s community of women business owners. These benefits are available throughout the year and not limited to one event.

	<b>PLATINUM \$5,000</b>	<b>GOLD \$2,500</b>	<b>SILVER \$1,000</b>	<b>BRONZE \$500</b>
1 NAWBO EXCHANGE partnership, including: <ul style="list-style-type: none"> <li>• 5 min spot to introduce you and your organization before the presentation</li> <li>• Featured 60-second advertisement before presentation (partner provided)</li> </ul>	✓			
Opportunity to provide one featured speaker at an EXCHANGE or NBU event	✓	✓		
Complimentary tickets to all chapter-level events, comp codes provided	<b>3 tickets</b>	<b>2 tickets</b>	<b>1 ticket</b>	
Opportunity for a Partner Spotlight article featured on website and promoted through chapter newsletter and social media channels	✓	✓	✓	✓
Premier placement of logo and links on our website and newsletter	✓	✓	✓	✓
Promotion on chapter social media channels	✓	✓	✓	✓
Partnership recognition at every ticketed chapter-level event	✓	✓	✓	✓

## Event Partnerships

We currently offer this partnership opportunity for individual NAWBO EXCHANGE events and our annual NAWBO Business University event. Businesses who partner with us for these events enjoy:

- Dedicated exhibit space – 6’ clothed table to display collateral
- 1 complimentary event registration
- Recognition in the event program
- Table tents with logo placed on all attendee tables
- 2 minute business spotlight to promote your services, products or special offers. This takes place at the event, before the guest speaker presentation
- Social media promotion: Facebook, Instagram, LinkedIn

<b>MEMBER RATE</b>	<b>NON-MEMBER RATE</b>
<p>Designed for individual NAWBO members to represent their organization</p> <p><b>\$150</b></p> <p><b>per event</b></p>	<p>Designed for all organizations serving the women business owner community</p> <p><b>\$250</b></p> <p><b>per event</b></p>

### PARTNER EXPERIENCE

“Ensuring women have access to the programming needed to fortify and scale their businesses is essential to uplifting all women. By sponsoring events that empower female founders, Crayons & Marketers contributes to the growth of these firms, who then give back to their communities. It’s a win-win.”

Jacqueline Hayes  
 Founder and Chief Marketing Strategist, Crayons & Marketers

## Media Partnerships

This partnership opportunity is designed for publications serving female readers and the business community in the Nashville area. Media partners feature NAWBO events on their online and printed events calendars, and enjoy these benefits:

- Complimentary tickets to all chapter-level events, comp codes provided
- Premier placement of logo and links on our website and newsletter
- Partnership recognition at every ticketed chapter-level event

### NAWBO Communications team provides our media partners turnkey content:

- Event artwork formatted for the pixel size required for your calendar
- Formatted event description copy
- Custom shortened event links
- All content delivered in a shared Google drive for efficient access and downloading



#### Mastering Business Strategy Planning: A Practical Framework for Entrepreneurs

Wednesday, September 25  
11:30am to 1:00pm  
Operation Stand Down, 1125 12th Ave S, Nashville, TN 37203  
REGISTER: <https://bit.ly/3Tz2TcF>

#### Drive growth and business success with effective business strategy planning.

Are you ready to build a real strategic plan for your business? Experienced business coach Renae Luketic will guide you in exploring the fundamentals of effective business strategy planning for entrepreneurial organizations. This session will focus on how clear vision, disciplined execution, and team alignment are essential to long-term success.

#### Get practical insights on:

- Defining your company's vision and setting long-term goals.
- Structuring your leadership team and driving accountability through strategic planning.
- Tracking key business metrics and performance with simple tools.

## Thank you to our current corporate partners

We are grateful to the following corporate partners for their support in bringing quality programming and opportunities to Nashville's women-owned business community.

### PLATINUM LEVEL



### GOLD LEVEL



### SILVER LEVEL



### BRONZE LEVEL



# Become a NAWBO Partner.

**Partner with NAWBO Nashville and strengthen your connections to Nashville's women-owned business community.**

Contact Lisa Webb at [lisa.webb@ml.com](mailto:lisa.webb@ml.com)  
or visit [nashvillenawbo.org/partner](http://nashvillenawbo.org/partner).

