NAWBO Nashville
Partnership Opportunities

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.

2026-2027 Advocacy Agenda

1. Proposed Bill Language to Address the Needs of the "Microbusiness" and Encouraging Emerging Entrepreneurs
2. Growing Our Economy
3. Workforce Needs: Hiring, Recruitment, and Retention, Paid Family Leave, and more
4. Women Business Owners are Using AI, Though Many Have Security Concerns
5. Diversification of Energy Sources
6. Simplifying Our Tax Code and Making Certain TCJA Small Business Provisions Permanent
7. Support for Women's Business Centers and SBA Programs

Learn more about NAWBO's advocacy work at nawbo.org/advocacy

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

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

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 1000+ 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, Care Crown

President-Elect
--

Bookkeeper
Stacey Hunt, Lock-Step Consulting

Immediate Past President
Dr. Paris Love, Paris Love Productivity Institute

President's Council
Julie Lilliston, Julie Lilliston Communications LLC
Brittany Lorenzi, BluePrint Strategy
Jacqueline Hayes, Crayons & Marketing
Deb Ward, Televergence Solutions

Committees

Communications
Morgan Liska, The Social Hour (chair)
Jenni Ohnstad, Luminea Creative
Kate Wells, Glimmer Marketing Systems

Corporate Partners
Elizabeth Moss, Care Crown (interim)

Membership & Programming
Naomi Faith, Lead + Transform (chair)
Kourtney Bolton, Kourtney Lynn, LLC
Stacey Hunt, Lockstep Bookkeeping
Saba McKinley, Devine Scripts

Advocacy
Dynasti Hunt, Tayden Impact Group







Nashville NAWBO's monthly meetups are designed to facilitate connections among the women business owners community. Whether through intimate 20-person lunch sessions, members-only mixers, or open networking happy hours, networking and the development of quality relationships is a priority in our programming schedule.











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

- 2025: "Spark: What You Imagine, You Create" featuring Teresa J.W. Bailey and Lauren Reed Williams, Wealth of a Woman
- 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











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.

12 per year, per location

Free event

Open to non-members







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.

	PLATINUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500	COPPER $350
1 NAWBO event partnership, including: • 5 min spot to introduce you and your organization before the presentation • Featured 60-second advertisement before presentation (partner provided)	✓				
Opportunity to provide one featured speaker at an event	✓	✓			
Complimentary tickets to all chapter-level events, comp codes provided	3 tickets	2 tickets	1 ticket		
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	✓	✓	✓	✓	✓
Hyperlinked logo on our website	✓	✓	✓	✓	✓

Event Partnerships

We currently offer this partnership opportunity for individual NAWBO 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

MEMBER RATE	NON-MEMBER RATE
Designed for individual NAWBO members to represent their organization	Designed for all organizations serving the women business owner community
$150	**$250**
per event	**per event**

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 to 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:

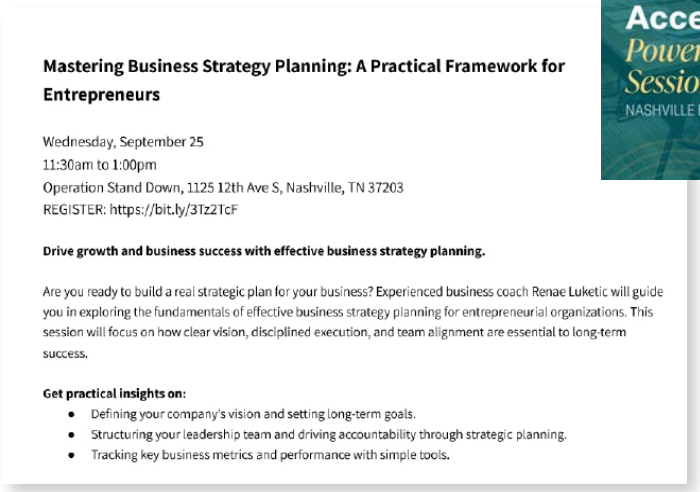
- Complimentary tickets to all chapter-level events, comp codes provided
- Premier placement of logo and links on our website and newsletter
- Partnership recognition at every ticketed chapter-level event

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 (Available)

GOLD LEVEL

EO Nashville

FIRST HORIZON

SILVER LEVEL

BANK OF AMERICA

Pathway Lending

Pinnacle FINANCIAL PARTNERS

BRONZE LEVEL

Blueprint Strategy

Collaborate

LOCKSTEP BOOKKEEPING & OPERATIONS

COPPER LEVEL (Available)

IN KIND

nashville geek

Social Hour MARKETING AGENCY

Become a NAWBO Partner.

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

Contact us at **nashvillenawbo.org/partner**.

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