



INDUSTRIOUS WOMEN'S



SPONSORSHIP PACKAGE

20
23



INTRO

“We appreciate your interest in partnering with **Better Business Bureau Serving the Pacific Southwest** for our **Annual Industrious Women's Summit!**”

We are dedicated to ensuring that your sponsorship experience is exceptional. Our team will assist you in stretching your marketing dollars and to **maximize your overall impact.**

We firmly believe that sponsoring an event is about more than just displaying your logo on the attendee handouts. It is about **building your brand's authority as a community leader, establishing business connections, and growing revenue.**

Given this is a highly curated and exclusive event that sells out each year, sponsorship dollars will be used only to build upon the foundation that has been laid.

This means that each dollar secured will go directly to the summit and resources needed to serve each woman business owner on a global scale.



IMPACT STATEMENT

In 2018, the first annual event took place at the BBB Pacific Southwest Phoenix campus. An overwhelming response from the business community resulted in a sell out success.

Over the years we've grown our impact goals and outreach efforts to ensure that we provide this valuable opportunity to women business owners from anywhere.

As we move into 2022, our team will assess the information provided by public health officials to determine whether the event will be in-person, virtual, or hybrid.

In any case, we know that, with the support of our community and sponsors, the **Industrious Women's Summit** will continue to professionally advance all that attend.



ABOUT

Women are rising to the top in male-dominated industries. Events that cater to the needs of these women are rare.

This one-day event celebrates, educates, and connects women in the trades.

The summit leads discussions on the demanded topics of **leadership, professional growth, and best practices** as a business owner or employee.



OUR IMPACT

DIGITAL IMPACT



370

Session Views



43

Community Messages

14,345
Fans

13,600
Followers

1,747
Followers

3,212
Followers

14 Tagged Social Posts

3,742 Social Media Impressions

9 Total Emails

52% Open Rate

DAY OF EVENT



14

Speakers

1

Keynote Speaker



153

Attendees

All numbers based on
Industrious Women's Summit 2022

WHOVA ANALYTICS

94 ATTENDEES WHO DOWNLOADED THE APP

665 MESSAGES SENT (PRIVATE & COMMUNITY)

33 COMMUNITY BOARD TOPICS

8 MEETUPS CREATED

8,751 SPONSOR IMPRESSIONS

2022 EVENT SPONSORS



Steel Sponsor



Steel Sponsor



Iron Sponsor



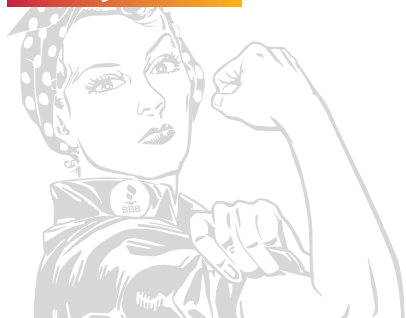
Iron Sponsor

SPONSORSHIP PACKAGES

ROSIE THE RIVETER

TITLE SPONSORSHIP

\$15,000



- ✓ Listed as the title sponsor on **all promotional materials**
- ✓ **Industry exclusivity**
- ✓ **Speaking opportunity** and ability to introduce the keynote speaker
- ✓ **15 VIP Tickets** including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)

Great for executive leaders, emerging leaders, vendors, board members, and business partners to attend this transformational summit

BRAND PROMOTION AT THE 5TH ANNUAL INDUSTRIOUS WOMEN'S SUMMIT

- ✓ **In-room promotion** on all TVs and screens
- ✓ **Exclusive brand recognition** in BBB Lobby on jumbotron and campus screens where 1,000+ business leaders enter monthly
- ✓ **Logo on all tables** during the event
- ✓ **Ability to leave brand promotional items** on event table alongside centerpieces

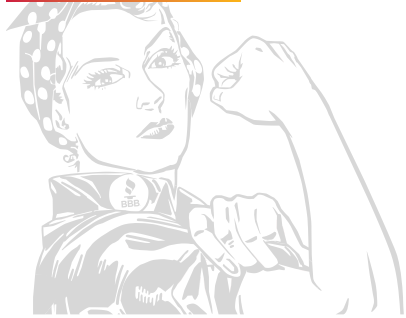
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ROSIE THE RIVETER

TITLE SPONSORSHIP CONTINUED

\$15,000



First right of refusal to sponsor Industrious Women's Summit 2024



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)



Industrious Leader Pack Inclusion of **one branded item** from your company to include in the Industrious Leader Pack (must be submitted **8 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!

(SEE PAGE 9)

Please note: The Rosie the Riveter Title Sponsor may give any combination of funds and in-kind support to IWS 2023; including but not limited to event donation, catering donation, sponsorship of keynote speaker fees, sponsorship of conference shirts etc in order to be considered for the Rosie the Riveter title sponsorship.

COPPER

SPONSORSHIP

\$10,000



Exclusive sponsorship of evening networking mixer



10 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!

(SEE PAGE 9)



BRASS

SPONSORSHIP

\$5,000



5 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to two** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!
(SEE PAGE 9)

STEEL

SPONSORSHIP

\$1,500



2 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!
(SEE PAGE 9)

IRON

SPONSORSHIP

\$750



2 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on select digital promotions!
(SEE PAGE 9)

IN-KIND

SPONSORSHIP



Discounts on IWS tickets



Discounts on services at **BBB Business and Community Center** and **ignite sparked by BBB**

A LA CARTE

PROMOTIONS



CATERING

\$1,000 – \$3,500



BOOTHS *

PHOENIX \$250



T-SHIRTS

\$1,500 – \$3,000

* Includes 1 table, 2-3 chairs, black tablecloth (company tablecloth can also be used), 2-3 bottles of water, and a small trash can.



Catering Brand Promotion



Apparel



Booths

SHARED BENEFITS

ROSIE THE RIVETER
TITLECOPPER
SPONSORBRASS
SPONSORSTEEL
SPONSORIRON
SPONSORCOMPANY LOGO ON
PRINTED MATERIALS

\$15,000

\$10,000

\$5,000

\$1,500

\$750

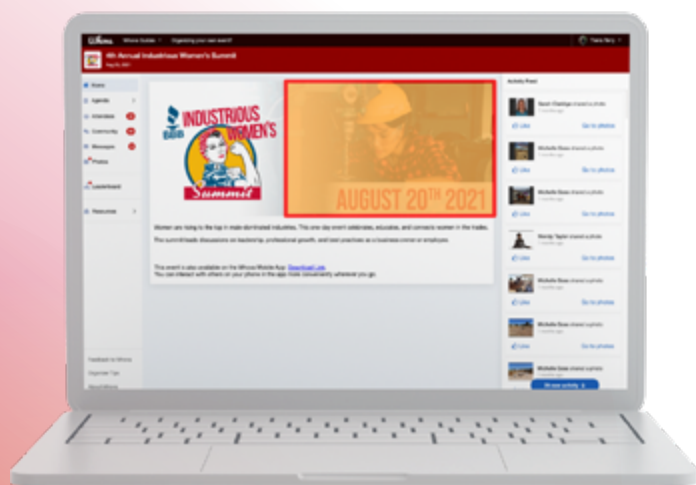
Guest Nametags

Table Centerpieces @
Networking Breakfast/MixerSponsor Card included w/
Industrious Leader PackProvides attendees with contact
information to reach out after IWSTable Centerpieces @
Networking Happy Hour

Event Agenda



+ more on the next page!

DIGITAL PROMOTION
Whova Event Homepage
Banner Logo SpotEVENT PROMOTION
Exhibition Table

SHARED BENEFITS

CONTINUED

	 ROSIE THE RIVETER TITLE	COPPER SPONSOR	BRASS SPONSOR	STEEL SPONSOR	IRON SPONSOR
COMPANY LOGO ON DIGITAL PROMOTIONS	\$15,000	\$10,000	\$5,000	\$1,500	\$750
Whova Event Management Platform Banner	✓				
Recognition During Live Social Media Posts on Event Day	✓	✓	✓		
Full Access to Sponsor Center In Whova Event Management Platform	✓	✓	✓		
Primary Slide Deck	✓	✓	✓		
Pre & Post-Event Social Media Postings	✓	✓	✓	✓	
Recognition in Event Follow-up Email	✓	✓	✓	✓	
Webpage Logo	✓	✓	✓	✓	✓
PREMIERE EXHIBIT TABLE ON EVENT DAY	✓	✓	✓	✓	

Promote to 100+ business owners and community leaders!

Item-specific sponsorship contracts can be created upon request (e.g., t-shirt sponsor, lunch sponsor, etc.).
Sponsorship agreements are not final until an official contract is signed by both parties.

All questions and inquiries regarding
Industrious Women's Summit Sponsorship can be directed to

iws@bbbcommunity.org

We look forward to your participation!