

Sponsorship Benefits & Opportunities

NLOWE's 2010 Annual Conference & Entrepreneur of the Year Awards offer many opportunities to profile your business or organization. As a supporter of the conference, you will connect with a strategic group of high-powered women in business in the province of Newfoundland and Labrador. These entrepreneurs represent a cross-section of the province's business community — and your potential clients and customers.

Conference Sponsorship Levels

BENEFIT	FRIEND OF THE CONFERENCE	BRONZE	SILVER	GOLD	PLATINUM
Sponsorship Amount	\$1,000 or equivalent in-kind	\$1,001-1,999	\$2,000-3,499	\$3,500-4,999	\$5,000 +
Opportunity to donate to delegate Silent Auction	✓	✓	✓	✓	✓
Organization logo and website link on conference website	✓	✓	✓	✓	✓
Organization logo on selected signage and print materials	✓	✓	✓	✓	✓
Thank you in post-conference print materials and advertising	✓	✓	✓	✓	✓
Prominent identification and recognition at sponsored events		✓	✓	✓	✓
Opportunity to display promotional materials in sponsor area		✓	✓	✓	✓
Podium mention at sponsored workshop		✓	✓	✓	✓
Opportunity to introduce featured speaker or address conference delegates			✓	✓	✓
Invitation to Opening Reception	1	1	2	3	4
Complimentary conference registration				1	2
Invitation to Entrepreneur of the Year Awards Gala Dinner				1	2
Invitation to Entrepreneur of the Year Award Winners Reception				1	2

Event Sponsorship Opportunities

SPONSORSHIP OPPORTUNITY	SPONSORSHIP AMOUNT
Opening Reception	\$2,500
Opening Plenary <i>Cathrine Ann: "Homeless, Penniless and Unemployed into Multi-Business Award-Winning Entrepreneur and Millionaire!"</i>	\$2,500
Workshops 1. <i>David Prentice: "Super Charge Service ... How to Create";</i> or 2. <i>Terry Fallis: "The Social Media Revolution"</i>	\$1,500 each
Keynote Luncheon <i>Janet Kestin and Nancy Vonk: "Lessons in Persuasion from the World's Best Ads"</i>	\$3,500
Breakout Workshop <i>Janet Kestin and Nancy Vonk: "Problem Solving at a Mile a Minute"</i>	\$2,000
Registration and Networking with continental breakfast, coffee/tea/muffins/fruit	\$2,000
Networking breaks with snacks and beverages (2 available)	\$1,500 each
Entrepreneur of the Year Awards Cocktail Reception and Gala Dinner	\$7,500
Entrepreneur of the Year Award Winners Reception	\$5,000
Individual Awards (4 available)	\$2,500 each
Friend of the Conference	\$1,000 or equivalent in-kind

Become an Award Sponsor

Each year, NLOWE honours the best and brightest women in business through its Entrepreneur of the Year Awards. Award categories available for sponsorship in 2010 include Start-up, Visionary, Innovation and Community Impact. The cost to sponsor an award is \$2,500 for which you will receive the following benefits:

- ✓ Company/organization name attached to the award
- ✓ Opportunity to present award to the winner
- ✓ Mention as award sponsor in post-conference advertising and press releases
- ✓ Prominent identification and recognition throughout the conference as an award sponsor
- ✓ Your company/organization logo on selected awards signage and print materials
- ✓ Your company/organization logo on the conference and awards websites
- ✓ Two (2) invitations to the Opening Reception
- ✓ Two (2) invitations to the Entrepreneur of the Year Awards Gala Dinner
- ✓ Two (2) invitations to the Award Winners Reception
- ✓ Opportunity to display promotional materials in sponsor area throughout conference
- ✓ Opportunity to donate to delegate Silent Auction
- ✓ Right of first refusal to sponsor 2011 award

Become a Friend of the Conference

For the first time this year, NLOWE is offering the opportunity to become involved in the conference by becoming a Friend of the Conference. This initiative allows for a one-time monetary donation of \$1,000 or an equivalent in-kind donation. Areas for which in-kind donations will be actively sought include printing, decorating, promotional materials such as lanyards or delegate bags, advertising and signage. Other equivalent in-kind donations may be discussed with the Marketing & Communications Coordinator.

Becoming a Friend of the Conference is an ideal way to:

- ✓ Associate your name or that of your company/organization with the premiere provincial event for women in business
- ✓ Increase your exposure within the business community
- ✓ Connect with a strategic and high-powered group of women
- ✓ Establish contacts and personal relations within the business community
- ✓ Increase awareness about your business or service for potential clients and customers

For more information and to discuss how you can support women in business in Newfoundland and Labrador, contact:

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