

# 2024

# SPONSORSHIP OPPORTUNITIES



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST

*Corporate Member Edition*

# Letter From the President & CEO



Dear WBCS family,

I want to express my gratitude to each of you for the opportunities we have had this past year to engage and support this network of women-owned businesses. Your support has allowed our members to build on their momentum, in order to scale their business on a transformational level. I understand the pivotal role that WBCS and our members must play in driving positive change, and we are deeply honored by your contribution to the collective efforts of this council. Your unique role is a part of the larger system that drives key change across our region.

In today's rapidly evolving landscape, we are anticipating the ways we can bring new opportunities to our membership. In 2024, we are focusing on building partnerships that are committed to the foundations of sustainability, diversity, and inclusivity. The challenges we face as catalysts for women-owned businesses have always required a proactive approach that goes beyond traditional business boundaries. It is through your collaboration, innovation, and commitment to these purpose-driven strategies that we are able to navigate these challenges successfully.

At WBCS, we believe that transformation begins from within. Over the last year, we have embarked on a journey to embrace the season that we and our members are in to reach our mission of increasing the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities. With the success of new events, such as Coffee with the Council, we are always looking at other ways to engage in each of these areas. I invite you to keep an eye out for newly developed programming, like our 2024 Inclusion Business Mixers. These events are aimed at not only providing more opportunities for networking and education, but to also recognize the strengths in celebrating the diverse backgrounds and experiences each of our members brings to the table.

As we move forward, I look forward to engaging in thoughtful discussions, forging new partnerships, and taking meaningful action alongside each of you. Together, we have the potential to continue reshaping the business landscape, achieve sustainable growth, and leave a positive legacy for future generations.

Thank you once again for being a part of this transformational journey. We are so excited about the possibilities that lie ahead and remain committed to working together to drive positive change throughout our region and beyond.

Yours in partnership,

A handwritten signature in black ink that reads "Bliss Coulter".

Bliss Coulter  
President & CEO  
Women's Business Council - Southwest

# Sponsorship Structure Snapshot

## Champion Circle Levels: \$10,000-\$30,000

Enables you to receive recognition across all programs

## Pillar Options: \$5,000 per pillar

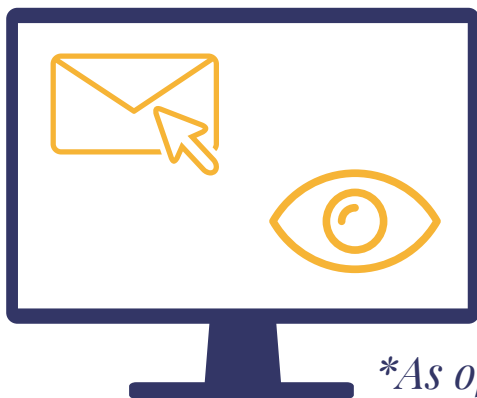
Enables you to choose programs from one programmatic area to receive recognition in; can be combined with A La Carte offerings to increase your footprint

## A La Carte Offerings: \$500+ per program

Enables you to receive recognition at individual programs of your choosing

## WBCS Annual **Reach** At A Glance

PLATFORM	TOTAL FOLLOWERS	% INCREASE OVER LAST YEAR	AVERAGE IMPRESSIONS PER MONTH IN 2022	TOTAL ENGAGEMENTS PER MONTH IN 2022
Facebook	2,514	14.6%	3,179	311
Instagram	1,087	15.3%	2,310	153
LinkedIn	4,426	32.7%	8,372	909



**6,287** NEWSLETTER SUBSCRIBERS  
**14,349** WEBSITE HOMEPAGE VIEWS  
**48,265** UNIQUE PAGE VIEWS

*\*As of September 2023*

# Event Descriptions

*Events are labeled if in-person or virtual. Either way, all are welcome to attend.*

## Capacity Building Programs

The Capacity Building Pillar provides singular and on-going professional and business development events to support the growth of Women's Business Enterprises (WBEs) in their business ecosystem.

### **Parade of Stars Awards Gala | February 2024 | In-Person**

Recognition offering. This formal evening event honors WBE and Corporate Members who go above and beyond to ensure the successes of women-owned businesses. The event features a cocktail reception, seated dinner, awards ceremony, and after party.

### **Table Topics Luncheons | Monthly | In-Person and Virtual**

Educational offering. This event features networking and a keynote speaker on a variety of business topics. For those attending in-person, lunch is also included. There are 12 luncheons in 2024, typically on the second Tuesday of the month.

## Mentoring and Outreach Programs

The Mentoring and Outreach Pillar provides a comprehensive pipeline of support for prospective to established Women's Business Enterprises (WBEs).

### **Coffee with the Council | Quarterly | In-Person**

Networking and recognition opportunity. This networking event is focused on bringing together current and prospective members, local businesses, and corporations to develop professional relationships over coffee and recognize members who have joined within the last quarter.

### **Harvesting Partnerships | November 2024 | In-Person**

Half-day educational conference that highlights the skillsets of WBCS WBEs. This event features a welcome reception, WBE led roundtable discussions on business themes (i.e., marketing, legal, human resources, etc.), networking, vendor tables for WBCS WBEs, a keynote luncheon, and the Lillie Knox Investment Award pitch presentation.

### **Inclusion Business Mixers | June and November 2024 | In-Person**

Outreach initiative. Co-hosted by WBCS and community partner organizations supporting diverse women-owned businesses during their national celebration month: LGBTQ+ entrepreneurs (June) and veteran entrepreneurs (November), each event features open networking, vendor tables, and an educational spotlight about the benefits of involvement with each organization. Mixers are open to prospective members and the full WBCS network.

### **Women of Color Business Mixers | February, May, and September 2024 | In-Person**

Outreach initiative. Co-hosted by WBCS and community partner organizations supporting diverse women-owned businesses during their national celebration month: Black entrepreneurs (February), Asian entrepreneurs (May), and Hispanic entrepreneurs (September), each event features open networking, vendor tables, and an educational spotlight about the benefits of involvement with each organization. Mixers are open to prospective members and the full WBCS network.

## *Procurement Programs*

The Procurement Pillar supports supplier diversity discussions and networking, to encourage contracts between WBCS Corporate and Women's Business Enterprise (WBE) Members.

### **Connections to Contracts | April 2024 | In-Person**

Procurement-focused event connecting women-owned businesses with corporations and each other. This event features a welcome reception, corporate roundtable procurement discussions, a c-suite executive keynote address, workshops, and a networking reception.

### **Connections to Contracts - Austin | September 2024 | In-Person**

Procurement-focused event connecting women-owned businesses with corporations and each other. This event features a networking breakfast, corporate roundtable procurement discussions, and a business development workshop.

### **Construction Industry Summit | July 2024 | In-Person**

Half-day summit bringing together current and prospective members, local businesses, and corporations to develop professional relationships and grow their acumen in the construction industry. The event features networking, panel discussions, and vendor tables for women-owned businesses in the construction sector.

### **Corporate Breakfast Clubs | Quarterly | Virtual**

Open networking opportunity. This event is an informal gathering for Corporate Members to candidly discuss supplier diversity related topics and gain insights to strengthen their supplier diversity programs.

### **Regional Business Mixers | Quarterly | Virtual**

Open networking opportunity. This event has no formal programming. It is simply time for women-owned businesses and corporations across our four-state region to connect.

# Champion Circle - Platinum Level

**\$30,000+**

## Capacity Building Programs Benefits

### Parade of Stars Awards Gala

- 16 admissions
- 2 VIP tables of 8 during dinner
- Logo on table tents
- Full page, 4 color ad
- Logo on highest billing on event materials

### Table Topics Luncheons

- 3 admissions to each luncheon
- Logo on highest billing on event materials

## Mentoring and Outreach Programs Benefits

### Coffee with the Council

- 3 admissions to each event
- Logo on highest billing on event materials

### Harvesting Partnerships

- 16 admissions
- Logo on name badge
- Full page, 4 color ad in digital program
- 1 company provided pop-up banner
- Logo on highest billing on event materials

### Inclusion Business Mixers

- 3 admissions to each mixer
- Logo on highest billing on event materials

### Women of Color Business Mixers

- 3 admissions to each mixer
- Logo on highest billing on event materials



## Procurement Programs Benefits

### Connections to Contracts

- 16 admissions
- 1 corporate roundtable
- Recognition in press release
- Logo on highest billing on event materials

### Connections to Contracts - Austin

- 3 admissions
- 1 corporate roundtable
- Logo on highest billing on event materials

### Construction Industry Summit

- 3 admissions
- Logo on highest billing on event materials

### Corporate Breakfast Clubs

- Logo on highest billing on event materials

### Regional Business Mixers

- Logo on highest billing on event materials

### Additional Platinum Benefits

- Feature in sponsor video played at three major events and on front page of WBCS website
- Logo on front page of WBCS website
- Logo on WBCS digital annual report
- 6 social media mentions
- 2 WBCS newsletter mentions
- 1 company provided blog post highlighting supplier diversity program
- 100% discount on annual WBCS Corporate Membership dues
- \$2,000 restricted contribution for the Lillie Knox Investment Fund\*



*\*not tax deductible*

*When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.*

# Champion Circle – Gold Level

**\$20,000 – \$29,999**

## Capacity Building Programs Benefits

### Parade of Stars Awards Gala

- 16 admissions
- 2 VIP tables of 8 during dinner
- Full page, 4 color ad
- Logo on second highest billing on event materials

### Table Topics Luncheons

- 2 admissions to each luncheon
- Logo on second highest billing on event materials

## Mentoring and Outreach Programs Benefits

### Coffee with the Council

- 2 admissions to each event
- Logo on second highest billing on event materials

### Harvesting Partnerships

- 8 admissions
- 1 company provided pop-up banner
- Logo on second highest billing on event materials

### Inclusion Business Mixers

- 2 admissions to each mixer
- Logo on second highest billing on event materials

### Women of Color Business Mixers

- 2 admissions to each mixer
- Logo on second highest billing on event materials





## Procurement Programs Benefits

### Connections to Contracts

- 8 admissions
- 30 second video spot
- 1 corporate roundtable
- Logo on second highest billing on event materials

### Connections to Contracts - Austin

- 2 admissions
- 1 corporate roundtable
- Logo on second highest billing on event materials

### Construction Industry Summit

- 2 admissions
- Logo on second highest billing on event materials

### Corporate Breakfast Clubs

- Logo on second highest billing on event materials

### Regional Business Mixers

- Logo on second highest billing on event materials

### Additional Gold Benefits

- Logo on front page of WBCS website
- Logo on WBCS digital annual report
- 2 social media mentions
- 1 WBCS newsletter mention
- Company provided and hosted video included in one newsletter
- 1 company provided blog post highlighting supplier diversity program
- 75% discount on annual WBCS Corporate Membership dues
- \$1,500 restricted contribution for the Lillie Knox Investment Fund\*

*\*not tax deductible*

*When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.*

# Champion Circle – Silver Level

**\$10,000 – \$19,999**

## Capacity Building Programs Benefits

### Parade of Stars Awards Gala

- 8 admissions
- 1 VIP table of 8 during dinner
- Half page, 4 color ad
- Logo on third highest billing on event materials

### Table Topics Luncheons

- 1 admission to each luncheon
- Logo on third highest billing on event materials

## Mentoring and Outreach Programs Benefits

### Coffee with the Council

- 1 admission to each event
- Logo on third highest billing on event materials

### Harvesting Partnerships

- 8 admissions
- 1 company provided pop-up banner
- Logo on third highest billing on event materials

### Inclusion Business Mixers

- 1 admission to each mixer
- Logo on third highest billing on event materials

### Women of Color Business Mixers

- 1 admission to each mixer
- Logo on third highest billing on event materials



## Procurement Programs Benefits

### Connections to Contracts

- 8 admissions
- 1 corporate roundtable
- Logo on third highest billing on event materials

### Connections to Contracts - Austin

- 1 admission
- 1 corporate roundtable
- Logo on third highest billing on event materials

### Construction Industry Summit

- 1 admission
- Logo on third highest billing on event materials

### Corporate Breakfast Clubs

- Logo on third highest billing on event materials

### Regional Business Mixers

- Logo on third highest billing on event materials

### Additional Silver Benefits

- Logo on front page of WBCS website
- Logo on WBCS digital annual report
- 2 social media mentions
- 1 WBCS newsletter mention
- 1 blog post mention featuring all companies in "Silver" level
- 50% discount on annual WBCS Corporate Membership dues
- \$1,000 restricted contribution for the Lillie Knox Investment Fund\*



*\*not tax deductible*

*When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.*

# Pillar Options

Choose the programmatic area you want to support throughout 2024.

***\$5,000 per pillar***

## Capacity Building Pillar Benefits

### Parade of Stars Awards Gala

- 4 admissions
- Logo on event materials

### Table Topics Luncheons

- Audience address at one luncheon of your choice
- 4 admissions to each luncheon
- Logo on event materials

#### Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report

## Mentoring and Outreach Pillar Benefits

### Coffee with the Council

- Audience address at one event of your choice
- 4 admissions to each event
- Logo on event materials

### Harvesting Partnerships

- 4 admissions
- Logo on roundtable room layout
- Logo on roundtable list in digital program
- Logo on event materials

#### Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report

### Inclusion Business Mixers

- Audience address at one mixer of your choice
- 4 admissions to each mixer
- Logo on event materials

### Women of Color Business Mixers

- Audience address at one mixer of your choice
- 4 admissions to each mixer
- Logo on event materials

## Procurement Pillar Benefits

### Connections to Contracts

- 4 admissions
- Logo on roundtable room layout
- Logo on roundtable list in digital program
- 1 corporate roundtable
- Logo on event materials

### Connections to Contracts - Austin

- Audience address
- 4 admissions
- 1 corporate roundtable
- Logo on event materials

### Construction Industry Summit

- 4 admissions
- Logo on event materials

### Corporate Breakfast Clubs

- Audience address at one club of your choice
- Logo on event materials

### Regional Business Mixers

- Logo on event materials

### Additional

- Logo on Events page of WBCS website
- Logo on WBCS digital annual report



*When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.*

# A La Carte Offerings

Choose as many individual programs to support as you would like.

## Collaborator | \$2,500 Per Program

### Coffee with the Council

- Audience address at one event of your choice
- 3 admissions to each event
- Option to provide promotional material at one event of your choice
- Company name on event materials

### Connections to Contracts

- 3 admissions
- 1 corporate roundtable
- Company name on event materials

### Connections to Contracts – Austin

- 3 admissions
- 1 corporate roundtable
- Company name on event materials

### Harvesting Partnerships

- 3 admissions
- Company name on event materials

### Inclusion Business Mixers

- 3 admissions to each mixer
- Company name on event materials

### Parade of Stars Awards Gala

- 3 admissions
- Company name on event materials

### Table Topics Luncheons

- 3 admissions to each luncheon
- Company name on event materials

### Women of Color Business Mixers

- 3 admissions to each mixer
- Company name on mixer materials



*When applicable, event materials include registration website, event invitations, signage, and on-screen branding. Any unused sponsor admissions may be used at the discretion of the Council's staff.*

## Contributor | \$1,000 per program

### Connections to Contracts

- 2 admissions
- 1 corporate roundtable
- Company name on event materials

### Connections to Contracts - Austin

- 2 admissions
- 1 corporate roundtable
- Company name on event materials

### Harvesting Partnerships

- 2 admissions
- Company name on event materials

### Inclusion Business Mixers

- 2 admissions to each mixer
- Company name on mixer materials

## Table

### Connections to Contracts: \$500

- 2 admissions
- 1 corporate roundtable
- Company name on table sign

### Connections to Contracts - Austin: \$500

- 2 admissions
- 1 corporate roundtable
- Company name on table sign

### Parade of Stars Awards Gala: \$1,500

- 8 admissions
- 1 table of 8 during dinner
- Company name on table sign

### Parade of Stars Awards Gala

- 2 admissions
- Company name on event materials

### Table Topics Luncheons

- 2 admissions to each luncheon
- Company name on event materials

### Women of Color Business Mixers

- 2 admissions to each mixer
- Company name on mixer materials



# *Lillie Knox Investment Award Fund*

The Lillie Knox Investment Award is a cash prize of up to \$20,000, exclusively available to WBCS WBEs, to help further business growth. Current members, in good standing, are welcome to apply annually for consideration.

Because WBEs provide services across a range of industries and are at different stages in their business development, the investment award can be utilized for myriad purposes and the amount requested can be any amount up to \$20,000.

The Lillie Knox Investment Award is funded solely by member donations. The number of awards distributed, and the amount of each award are determined by the total funds available as well as the merits of requests in each application. The cash prizes are presented during Harvesting Partnerships each fall.

Any amount you can contribute helps women-owned businesses grow. We invite you to include a contribution in your sponsorship selection.

All donors will be recognized at Harvesting Partnerships.

\*not tax deductible





# *What's On the Horizon*

## **Parade of Stars Awards Gala**

February 2024 | In-Person

## **Table Topics Luncheons**

Monthly | In-Person and Virtual

## **Coffee with the Council**

Quarterly | In-Person

## **Harvesting Partnerships**

November 2024 | In-Person

*New*

## **Inclusion Business Mixers**

June and November 2024 | In-Person

## **Women of Color Business Mixers**

February, May, and September 2024 | In-Person

## **Connections to Contracts**

April 2024 | In-Person

## **Connections to Contracts - Austin**

September 2024 | In-Person

*New*

## **Construction Industry Summit**

July 2024 | In-Person

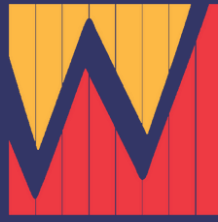
## **Corporate Breakfast Clubs**

Quarterly | Virtual

## **Regional Business Mixers**

Quarterly | Virtual

*\*Full event descriptions listed on pages 4-5*



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST

Our mission is to increase the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities for our members and affiliates.

Our vision is lifting up women-owned businesses and positively impacting the community through inclusive and prosperous partnerships for all.

*TO RESERVE YOUR SPONSORSHIP, VISIT:*

[www.wbcsouthwest.org/sponsorship](http://www.wbcsouthwest.org/sponsorship)

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#WBCSEvent

#WBCSTransform