



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST



Women's Business Enterprise (WBE) Member  
SPONSORSHIP OPPORTUNITIES

2015

## PARADE OF STARS AWARDS GALA (FEBRUARY 5, 2015)



The Parade of Stars Awards Gala is an illuminating formal evening event honoring WBE and Sustaining (Corporate) Members who go above and beyond to ensure the successes of women-owned businesses. Award winners truly support WBEs through advocacy, volunteerism and sponsorships. The event features a red carpet, cocktail reception, dinner, awards ceremony and after party. Join us on February 5, 2015, and experience the celebration!

Cocktail Reception Sponsor: (Limited to 1)	<b>\$6,000</b>	<ul style="list-style-type: none"><li>-8 admissions / One reserved table</li><li>-Gobo lighting will display logo on a reception wall</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Company logo on napkins</li><li>-Podium recognition</li><li>-Full page, four color ad in program</li><li>-Event signage and on-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li></ul>
Red Carpet Sponsor: (Limited to 1)	<b>\$6,000</b>	<ul style="list-style-type: none"><li>-8 admissions / One reserved table</li><li>-Logo on red carpet step and repeat wall</li><li>-Company branding on photo</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Podium recognition</li><li>-Half page, four color ad in program</li><li>-Event signage and on-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li></ul>
After Party Sponsor: (Limited to 1) <b>New Sponsorship!</b>	<b>\$4,000</b>	<ul style="list-style-type: none"><li>-8 admissions / One reserved table</li><li>-8 drink tickets for use at After Party</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Company logo on napkins at after party</li><li>-Podium recognition</li><li>-Quarter page, four color ad in program</li><li>-Event signage and on-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li></ul>
Diamond Sponsor:	<b>\$1,500</b>	<ul style="list-style-type: none"><li>-8 admissions / One reserved table</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Eighth page, four color ad in program</li><li>-Event signage and on-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li></ul>
Emerald Sponsor:	<b>\$500</b>	<ul style="list-style-type: none"><li>-4 admissions</li><li>-One-half reserved table</li><li>-On-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li></ul>
Ruby Sponsor:	<b>\$300</b>	<ul style="list-style-type: none"><li>-2 admissions</li><li>-On-screen branding</li><li>-Listing in Parade of Stars Awards Gala program</li><li>-There is no reserved seating for this sponsorship</li></ul>

## POWER TO POTENTIAL BUSINESS FORUM (APRIL 2015)



Power to Potential is an annual business and Matchmaker forum for corporations and Women Business Enterprises to network, participate in educational presentations and discuss best practices with industry professionals. This event features a variety of workshops and lunch. A cocktail networking reception closes the day-long event with a chance to win special raffle prizes.

<p>WBE Title Sponsor: (Limited to 1)</p>	<p><b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>-8 admissions</li> <li>-Acknowledgement in media releases and printed materials</li> <li>-Podium recognition</li> <li>-Opportunity to address audience</li> <li>-Company logo on name badges</li> <li>-Company logo on email, online invitations and website</li> <li>-(1) Company provided pop-up banner displayed</li> <li>-Involvement on Power to Potential Committee (optional)</li> <li>-Event signage</li> <li>-Listing in Power to Potential program</li> </ul>
<p>WBE Power Lunch Sponsor: (Limited to 1) <b>New Sponsorship!</b></p>	<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>-6 admissions</li> <li>-Acknowledgement in media releases and printed materials</li> <li>-Company logo on napkins</li> <li>-Opportunity to have one piece of collateral placed in lunch seats</li> <li>-Company logo on email, online invitations and website</li> <li>-(1) Company provided pop-up banner displayed at lunch</li> <li>-Event signage</li> <li>-Listing in Power to Potential program</li> </ul>
<p>WBE Reception Sponsor: (Limited to 1) <b>New Sponsorship!</b></p>	<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>-6 admissions / 6 drink tickets</li> <li>-Acknowledgement in media releases and printed materials</li> <li>-Podium recognition at reception</li> <li>-Opportunity to address audience at reception</li> <li>-Company logo on email, online invitations and website</li> <li>-Event signage</li> <li>-(1) Company provided pop-up banner at reception</li> <li>-Listing in Power to Potential program</li> </ul>
<p>WBE Matchmaker Sponsor: (Limited to 1) <b>New Sponsorship!</b></p>	<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>-6 admissions</li> <li>-Acknowledgement in media releases and printed materials</li> <li>-Company logo on electronic matchmaking site</li> <li>-Company logo on email, online invitations and website</li> <li>-Event signage</li> <li>-(1) Company provided pop-up banner at Matchmaker</li> <li>-Listing in Power to Potential program</li> </ul>
<p>Diamond Sponsor:</p>	<p><b>\$500</b></p>	<ul style="list-style-type: none"> <li>-4 admissions</li> <li>-Acknowledgement in media releases and printed materials</li> <li>-Company logo on email, online invitations and website</li> <li>-Event signage</li> <li>-Listing in Power to Potential program</li> </ul>
<p>Emerald Sponsor:</p>	<p><b>\$300</b></p>	<ul style="list-style-type: none"> <li>-2 admissions</li> <li>-Event signage</li> <li>-Listing in Power to Potential program</li> </ul>

## HARVESTING PARTNERSHIPS EDUCATIONAL SYMPOSIUM (SEPTEMBER 2015)

Harvesting Partnerships is an educational symposium featuring workshops, panel discussions and seminars on business related issues. The continuing education opportunities provided at Harvesting Partnerships can add value to your company and your team members. In addition, the Lillie Knox Investing for Growth Award recipients are announced during the Lillie R. Knox Memorial Luncheon.

WBE Title Sponsor: (Limited to 1)	<b>\$3,500</b>	<ul style="list-style-type: none"><li>-8 admissions</li><li>-One reserved table at luncheon</li><li>-Acknowledgement in media releases and printed materials</li><li>-Podium recognition at luncheon</li><li>-Opportunity to address audience at luncheon</li><li>-Company logo on name badges</li><li>-Company logo on email, online invitations and website</li><li>-Involvement on Harvesting Partnership Committee (optional)</li><li>-(1) Company provided pop-up banner at luncheon</li><li>-Event signage and on-screen branding</li><li>-Listing in Harvesting Partnerships program</li></ul>
WBE Reception Sponsor: (Limited to 1) <b>New Sponsorship!</b>	<b>\$2,500</b>	<ul style="list-style-type: none"><li>-8 admissions / 8 drink tickets</li><li>-One reserved table at luncheon</li><li>-Acknowledgement in media releases and printed materials</li><li>-Podium recognition at reception</li><li>-Opportunity to address audience at reception</li><li>-Company logo on email, online invitations and website</li><li>-Event signage and on-screen branding</li><li>-(1) Company provided pop-up banner at reception</li><li>-Listing in Harvesting Partnerships program</li></ul>
Diamond Sponsor:	<b>\$1,500</b>	<ul style="list-style-type: none"><li>-8 admissions</li><li>-One reserved table at luncheon</li><li>-Acknowledgement in media releases and printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Event signage and on-screen branding</li><li>-Listing in Harvesting Partnerships program</li></ul>
Emerald Sponsor:	<b>\$750</b>	<ul style="list-style-type: none"><li>-4 admissions</li><li>-One-half reserved table at luncheon</li><li>-Event signage and on-screen branding</li><li>-Listing in Harvesting Partnerships program</li></ul>
Workshop Sponsor:	<b>\$300</b>	<ul style="list-style-type: none"><li>-2 admissions</li><li>-Acknowledgement at workshops</li><li>-Listing in Harvesting Partnerships program</li><li>-There is no reserved seating for this sponsorship</li></ul>



## 20<sup>TH</sup> ANNIVERSARY PARTY (NOVEMBER 6, 2015) All New Sponsorships!



WOMEN'S  
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—  
SOUTHWEST

The 20th anniversary party is a special evening celebration honoring the progress that WBCS has made over the last two decades, as well as the WBCS members who make it all possible. The event will take place at AT&T stadium in Arlington, Texas, and will feature gourmet food, specialty cocktails, silent auction, live musical performances and a dance floor. It is sure to be a night to remember. WBCS will be toasting to the founding members, many of whom are still actively involved with the organization today.

WBE Title Sponsor: **\$7,500**  
(Limited to 1)

- 14 admissions
- Reserved seating
- Logo displayed on AT&T Stadium big screen
- Logo and branding on commemorative gift
- Acknowledgement in media releases and all printed materials
- Company logo on email, online invitations and website
- Opportunity to address audience
- Podium recognition
- Two-page, four color ad in program
- Event signage and on-screen branding
- Listing in commemorative program

WBE Bar Sponsor: **\$6,000**  
(Limited to 1)

- 12 admissions
- Reserved seating
- Signature drink – input on drink and naming
- On-screen branding at bar
- Company logo on cocktail napkins
- Acknowledgement in media releases and all printed materials
- Company logo on email and online invitations
- Podium recognition
- Full page, four color ad in program
- Event signage
- Listing in commemorative program

WBE Casino Games Sponsor: **\$5,000**  
(Limited to 2)

- 10 admissions
- Logo and branding in casino area
- Recognition at raffle drawing and biggest winner announcement
- Acknowledgement in media releases and all printed materials
- Company logo on email, online invitations and website
- Podium recognition
- Half page, four color ad in program
- Event signage
- Listing in commemorative program

Commemorative Photo Sponsor: **\$5,000**  
(Limited to 1)

- 10 admissions
- Logo and branding on guests' official commemorative photo
- Acknowledgement in media releases and all printed materials
- Company logo on email, online invitations and website
- Podium recognition
- Half page, four color ad in program
- Event signage
- Listing in commemorative program

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major events

## 20<sup>TH</sup> ANNIVERSARY PARTY (NOVEMBER 6, 2015) CONT.

WBE Champagne & Cake Sponsor: (Limited to 1)	<b>\$4,000</b>	<ul style="list-style-type: none"><li>-8 admissions</li><li>-Logo and branding on champagne and cake displays</li><li>-Company logo on napkins</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Half page, four color ad in program</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
WBE Silent Auction Sponsor: (Limited to 2)	<b>\$4,000</b>	<ul style="list-style-type: none"><li>-8 admissions</li><li>-Logo and branding of silent auction area and materials</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Half page, four color ad in program</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
WBE Digital Stadium Signage Sponsor: (Limited to 1)	<b>\$3,000</b>	<ul style="list-style-type: none"><li>-6 admissions</li><li>-Logo and branding on LED ring that circles the field</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Quarter page, four color ad in program</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
Centerpiece Sponsor: (Limited to 1)	<b>\$2,500</b>	<ul style="list-style-type: none"><li>-6 admissions</li><li>-Logo and branding on tables with centerpieces</li><li>-Acknowledgement in media releases and all printed materials</li><li>-Company logo on email, online invitations and website</li><li>-Quarter page, four color ad in program</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
Diamond Sponsor:	<b>\$1,500</b>	<ul style="list-style-type: none"><li>-6 admissions</li><li>-Company logo on email, online invitations and website</li><li>-Eighth page, four color ad in program</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
Emerald Sponsor:	<b>\$500</b>	<ul style="list-style-type: none"><li>-4 admissions</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>
Ruby Sponsor:	<b>\$300</b>	<ul style="list-style-type: none"><li>-2 admissions</li><li>-Event signage</li><li>-Listing in commemorative program</li></ul>



## AUSTIN INSIGHTS (OCTOBER 2015)

The annual Austin Insights event, held in Austin, Texas, features an educational workshop and an evening networking reception where Women Business Enterprises have the opportunity to make procurement connections with local corporations. Mingle and discover valuable business opportunities at this premier Austin area event.

WBE Title Sponsor: **\$1,000** -8 admissions / 8 drink tickets  
(Limited to 1)  
**New Sponsorship!**  
-Acknowledgement in media releases and all printed materials  
-Company logo on email, online invitations and website  
-Opportunity to address audience  
-Event signage

Diamond Sponsor: **\$500** -6 admissions / 6 drink tickets  
-Acknowledgement in media releases and all printed materials  
-Company logo on email, online invitations and website  
-Event signage

Emerald Sponsor: **\$300** -4 admissions / 4 drink tickets  
**New Sponsorship!**  
-Event signage

## DFW EDUCATION PROGRAMS (THROUGHOUT THE YEAR)

As an education sponsor, your contribution goes to support the various WBCS educational programs throughout the DFW area including Business Insights, Table Topics Luncheons, industry-focused events, discussion sessions and panel presentations. There will be approximately 15 separate events in 2015.

Diamond Sponsor: **\$1,000** -2 admissions to each educational program  
-Acknowledgement in media releases and all printed materials  
-Company logo on email, online invitations and website  
-Event signage and on-screen branding

## AUSTIN EDUCATION PROGRAMS (THROUGHOUT THE YEAR)

Supporting the educational programs in the Austin area, sponsors will be recognized as a supporter of the local business community, particularly those owned by women. Events include educational workshops and networking receptions throughout the year.

Diamond Sponsor: **\$500** -2 admissions to all Austin educational programs  
-Acknowledgement in media releases and all printed materials  
-Company logo on email, online invitations and website  
-Event signage



## OTHER REGIONAL EVENTS (THROUGHOUT THE YEAR)

Regional educational events are held throughout the year depending on the WBCS calendar. Sponsorships are available in 2015 for events in Arkansas, east Texas, El Paso, New Mexico and Oklahoma.

- Diamond Sponsor: **\$500**
- 2 admissions
  - Acknowledgement in media releases and all printed materials
  - Company logo on email, online invitations and website
  - Podium recognition
  - Opportunity to make sponsor remarks
  - Event signage



### LILLIE KNOX INVESTING FOR GROWTH AWARD (SEPTEMBER 2015)

The Women's Business Council – Southwest (WBCS) invites WBEs to apply for the Lillie Knox Investing for Growth Award for the chance to receive up to \$5,000 to help grow their business. This award is available to all WBEs who are eligible, regardless of company type or revenue size. WBE applicants are asked to identify a critical need in their business that, if met, would support the growth and development of their business. The awards are given out during the Lillie R. Knox Memorial Luncheon at Harvesting Partnerships in September.

- Underwriter Donor: **\$500**
- Underwriter and Distinctive Donors will receive special recognition at the Lillie R. Knox Memorial Luncheon during the award presentation at Harvesting Partnerships

- Distinctive Donor: **\$250**

To reserve your sponsorship, go to [www.wbcswest.org/sponsorship](http://www.wbcswest.org/sponsorship).

The mission of the Women's Business Council - Southwest is to facilitate mutually beneficial procurement opportunities among Women's Business Enterprises (WBE) and Sustaining (Corporate) Members.

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