

Women's Business Network of Ottawa 2007-2008 Sponsorship Opportunities

Annual Sponsorship Benefits:

Sponsorship of the Women's Business Network functions on a fiscal basis. The annual sponsorship will apply from the date the sponsor commits to the support for a full year. This will ensure our sponsors will get the full value of marketing exposure for their sponsorship dollars, in support of women in business across the National Capital Region.

Direct sponsorship dollars and In-Kind support are both appreciated. Goods and services provided in the form of sponsorship can only be accepted if it lowers the WBN's overall costs.

This list is an overview of all the potential benefits available to our sponsors. The benefits and the degree of marketing exposure enjoyed by our sponsors depend on the dollar value of sponsorship provided.

Annual Sponsorship Banner predominantly displayed at the following events:

- Businesswoman of the Year Awards Gala
- Golf Tournament
- Annual Trade Show
- Annual General meeting
- President's Christmas Party

General marketing exposure

- Various print advertising and press releases
- Website: Logo present in two locations, linking them directly to your website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- Women in Business Directory
- A representative invited as our guest to the AGM and recognized during the event
- Honourable mention in our Annual Report

Businesswoman of the Year Awards Gala

- Advertising and Press Releases
- Flyers
- Program
- Slide show of Sponsors at the event
- Company Signage, in the form of a Banner or Gobo supplied by the sponsor
- Promotional material for attendees
- Tickets to attend the event

Jill Brown Memorial Golf Tournament

- Advertising
- Press Releases
- Flyers
- Company Signage, in the form of a Banner or Gobo supplied by the sponsor
- Promotional Material for attendees
- Attendance to the event



Levels of Sponsorship

Major

- \$20,000 +
- Annual Sponsorship Banner: Largest Logo
- Website: Logo present in two locations, linking them directly to the sponsor's website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- Thanked in the Women in Business Directory, distributed throughout the year
- A representative invited as our guest to the AGM and recognized during the event
- Honourable mention in our Annual Report
- Advertisements various print media
- Press Releases
- BYA: One full page dedicated in the Program
- BYA: One Corporate Table
- BYA: A company representative to participate in the ceremony
- BYA: Logo to appear in a slideshow played throughout the event
- Company Signage, in the form of a Banner or Gobo supplied by the sponsor: BYA and Golf
- Flyers: BYA and Golf
- One piece of promotional material for each attendee: BYA and Golf
- Golf: Free admission for two golfers



Platinum

- \$7,500
- Annual Sponsorship Banner: Large Logo
- Website: Logo present in two locations, linking them directly to the sponsor's website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- Thanked in the Women in Business Directory, distributed throughout the year
- A representative invited as our guest to the AGM and recognized during the event
- Honourable mention in our Annual Report
- Advertisements various print media
- Press Releases
- BYA: Half a page dedicated in the Program
- BYA: 2 Tickets to attend the event
- BYA: A company representative to participate in the ceremony.
- BYA: Logo to appear in a slideshow played throughout the event
- One piece of promotional material for each attendee: BYA and Golf
- Flyers: BYA and Golf
- Golf: Free admission for two golfers

Gold

- \$3000
- Annual Sponsorship Banner: Medium size logo
- Website: Logo present in two locations, linking them directly to the sponsor's website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- Thanked in the Women in Business Directory, distributed throughout the year
- A representative invited as guest to the AGM and recognized during the event
- Honourable mention in our Annual Report
- BYA: Logo printed in the Program
- BYA: Logo to appear in a slideshow played throughout the event
- Flyers: BYA and Golf



Silver

- \$1500
- Annual Sponsorship Banner: Smallest size logo
- Website: Logo present in two locations, linking them directly to the sponsor's website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- Thanked in the Women in Business Directory, distributed throughout the year
- A representative invited as our guest to the AGM and recognized during the event
- Honourable mention in our Annual Report
- BYA: Company name listed in the Program
- BYA: Logo to appear in a slideshow played throughout the event

Member Sponsorship

- \$500*, only available to members of the WBN
- Thanked in the Women in Business Directory, distributed throughout the year. This is in addition to your free listing.
- Website: logo present in one location with a link to your website
- Invited to show your Business' community involvement by linking to the WBN's website from your own
- One ¼ Page Citizen Ad dedicated to thanking these members for their added/ongoing support, valued at \$3875
- BYA: Company name listed in program and in a slideshow during the event

*In kind support does not apply to this type of sponsorship

Businesswoman of the Year Award Partner Sponsor

Three women are awarded Businesswoman of the Year at an annual Gala, one from each of the three categories: Entrepreneur, Professional and Corporate. You will be a direct partner in one of the three categories of the event. You will enjoy of following benefits:



- \$5000* per year with a two year commitment
- Your logo etched in the corresponding award
- Your logo appears in the WBN Directory where one page is dedicated to the BYA
- Program: Half a page dedicated to your business with the other half and adjacent pages dedicated to the finalists of the corresponding award
- A company representative to co-present the award at the ceremony
- Advertising Associated leading up to and corresponding to the event
- Logo to appear in a slide played throughout the event
- Press Releases Associated with the event
- Logo on flyers leading up to the event
- \$500 Cash awarded to the winner or the charity of her choice
- 2 Tickets to attend the event

*In kind support does not apply to this type of sponsorship

Jill Brown Memorial Golf Tournament Loyalty Program

The 9 Hole Annual Charity Golf Event is held in Memory of the late Jill Brown (former WBN member, owner of Chuck Brown Golf and City of Ottawa Councilor). Funds raised benefit a local charity along with the WBN Scholarship Fund.

- \$3000* per year with a four year commitment
- A Partner Sponsor with the Golf Tournament, with company name included in the title of the event
- Company logo on the players' gift
- Company representative included in the presentations at the event
- One Foursome including power carts and dinner
- Company signage displayed at the event.
- Company logo included in print leading up to and at the event
- Introduction and specifically thanked at the event
- One Club Link Gold Level corporate golf membership for four years, without having to pay the initiation fee of \$12,500. At the end of the four years you own the membership. (The individual who takes ownership of the membership will be responsible to pay their yearly dues as set by the club. Approx. \$2500. per year)

*In kind support does not apply to this type of sponsorship