



FUTURE RICH AUNTIES 2026

2026 Pitch Deck

Theme: Built For This — Structure. Strategy. Access.

Dates: March 27–28, 2026 | Fayetteville, NC



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FUTURE RICH AUNTIES[®]

BUILT FOR THIS: STRUCTURE. STRATEGY. ACCESS.

Future Rich Aunties™ is more than a community. We are a movement of women builders, women who refuse to play small, who are creating wealth, ownership, and power that lasts for generations.

Since 2022, we've equipped more than **5,000 women** with business and financial tools. Our online reach surpasses **120,000**, but our true metric is impact: women walking away with certifications filed, contracts won, funding accessed, and businesses scaled.

FRA 2026: Built For This is designed as a **solutions-driven summit**, not a motivational gathering. Sponsors aren't funding inspiration — they are fueling **real economic advancement**.

This is where your investment becomes a **partnership with measurable ROI**.



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EXECUTIVE SUMMARY

FRA 2026 is a two-day, action-focused summit that converts ambition into contracts, capital, and capability. Our community (120,000+ digital reach; 5,000+ people served) brings together entrepreneurs who are procurement-ready, funding-ready, and growth-ready. Sponsors don't buy logos here, they buy **curated access, qualified leads, and measurable outcomes**. We partner with brands who want to turn sponsorship spend into real business, social impact, and measurable community outcomes.

THE PROPOSITION: WHY PARTNER (3 CORE PROMISES)

Outcome-Driven Sponsorship

Every sponsor deliverable maps to a measurable outcome (leads, introductions, certification starts, grant recipients, content engagement).

Embedded Brand Utility

Sponsor integrations (Action Map pages, curated matchmaking, onsite labs) are built to *help* attendees make progress — which strengthens sponsor trust and conversion.

Transparent Impact Measurement

Sponsors receive a custom **Post-Event Impact Report** with quantifiable KPIs and curated next steps for conversion.



WHO YOU'LL REACH

200+

In-Person Attendees

Women founders, consultants, early-stage & growth entrepreneurs

120K+

Digital Reach

Across channels with industry-leading engagement metrics

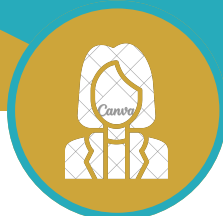
91%

Women Audience

Ages 24–45, action-oriented, procurement-ready or seeking capital/partnerships

SPONSOR SEGMENTATION; WHAT DIFFERENT PARTNERS WANT (AND GET)

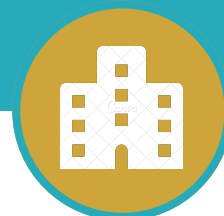
We speak to three audience types — each with tailored value:



Corporations

Want: Supplier diversity pipelines, B2B leads, DEI impact.

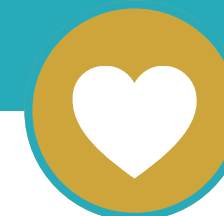
Deliverables: Curated supplier introductions, branded capability clinics, data on vendor readiness, multi-channel brand integrations.



Agencies / Public Sector

Want: Outreach, supplier registration, public value.

Deliverables: Curated community outreach session, exclusive report on women-owned readiness, sponsor-branded learning labs.



Individuals / Philanthropists

Want: Legacy & measurable impact.

Deliverables: Named grant(s), scholarship(s), sponsor stories in FRA content, biannual impact brief.



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UNIQUE SPONSOR ASSETS

These are NOT "logo placements." These are sponsor offerings that produce measurable returns.

1.FRA Action Map Integration

Sponsor brand is included on an attendee workbook page that guides commitments, follow-ups, and next steps. (Workbook is carried by every attendee and referenced post-event.)

2.Curated B2B Matchmaking Sessions

FRA schedules and delivers 1:1 intro sessions between sponsor reps and pre-qualified attendees (we pre-screen matches). Sponsor receives meeting summaries.

3.The Table That Moves™ (Sponsored Activation)

Sponsor co-brands the vendor competition encouraging vendors to deliver measurable outcomes at their booths (e.g., cert starts, proposal drafts, funding pre-quals).

4.Onsite Micro-Labs / Fast-Track Booths

Sponsor-hosted 15–30 minute clinics (e.g., "Capability Statement Audit by [Sponsor]") where attendees leave with a tangible deliverable.

5.Conversion Tracking & Lead Capture

All sponsor activations use tracked QR forms, UTM links, and appointment captures. Leads are exported and delivered within 7 days.

6.Impact Report

Within 60 days you receive a branded report: attendance, leads, scheduled meetings, certification starts, grant outcomes, content metrics, and recommendation roadmap.

7.Multi-month Amplification

Sponsor story video and social campaign across FRA channels for 2 months post-event.

SPONSORSHIP PACKAGES

All packages include: brand presence on event website/program, prioritized logo placement in official materials, sponsor onboarding call, technical support for activations, and access to the sponsor portal (assets & deadlines).

LEGACY PARTNER — \$50,000

For strategic partners who want enterprise outcomes and city-level impact.



Premium Naming Rights

"FRA 2026: Built For This, presented by [Partner]"



15 All-Access Passes

Plus Reserved Seating access for sponsor reps



12 Curated Meetings

Pre-qualified 1:1 meetings delivered during event

- Branded Sponsor Experience Zone (activation lounge or demo hub)
- Full-page feature in FRA Action Map workbook (sponsor branded page with CTA)
- Host or introduce a flagship session or fireside chat (non-technical)
- Dedicated pre/post event email to FRA audience (sent twice)
- Post-Event Impact Report with ROI metrics & recommendations
- 3-month feature in FRA content series (video + two social campaigns)

INNOVATION PARTNER — \$25,000

For brands focused on product/solution adoption, partnerships, and talent pipelines.

- Naming rights to one Breakout Track
- 10 All-Access Passes + Reserved Seating access
- Curated matchmaking: 6 pre-qualified 1:1 meetings
- Half-page placement in Action Map workbook
- Host a Micro-Lab (15–30 min clinics) 4 sessions scheduled
- Two dedicated sponsor emails (one pre, one post)
- Post-event Impact Snapshot + lead list (segmented)



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ADDITIONAL PARTNERSHIP TIERS

COMMUNITY IMPACT PARTNER \$15,000

For funders and brands that want direct community legacy.

- 6 All-Access Passes
- Recognition as FRA Grant Sponsor (co-branded grant announcement)
- 4 curated matchmaking intros (qualified)
- Logo on grant materials + quarter-page in Action Map workbook
- Sponsor feature in one social campaign post event
- Impact snapshot focused on grants & certification starts

EXPERIENCE PARTNER \$10,000

For brands who want high-touch activations and community exposure.

- Resource Fair OR Celebration sponsor (choose one)
- 4 All-Access Passes
- Branded booth + featured placement in vendor map
- 2 curated matchmaking intros
- Social amplification (3 posts)
- Quarter-page workbook mention

SUPPORTING PARTNER \$5,000

For small/mid businesses ready to test investment into FRA.

- Vendor table (Resource Fair)
- 2 All-Access Passes
- Logo on program + 2 social posts
- Basic leads export (scanned contacts)

LOCAL PARTNER \$2,500

For local businesses and community supporters.

- Vendor table
- Logo in program
- 1 social mention





MEASUREMENT & KPIS — WHAT WE WILL MEASURE FOR YOU

FRA will deliver a branded Impact Report with the following metrics (customizable per sponsor)

Lead Generation

Total leads captured (by sponsor activation + QR capture) and qualified meetings conducted (curated matchmaking count)

Action Outcomes

Attendee actions started (e.g., number of certification forms initiated at partner booths) and grant/award outcomes

Engagement Metrics

Content reach & engagement (video views, email opens, social impressions) and NPS/Attendee satisfaction related to sponsor activations

Follow-Through Rate

Percent of matched attendees who accept follow-ups within 30 days

EXAMPLE SPONSOR ROI (CONSERVATIVE, TRANSPARENT)

We show a simple, conservative projection to make the business case crisp.

Assumptions (example for Innovation Partner \$25,000):

- Curated leads delivered: **60**
- Conversion rate (to paid client or procurement contract): **8%**
- Average contract value (conservative): **\$10,000**

Step 1

$60 \text{ leads} \times 0.08 = 4.8 \rightarrow$
rounds to **5** new clients

Step 2

$5 \text{ clients} \times \$10,000 =$
 $\$50,000$ revenue

ROI Result

Sponsor investment =
 $\$25,000 \rightarrow 200\%$ gross
return

We will replace assumptions with your actual metrics in the Impact Report so you can measure real ROI.

SPONSOR ACTIVATION TIMELINE & DELIVERABLES

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Upon Commitment (T+0)

Sponsor intake form + onboarding call

T+2 Weeks

Sponsor provides logo, brand guidelines, one promo asset, copy for Action Map entry

T-8 Weeks Before Event

Branded page for Action Map approved

T-6 Weeks

Sponsor scheduled for curated matchmaking (FRA collects target criteria)

Event Week

Sponsor activation executed; FRA team supports tech + logistics

Within 7 Days Post-Event

Raw lead export + meeting notes

Within 60 Days

Branded Impact Report + strategic follow-up plan

SPONSOR ONBOARDING CHECKLIST (WHAT WE NEED FROM YOU)

-  Signed sponsor agreement & payment schedule
-  High-res logos (PNG/SVG) + brand guide
-  Representative names & bios for reserved seating/all-access passes
-  One sponsor deliverable brief (workshop topic, matchmaking criteria, or activation brief)
-  Any legal approvals (copy/claims) for co-branded content



THE INVITATION



FRA 2026 CONFERENCE

This is an invitation to be more than a sponsor. Be a **partner in economic power**, one that produces measurable business outcomes for women and measurable returns for your organization.

FRA 2026 is built to move markets and move lives.

Let's build this together.



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