



# NAWBO

NEW MEXICO

National Association of Women Business Owners



## SPONSORSHIP OPPORTUNITIES

Effective January 2023



## PARTNERING WITH NAWBO

One of the greatest strengths of NAWBO is our ability to build strategic alliances, coalitions and affiliations with corporate partners that support our organizational mission. We believe that building such partnerships enable us to better serve our members and the business community at large. NAWBO brings an unwavering commitment to meeting the needs of the corporate community and serves as the most direct and effective conduit for tapping into the fastest-growing segment of the economy—women business owners.

As an unparalleled source for the trusted guidance women entrepreneurs seek in navigating the various stages of their business growth, NAWBO is committed to building a meaningful and mutually beneficial partnership with our sponsors. By supporting NAWBO, you'll be at the heart of the relationship between women entrepreneurs and the products and services they trust. As a valued sponsor, you'll be among an exclusive group of organizations that partner with NAWBO, while at the same time building your brand with a fiercely loyal sector of the business population. In short, the two are inextricably linked. Women business owners look to our sponsors for not only the best solutions to the business challenges they face in growing their enterprises, but for partnerships with companies who are true champions of their success. NAWBO opens its doors to all companies that share our vision. We adopt the following policy in considering new and renewing corporate partners:

- Partners are expected to have a formal diversity program for their organization that ensures an environment supporting the growth, development, inclusion and equitable treatment of all employees.
- Partners are expected to have formal procurement initiatives targeted to women and minority entrepreneurs. At a minimum, these initiatives must recognize the status of certified women's business enterprise and develop contract opportunities for their products and/or services.

A corporate partnership with NAWBO is designed to be mutually beneficial to both respective interests. As such, benefits are structured to and may be customized to meet corporate partner business goals with an emphasis on providing visibility and recognition among our membership as well as the women's entrepreneurial community at large. **NAWBO does not offer market exclusivity for corporate partnerships.**

Right of refusal and renewal: NAWBO considers partnerships as an extension of the NAWBO brand. In the interest of protecting our valuable brand, NAWBO reserves the right to decline initiating or renewing any partnership for any reason. NAWBO also reserves the right to terminate partnerships should adverse developments transpire during the course of the contract.





**NAWBO**  
National Association of Women Business Owners

**DIVERSITY, EQUITY, INCLUSION & BELONGING**



*In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO's goal is to effectively represent the full diversity of the women business owner community and to expand access to leadership opportunities across the full spectrum of our membership.*

## Our Strategic Goal

By 2025, NAWBO will be broadly recognized as the most inclusive and diverse organization for entrepreneurial women in the United States.

## The new face of female entrepreneurship – a snapshot:

- **Minority women are driving new business starts – because they've had to:** Nearly half (47%) of businesses started by women in the past year are minority-owned. Many did so out of need – minority women were more than twice as likely (35% vs. 17% for others) to start a new business because of financial imperative.
- **They are women that carry the bulk of financial responsibility for their families:** Just over half of women (51%) who started their businesses last year are either the sole provider for their household or the primary source of household income.
- **More often, they're doing it all on their own:** 66% of women that started their businesses last year are sole proprietors.
- **They're deeply committed to making their businesses work:** Despite the instability of the last few years, 77% of women that started new business said they'd do it all over again if given the opportunity. An additional 31% said that they would delay or forgo compensation for one month or more to keep their business afloat; and 23% said they would sell personal property.
- **They want to hire in the year ahead:** 36% said they intend to hire new employees.

Source: Gusto/NAWBO Survey



## Corporate Partner funding supports NAWBO efforts in the following areas:

- Professional Development
- Increasing the overall diversity of our membership
- NexGen Initiative (recruiting and developing younger members)
- Mentorship
- Mastermind
- 1x1 Program
- Supporting minority community businesses
- Scholarship Opportunities

### PLATINUM LEVEL – \$5,000

- **One Supporting Level Membership**
- **Platinum Sponsor Recognition at all NAWBO NM Chapter Events including the annual Speakout and Board Installation**
- **Guest topic presenter at one event annually**
- **Complimentary passes for all member events(by request)**
- **Meet & Greet Events including coffee and happy hours - \*1 drink ticket per attendee present representing sponsor**
- Company Logo displayed on screen during each meeting\*
- Your business logo on all chapter newsletters (over 3,000 subscribers)
- Your business logo & weblink on our chapter website\*
- Your business highlighted on our social media streams - up to 10 per year\*
- Press release from our organization announcing your sponsorship and commitment to our chapter
- Presentation at member meetings - each meeting (3 minutes each meeting)
- Your marketing materials displayed/distributed at all in-person events (you provide the collateral)
- Sponsorship acknowledgment at monthly chapter meetings

### GOLD LEVEL- \$3,000

- **Meet & Greet Events including coffee and happy hours - \*1 drink ticket per attendee present representing sponsor**
- **Complimentary passes for Speakout event and other member events (2 each)**
- **Presentation at up to 4 member in person meetings per year(3 minutes)**
- Company Logo displayed on screen during each meeting
- Your business logo on all chapter newsletters with over 3,000 subscribers\*
- Your business logo & weblink on our chapter website\*
- Your business highlighted on our social media streams 6 per year
- Press release from our organization announcing your sponsorship and commitment to our chapter
- Your marketing materials displayed/distributed at all in-person events (you provide the collateral)
- Sponsorship acknowledgment at monthly chapter meetings

\*Sponsor responsible for providing content, video, handouts, giveaways, links and all pertinent logos



## SILVER LEVEL - \$2,000

- Presentation at member meetings - three per year (2minutes each meeting)
- Company Logo displayed on screen during each meeting
- Your business logo on all chapter newsletters with over 3,000 subscribers
- Your business logo & weblink on our chapter website\*
- Your business highlighted on our social media streams 4 per year\*
- Your marketing materials displayed/distributed at all in-person events\*
- Sponsorship acknowledgment at monthly chapter meetings

## BRONZE LEVEL - \$1,000

- Company Logo displayed on screen during each meeting
- Your business logo on all chapter newsletters with over 3,000 subscribers
- Your business logo & weblink on our chapter website\*
- Your business highlighted on our social media streams 2 per year\*
- Your marketing materials displayed/distributed at all in-person events\*
- Sponsorship acknowledgment at monthly chapter meetings

## PREMIER MEMBER CORPORATE SPONSOR DISCOUNT - NEW

### Take \$500.00 off any level

- **Must be a premier member to secure this rate**
- **Receive all benefits for selected sponsor level**
- **Access to NAWBO member roster**
- **Select a coffee chat / happy hour and present your business - one time**
- **Opportunity to set up table at particular NAWBO events- TBD. Must provide own table.**

### Please note:

- NAWBO NM annual sponsorship is effective from **Jan. 1 - Dec. 31** of current year.
- An invoice will be sent upon receipt of the application.
- Renewal invoices will be sent in December of the current sponsorship year for the upcoming year.
- Sponsorships are in effect upon receipt of the full payment.

**\*Sponsor responsible for providing content, video, handouts, giveaways, links and all pertinent logos**



## 2023 NAWBO SPONSORSHIP COMMITMENT FORM

(NAWBO New Mexico Tax ID #85-0435140)

MAIL FORM WITH CHECK PAYABLE TO:

**NAWBO NEW MEXICO**

**c/o Corporate Partners**

**5901 J Wyoming Blvd**

**PO Box 112**

**Albuquerque, NM 87109**

**E-mail form to: [corporatepartners@nawbonm.org](mailto:corporatepartners@nawbonm.org)**

Name \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

\_\_\_ Please check this box if you will require a tax compliance form from NAWBO

Charge my: \_\_\_ AMEX \_\_\_ MasterCard \_\_\_ Visa \_\_\_ Discover

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ CVC number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Address ZIP \_\_\_\_\_

Signature \_\_\_\_\_

### CORPORATE PARTNER LEVELS

- ☐ Platinum Level – \$5,000
- ☐ Gold Level – \$3,000
- ☐ Silver Level – \$2,000
- ☐ Bronze Level – \$1,000
- ☐ Premier Member - \$500 discount off all levels
- ☐ Custom \_\_\_\_\_

### TOTAL COMMITMENT:

\$ \_\_\_\_\_

*NOTE: All sponsorship benefits are subject to change.*



## CONTACT US

For all sponsorship opportunities, please contact:

**Suzanne Lawson, President Elect**

Phone: (505) 250-0689

**Yvonne Wilson, Immediate Past President**

Phone: (505) 850-7739

**NAWBO New Mexico**

5901 J Wyoming PO Box 112  
Albuquerque, NM 87109

Email: [corporatepartners@nawbonm.org](mailto:corporatepartners@nawbonm.org)

Website: [www.nawbonm.org](http://www.nawbonm.org)

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