

# NAWBO 2019 ANNUAL AWARDS GALA



## Sponsorship Opportunities

Tuesday, May 7, 2019 Crowne Plaza Charlotte Executive Park  
6:00pm - 9:00pm

**Three great awards in one night!** Join NAWBO Charlotte for its **Annual Awards Gala**, the premier event of the National Association of Women Business Owners (NAWBO) drawing prominent business people from throughout the region. This annual event attracts a gathering of women business owners, corporate sponsors, community leaders and honorees.

This year NAWBO Charlotte along with NAWBO Raleigh, also has the honor of hosting **The North Carolina Women Business Owners Hall of Fame**.

During the evening we will present the following awards:

- ~ **The NAWBO Charlotte Rising Star Award** is presented to a NAWBO member who has demonstrated entrepreneurial creativity and determination in successfully building and managing a business that is less than five years old.
- ~ **The NAWBO Charlotte Women Business Owner of the Year Award** is given to a NAWBO member who has demonstrated strong leadership skills in growing and managing a successful business that is more than 5 years old.
- ~ **The North Carolina Women Business Owners Hall of Fame** - honoring North Carolina's most successful female entrepreneurs and advocates who have made significant and enduring contributions to impact women's entrepreneurial development in North Carolina.

## Why Sponsor?

~ NAWBO Charlotte represents the more than **117,100** women business owners in the Charlotte region. Charlotte leads the nation in growth of women-owned firms and their revenue in the last decade. It ranked third for job creation, coming in as the top metro area for growth in economic clout of female-owned businesses since 2007. In the past year, the Charlotte Region added just under **12,000** women-owned businesses while the number of employees **increased to 76,600, up roughly 9,000**, and revenues increased by about **\$4.2 million**. **North Carolina has an estimated 344,600 women-owned businesses, with about 286,300 employees,**

**contributing roughly \$40.9 billion to the state's economy.** Our members serve on prominent city and county boards, non-profit boards, business advisory boards and councils, and groups that work to create a positive business environment in our region and state. (Source: *Charlotte Business Journal Article on the American Express report* - <https://www.bizjournals.com/charlotte/news/2018/08/23/report-charlotte-ranks-tops-in-women-owned.html>).

~ NAWBO Charlotte members make powerful buying decisions at work AND at home.

~ It's a great way to get your company, product, or service in front of women business owners and other companies looking for new vendors and/or markets.

~ Our members support businesses that support NAWBO Charlotte.

## NAWBO Gala Sponsorship Levels

### ***Premier Sponsor -Bank of America for 2019***

The Premier Sponsor is our top sponsorship and is awarded to one company.

- Naming as event presenting sponsor
- Listing as Premier Sponsor with name and logo on all promotional materials at event
- Eight (8) tickets to the gala (full table)
- Full page advertisement in the event program
- Podium mention by Emcee
- Two (2) minutes for a company representative to address the audience
- Opportunity to distribute promotional material at seats
- Featured placement and inclusion on Awards section of NAWBO Charlotte website
- Inclusion in event promotion on social media

### ***Opening Reception Sponsor- \$5,000***

- Listing as Reception Sponsor with name and logo on all promotional materials
- Eight (8) tickets to the gala (full table)
- Three-quarter page advertisement in the event program
- Podium mention by Emcee
- Opportunity to distribute promotional material at seats
- Featured placement and inclusion on Awards section of NAWBO Charlotte website
- Inclusion in event promotion on social media

### ***Awards Sponsor- \$3,500***

- Listing as Award Sponsor with name and logo on all promotional materials\*
- Half-page advertisement in the event program
- Podium mention by Emcee
- Four (4) tickets to the gala
- Placement and inclusion on Awards section of NAWBO Charlotte website
- Inclusion in event promotion on social media

### ***Coffee & Dessert Sponsor - \$2,000***

- Listing as Dessert Sponsor name and logo listing on all promotional materials\*
- Quarter-page advertisement in the event program\*\*
- Podium mention by Emcee
- 2 tickets to the gala
- Placement and inclusion on Awards section of NAWBO Charlotte website
- Inclusion in event promotion on social media

### ***Pacesetter - \$1,000***

This sponsorship level offers:

- Podium mention by Emcee and logo inclusion in program
- One (1) ticket to the gala
- Placement and inclusion on Awards section of NAWBO Charlotte website
- Listing in event program\*\*
- Inclusion in event promotion on social media

Questions? Please contact: Lisa Jordan – NAWBO Chapter Administrator ~ [nawbo@nawbocharlotte.org](mailto:nawbo@nawbocharlotte.org)

Please note no walk-in registrations will be accepted at this event. Some opportunities may be missed depending on when the commitment is secured. Program ad deadline is April 2, 2019. Specifications for ad files will be provided.