



CORPORATE PARTNER OPPORTUNITIES

“Grab a seat at the table or build your own table,
and be sure to include other women.”

Susan Hager
NAWBO's Founding President



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ABOUT NAWBO®

Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of America's more than 12 million women-owned businesses representing the fastest-growing segment of the economy.

NAWBO represents the interests of all women business owners across all industries; and boasts thousands of members and chapters nationwide. With far-reaching influence and impact, NAWBO is the premiere resource for women entrepreneurs worldwide.

One in 11 adult women is an entrepreneur, owning 33 percent of all businesses worldwide. NAWBO members have owned their businesses for an average of 10 years. Twenty-five percent of NAWBO members have businesses that generate more than \$1 million in annual revenue.

We pride ourselves on being a global beacon for influence, ingenuity, and action. We are uniquely positioned to gain real-time valuable insights about the challenges faced by women business owners and provide meaningful solutions.



MISSION & VISION

We empower women entrepreneurs, propelling them into positions of influence and authority in economics, society, and politics.

OUR OBJECTIVES ARE TO:

STRENGTHEN

the wealth-creating capacity of our members

PROMOTE

economic development within the entrepreneurial community

CREATE

innovative changes in the business culture

BUILD

strategic alliances and partnerships

TRANSFORM

public policy and influence opinion makers

ADVOCACY EDUCATION LEADERSHIP

NAWBO proudly represents the voice of America's 12 million women business owners and has been doing so for over 45 years.

By fostering connections, advocating for their needs, providing education, and offering valuable resources, NAWBO empowers women entrepreneurs to achieve and surpass their goals.

Our core focus is to build a legacy of success by enhancing the wealth-creating potential of women business owners.

We are committed to representing the full diversity of women business owners regardless of race, age, religion, sexual orientation, national origin, or disability in our communities.



NAWBO® MEMBER DEMOGRAPHICS*

25% generate over **\$1 million** in annual revenue;
34% generate over **\$500K**.

68% have employees, of which **17%**
have **ten or more employees**.

58% use credit cards; **37%** utilize private and
family savings to fund their business.

35% are in the professional, scientific,
and technical services sectors.

39% have post-graduate degrees.

75% are over the age of 45;
25% are between the ages of 35-44.

The majority of NAWBO members have
owned their businesses for 10 years.

**Results from the NAWBO Member Demographics Survey*



LOOKING TO THE FUTURE

NAWBO's NextGen is our growing membership category for recent college graduates and students on an entrepreneurial track, including current high school students with existing businesses.

NextGen features special events throughout the year with topics curated to develop curiosity, confidence, and mindset and meet the unique needs of enterprising young women.

PARTNERING WITH NAWBO® CHARLOTTE

In Charlotte, NAWBO is a significant driver of economic growth and development. Our members contribute millions to the local economy every year, creating jobs and spurring innovation.

The impact of women-owned businesses on our city's economy is undeniable, but there's still work to do.

The significance of corporate partnerships cannot be overstated. Strategic relationships with companies like yours enable NAWBO Charlotte to advance its mission and purpose. These alliances empower us to grow our membership and better serve our members and the wider business community.

By partnering with NAWBO Charlotte, your corporation gains more than just visibility. This partnership aligns your brand with economic empowerment, diversity, and innovation, positioning your company as a forward-thinking entity supporting gender equality and inclusivity.

Your contribution helps us provide resources, education, and networking opportunities to our members, enabling them to grow their businesses and contribute significantly to our city's economy.

We invite you to catalyze women business owners' advancement by becoming a NAWBO Charlotte Corporate Partner today.

CORPORATE PARTNER PROGRAMS

We proudly offer exclusive benefits and recognition opportunities for our corporate partners. Corporate Partners support the mission of NAWBO Charlotte on an annual basis and receive designated benefits.

| PARTNER BENEFITS | LEGEND \$15,000 | LEGACY \$7,500 | VISIONARY \$5,000 |
|---|---------------------|---------------------|----------------------|
| INDUSTRY EXCLUSIVE | | | |
| | ✓ 1 per Industry | ✓ 2 per Industry | ✓ 3 per Industry |
| ONLINE MARKETING EXPOSURE | | | |
| Hyperlinked logo on NAWBO Charlotte website’s home page | ✓ | ✓ | ✓ |
| Featured on NAWBO’s Preferred Partners Page with a link back to Partner’s website. Partner provides copy and images | ✓ | ✓ | ✓ |
| NAWBO social media featured profile (Facebook, LinkedIn, Instagram) to highlight individual Partner support of the organization & small business community* | 12 | 9 | 6 |
| Logo in electronic newsletter | ✓ | ✓ | ✓ |
| Submit articles for chapter newsletter* | 6 | 4 | 2 |
| Submit special member-only offers to include in newsletter* | 6 | 4 | 2 |
| Invite NAWBO Charlotte list to Partner Educational Events | 6 Events | 2 Events | 2 Events |
| Membership Roster Provided once annually | ✓ | ✓ | |

Please note that NAWBO does not offer Corporate Partners market exclusivity. NAWBO Charlotte can offer industry exclusivity at the Legend level. In the interest of protecting our valuable brand, we reserve the right to decline to initiate or renew any partnership for any reason and terminate partnerships should adverse developments transpire during the course of the Corporate Partnership Agreement.

**The number represents times per year.*

| PARTNER BENEFITS | LEGEND \$15,000 | LEGACY \$7,500 | VISIONARY \$5,000 |
|---|--------------------|-------------------|-------------------------|
| IN-PERSON MARKETING EXPOSURE | | | |
| SIGNATURE MEETINGS | | | |
| Corporate Partner Designation on name tags | ✓ | ✓ | ✓ |
| Logo on event presentation | ✓ | ✓ | ✓ |
| Public “Thank You” by NAWBO Charlotte Board Member | ✓ | ✓ | ✓ |
| Reserved Limelight Tables* | 6 | 4 | 2 |
| 5-Minute speaking opportunity* | 4 | 2 | 2 |
| Promotional items on event tables | ✓ | ✓ | ✓ |
| WOMAN BUSINESS OWNER OF THE YEAR EVENT | | | |
| Exclusive sponsorship of one event element | ✓ | | |
| Prominent billing on all awards event marketing materials and NAWBO Charlotte website | ✓ | | |
| Recognition as a Partner in event program | ✓ | | |
| Public “Thank You” by NAWBO Charlotte Board Member | ✓ | ✓ | ✓ |
| Color ad in the awards event program | Full Page | 1/2 Page | 1/2 Page |
| Opportunity to address the audience | ✓ | | |
| One corporate table (8 seats) in a priority location with logo on table signage | ✓ | | |
| EVENT TICKETS | | | |
| Signature Meetings | 2 per Meeting | 1 per Meeting | 1 for 6 Meetings |
| Annual Holiday Social | 2 | 2 | 1 |
| “Success in the Queen City/NAWBO Talks” | 2 | 1 | Purchase at Member Rate |
| Tickets to the Summer Social | 2 | 1 | Purchase at Member Rate |

**The number represents times per year.*



THE IDEAL NAWBO® CORPORATE PARTNER

NAWBO's Policy in Considering New and Renewing Corporate Partners

Our Ideal Corporate Partners:

- Have a formal diversity program for their organization that ensures an environment supporting the growth, development, inclusion, and equitable treatment of all employees.
- Women constitute at least 10 percent of a partner's corporate board and/or senior management.
- Have formal procurement initiatives for women and minority entrepreneurs. These initiatives recognize the status of NAWBO's Women's Business Enterprise (WBE) and Minority Women's Business Enterprise (MWBE) and develop contract opportunities for their products and services.



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