



# SOUTH BAY WOMEN'S CONFERENCE

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2019

Sponsorship  
Opportunities



# About The Women

*The South Bay Business Women's Association (SBBWA) is a local non-profit organization serving the South Bay area of Los Angeles. It is made up of forward-thinking professional women and provides camaraderie and support through shared values.*

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*SBBWA encourages professional and personal development through monthly speakers, member spotlights and its annual South Bay Women's Conference.*

*SBBWA's main focus is to raise money for the purpose of awarding education scholarships to deserving South Bay women who are attending college for the first time or returning to college in pursuit of their degrees and the betterment of their lives.*

# High Visibility for Sponsors

*As a Sponsor, your Brand & Message will be in front of 400+ conference attendees at our sold-out conference!*

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*Demographic: Businesswomen ages 25-55 from the South Bay & West LA.*

*Additionally, Sponsors have exposure to & engagement with our 1,000-person email list. We routinely have an astounding 50% open rate of emails—that is 500 sets of eyes on your brand!*

# About Our Scholarships



*"The scholarship inspires and revitalizes me to chase after my goals no matter what circumstances I face. The scholarship reminds me to persevere and pursue my dream career. At USC, I plan to major in accounting, and eventually work for the government. Through my studies, I hope to give back to the South Bay community and – like this organization – nurture future generations. Your generosity gives me courage and strength to live up to my potential." --Linda Lee*

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*"I am extremely grateful to be selected as a recipient and join this amazing legacy for women! I recently graduated from Loyola Marymount University with an MA in Counseling. I am a budding clinician. I run a Women's Empowerment group which focuses on sisterhood, positive self-image, maintaining healthy relationships, and helping shape young women into all that they are called to be." --Gabreelynn Daniels*

# About The Conference

- Friday May 10, 2019
  - Full day
  - Main Stage keynote speakers
  - 5 minute Elevate Talks from the main stage
  - Breakout sessions
- Hosted by South Bay Business Women's Association
  - An organization empowering women through scholarships
- Bringing women together for the day to hear motivating speakers, learn from experts and network with other attendees
  - Attendees Demographics
    - Women, business owners, corporate careers
    - Ages 25-55
- 100% of profits from the conference go to one time scholarships in two categories chosen by a committee of members based on financial need, GPA's among other areas
  - Women returning to school
  - High school senior girls majoring in a business degree
  - Scholarship goal for this year is \$2500.00 each or \$17,500.00 total





# 2018 Conference Outcome

- 7 women were given Scholarships
- The conference was a sold-out event
- Goal was to raise \$14,000 for scholarships and we were able to give \$17,500 - surpassing our goal
- Speakers included: Kim Coles and Christine Simmons



# 2017 Conference Outcome

- 7 women were given Scholarships
- The conference was a sold-out event
- Goal was to raise \$14,000\* for scholarships and met that goal
- We moved away from a presenting sponsor to spotlight the SBBWA organization
- Speakers included: Jen Bricker and Tieko Nejon

\*In past years the presenting sponsor added to each scholarship \$1000



# 2016 Conference Outcome

- 7 women were given Scholarships
- The conference was a sold-out event
- Goal was to raise \$14,000 for scholarships- we exceeded our goal and gave \$21,000 in scholarships
- Speakers included: Malika Chopra and Terri A. Haack

# 2015 Conference Outcome

- 7 women were given Scholarships
- The conference was a sold-out event
- Goal was to raise \$5000 for scholarships- we exceeded our goal and gave \$7000 in scholarships
- Speakers included: Sheri Fink and Joy Chudacoff



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# 2014 Conference Outcome

- 6 women were given Scholarships
- The conference was a sold-out event
- Goal was to raise \$5000 for scholarships- we exceeded our goal and gave \$13,000 in scholarships
- Speakers included: Marianne Williamson and Caterina Rando





# About the Organizers

- Organizers have over 30 years combined experience creating successful conferences for
  - The Manhattan Beach Chamber of Commerce Women in Business
  - Today's Innovative Woman's Success summit for entrepreneurs
  - Tedx
  - Countless tradeshows, workshops & conferences for entrepreneurs

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## Sponsorship Overview

Our goal is to align with individuals and companies that represent the values of paying it forward in a community of women and girls looking for opportunities to enhance their lives through education.

We encourage you to get involved early to maximize your advertising and media exposure. We intend to share our message not only throughout the South Bay area but to include the women everywhere and encourage them to come together for this incredible day of empowerment.

As a sponsor our commitment to you is to encourage our community to support you as you have committed to supporting us.

# Platinum Sponsor

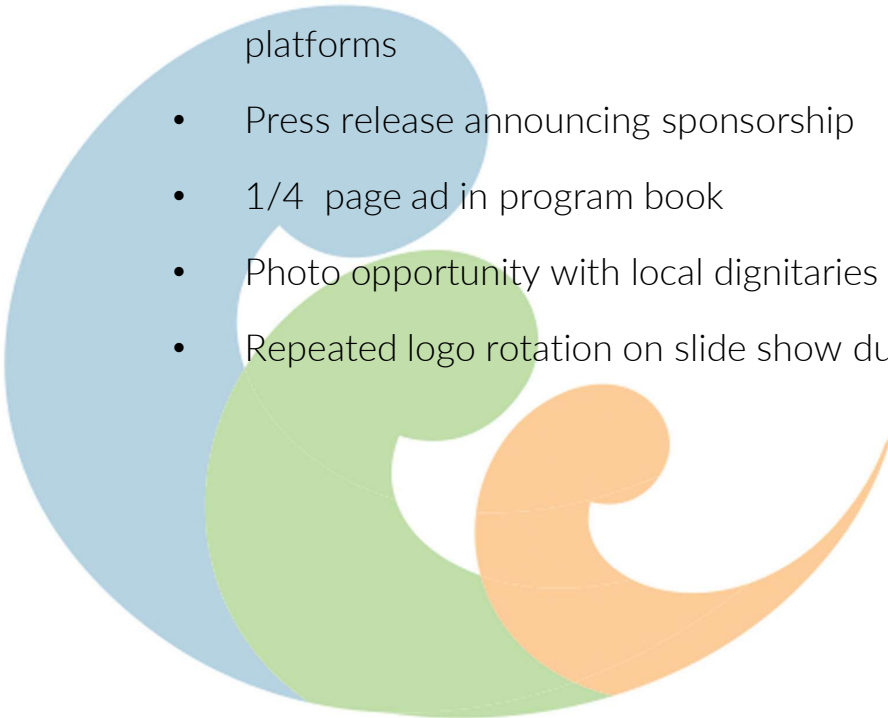
## \$5,000.00 (2 available)

- 10 Tickets, preferred seating/VIP table
- Most prominent name & logo on all print and promotional materials before, during and post event
- Logo on all event signage
- Press release announcing sponsorship
- 6' exhibit space at location of choice
- Sponsorship mention from stage
- Media presence in most Social Media (Facebook, Instagram, LinkedIn), print or radio platforms
- Logo and link on conference website
- Photo opportunity with local dignitaries and keynote speakers
- 1/2 page ad in program book
- Repeated logo rotation on slide show during Conference

# Gold Sponsor

## \$2,500.00 (4 available)

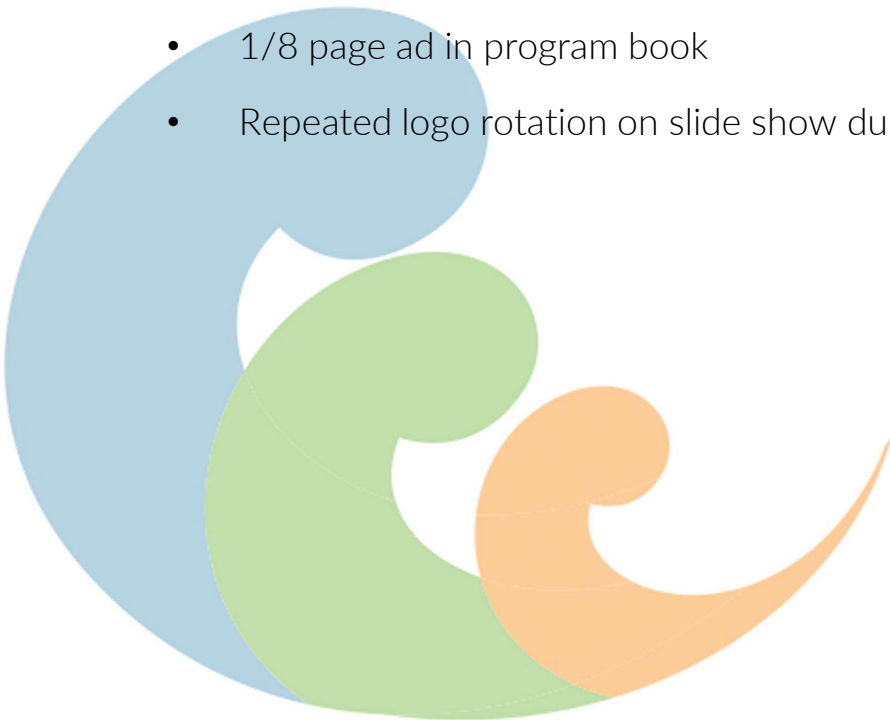
- 4 Tickets, preferred seating
- Logo on conference website (with link) and all promotional materials before, during and post event
- Sponsorship mention from stage
- Media presence in most Social Media (Facebook, Instagram, LinkedIn), print or radio platforms
- Press release announcing sponsorship
- 1/4 page ad in program book
- Photo opportunity with local dignitaries and keynote speakers
- Repeated logo rotation on slide show during Conference



# Swag Bag Sponsor

## \$1,500.00 (1 available)

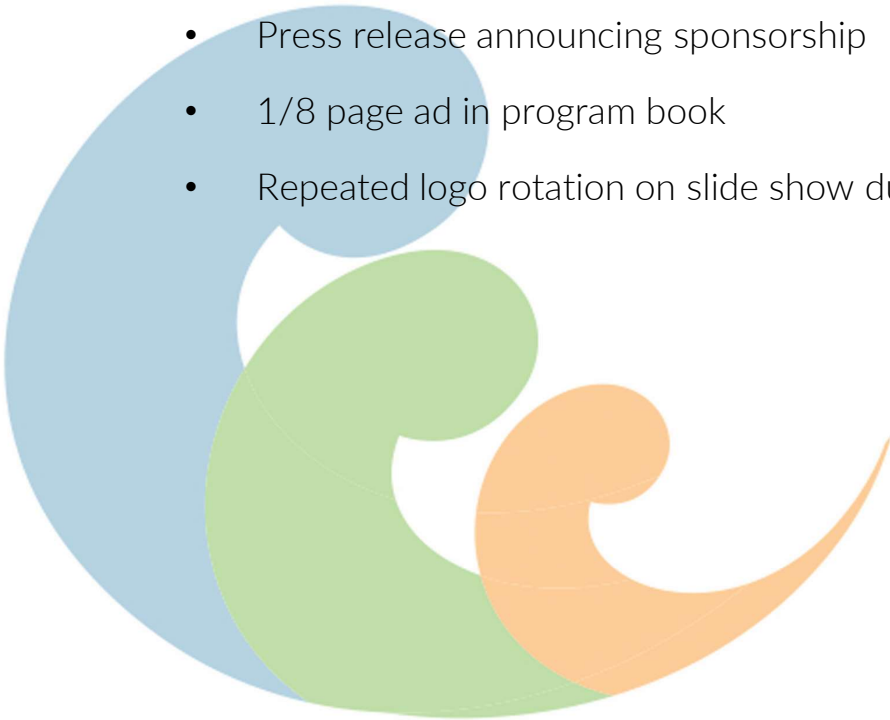
- Includes: Your logo on swag bag (guests re-use bags long after Conference for even greater exposure)
- 2 Conference Tickets
- Logo and link on conference website
- Social Media announcement of participation
- 1/8 page ad in program book
- Repeated logo rotation on slide show during Conference



# Silver Sponsor

## \$1,000.00 (8 available)

- 2 Tickets, preferred seating at Conference
- Logo on conference website (with link) and all promotional materials before, during and post event
- Media presence in most Social Media (Facebook, Instagram, LinkedIn), print or radio platforms
- Press release announcing sponsorship
- 1/8 page ad in program book
- Repeated logo rotation on slide show during Conference





# Additional Sponsorships

	Supporting Sponsor \$250	Legacy Sponsor \$500	Break/Coffee Sponsor \$750 (only 1 available)
1 conference ticket	✓	✓	✓
Logo and link on conference website	✓	✓	✓
Social Media announcement of participation	✓	✓	✓
Company listing in program book	✓		
1/8 page ad in program book		✓	✓
Repeated logo rotation on slide show during conference	✓	✓	✓
Signage at coffee station(s)			✓

