



WOMEN in BUSINESS

EXPO & CONFERENCE

WOMEN EMPOWERED TO DO BUSINESS

2019 SPONSORSHIP OPPORTUNITIES PACKET

FRIDAY, OCT. 18, 2019 | LEXINGTON, KY
HILTON LEXINGTON DOWNTOWN

Join other businesswomen and entrepreneurs for a day of learning, networking, and empowerment! Experience our informative business workshops, dynamic guest speakers, and participate in our annual Business Pitch Contest!

HOSTED BY:

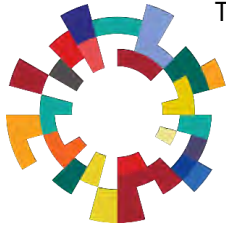


KEYNOTE SPEAKER | FELECIA HATCHER

Award-Winning Entrepreneur, Speaker, and Author

Felecia Hatcher is a White House Award winning entrepreneur, business rainmaker, bestselling author of "Start Your Business on a Ramen Noodle Budget," globally sought-after speaker, media darling, mother, and Founder of Tribe CoWork and Urban Innovation Lab, Code Fever and BlackTechWeek. She is also the former Chief Popsicle at Feverish Pops, a gourmet ice pop boutique and manufacturing brand with a Fortune 500 client roster.

Greetings Friends of the WBC!



The Women's Business Center of KY (WBC of KY) invites you to show your support of the women business owners in Kentucky and become a sponsor of our 7th Annual Women in Business Expo & Conference, which will be held on Friday, October 18th. A sponsorship will make your company stand out as a partner, leader, and supporter of women in business. This will leave a lasting impression and will heighten awareness of your brand within the business community.

This Expo & Conference is a one-of-a-kind event that offers women-owned businesses the opportunity to showcase their services, attend informational sessions, network with other professionals, and market their products and services. This year's Expo and Conference will take place at the Lexington Downtown Hilton – and will kick off with a continental breakfast, followed by a series of powerful workshops designed to inspire and equip our women business owners to be successful.

This event provides an excellent opportunity for your organization to demonstrate its support of women in business and to market your products and services as well. The entire day promises to be packed with meaningful dialogue and tools to fuel our women-owned businesses and will be centered around our theme, Women Empowered To Do Business.

The WBC of KY is a US Small Business Administration Organization hosted by Community Ventures, a non-profit Community Development Organization. With the help of our generous sponsors, we have been able to present "state-of-the-art" expos over the past 6 years, offering low registration fees, and scholarships for both disadvantaged and start-up businesses.

We understand the importance of mastering a business pitch, thus we are continuing our annual business pitch competition for participants. We invite women business owners to give their best 30-second elevator pitch to a panel of judges for critique and the chance to win prizes.

Please visit our website, www.wbckentucky.org to learn more about the WBC of KY, our annual expo and conference, and the services we provide our women in business.

We ask for your support to help make this upcoming Expo & Conference an overwhelming success. Sponsorship options are outlined on the accompanying sponsorship levels and benefits sheet. To sign up as a sponsor, please visit us online at www.wbckentucky.org/expo2019. There, you will find registration links for attendees, along with sponsorship registration via Whova, our event management platform.

Please don't hesitate to contact us if you have any questions. Thank you again for your support!

Phyllis Alcorn

Director, Women's Business Center of Kentucky



Sponsorship Levels and Benefits

Explore our various sponsorship levels below to see how you can be an important part of this year's conference!

TITLE SPONSOR | \$12,500 (1)

- Introduction of Luncheon Keynote Speaker
- Eight (8) complimentary conference registrations
- Prominent display of company logo at event and throughout print media at EXPO
- Two (2) complimentary tickets to Pre-Expo Dinner with Keynote Speaker at Mustard Seed Hill
- Media opportunities for WBC of Kentucky website

PLATINUM SPONSOR | \$10,000 (1)

- Introduction of Breakfast Keynote Speaker
- Eight (8) complimentary conference registrations
- Prominent display of company logo at event and throughout print media at EXPO
- Two (2) complimentary tickets to Pre-Expo Dinner with Keynote Speaker at Mustard Seed Hill
- Media opportunities for WBC of Kentucky website

GOLD SPONSOR | \$7,500 (2)

- Introduction of Lead Workshop Session or Business Pitch Competition
- Six (6) complimentary conference registrations
- Prominent display of company logo at event and throughout print media at EXPO
- Two (2) complimentary tickets to Pre-Expo Dinner with Keynote Speaker at Mustard Seed Hill
- Media opportunities for WBC of Kentucky website

SILVER SPONSOR | \$5,000 (4)

- Breakout Workshop Session Sponsor
- Four (4) complimentary conference registrations
- Prominent display of company logo at event and throughout print media at EXPO
- Two (2) complimentary tickets to Pre-Expo Dinner with Keynote Speaker at Mustard Seed Hill
- Media opportunities for WBC of Kentucky website

BRONZE SPONSOR | \$2,500 (10)

- Two (2) complimentary conference registrations
- Coffee Break Sponsors
- Display of company logo at event and throughout print media at EXPO

EXHIBITOR | \$500

- Set up, connect, share services at EXPO event
- Two (2) complimentary conference registrations

Please contact us if you have any questions or would like more information about any of our sponsorship options, or with general questions about this year's Expo & Conference.



Logo Submission Requirements

Logos must be submitted by **Friday, October 4**. All graphics should be submitted in high resolution, if possible. Files may be in .png, .jpg, .eps, .psd, .ai or .pdf format.

Please send digital files to CV Marketing Manager, Jonah Brown at jbrown@cvky.org.

Sponsorship Process & Payment Information

To secure your sponsorship, visit WBCKentucky.org/Expo2019 to register as a sponsor. You may pay for your sponsorship online via Whova using credit card payments, or you may mail us a check. Sponsor payments must be received by **Monday, September 30, 2019**.

Please make checks payable to: **Women's Business Center of Kentucky** and mail them to:

Women's Business Center of Kentucky
ATTN: Phyllis Alcorn, Director
1450 N. Broadway
Lexington, KY 40505

Once your payment has been received, you will receive a link for Whova, our event management platform for this year's Expo. Through Whova, you will be able to enter the names of attendees, learn about conference presenters and workshops, and receive regular updates about this year's Expo.



Important Deadlines

- Online Sponsorship Registration & Payment | Monday, September 30, 2019
- Graphics/Ads/Logos for Program | Friday, October 4, 2019
- Exhibitor Payment | Monday, September 30, 2019

Contact Information

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