

Sponsorship
OPPORTUNITIES

NAWBO SOUTHERN NEVADA

www.nawbosnv.org

I'm thrilled you're considering NAWBO SNV, an organization focused on the concerns of women business owners in Southern Nevada. Women own 22% of small businesses in Southern Nevada. In addition to being business owners and key purchasing decision-makers, our members make 87% of their household decisions. Decisions such as which car to buy, bank to use, grocery store to shop at, phone or internet service provider to subscribe to, where to vacation, etc.

Although women start businesses at 4x the rate of men, we need help obtaining adequate capital and fair opportunities to compete for contracts. Support like yours allows our chapter to operate in our primary function: advocate for women-owned businesses in southern Nevada. Our goal is to strengthen the capacity of our members to build wealth and promote economic growth in the Las Vegas Valley.

As a leader, a small business owner and President of this chapter, I am committed to advancing women's issues and fortifying our local chapter's presence in the Southern Nevada business community. The vision for my term is simple yet thorough.

- Continue to diversify our membership from industry, age and cultural perspectives.
- Reinforce our current relationships with committed corporate partners by providing increased transparency and communication.
- Align our chapter with new mission-driven community leaders and partners who share our values and passion for success.

I believe that a shared vision is good for business, and it's good for Southern Nevada. Your financial support will go towards developing our For HER series, including education and advocacy training for women business owners to reduce risk and enhance economic development.

In addition to supporting local women-owned businesses. Your benefits include

- Exclusive events - Enjoy invitations to our thought-provoking events featuring industry experts and business leaders.
- Networking opportunities - build invaluable relationships that can lead to new collaborations, mentorship or business opportunities.
- Research & development - gain access to a demographic of business owners representing 87% of household decisions.

I welcome the opportunity to know you and how NAWBO SNV fits into your philanthropy initiatives. Feel free to call or email me with any questions, ideas or partnership suggestions.

Respectfully,

TaChelle Lawson

President
NAWBO SNV
702-483-1386
tabelle@figfirm.com



TARGET AUDIENCE



Did you know that the majority of minority-women-owned businesses started out of necessity? (35% vs. 17% for others)



in 2021, 51% of women-business owners carry the bulk of financial responsibility for their families.

66% of women that started their businesses last year are sole proprietors.



Deeply committed to making their businesses work:



77% of women who started new businesses said they'd do it all over.



31% said they would delay or forgo compensation to keep their business afloat



23% said they would sell personal property.



36% said they intend to hire new employees.

Source: Gusto/NAWBO Survey



OUR *Mission*

At NAWBO Southern, Nevada, our goal is to help women:



GROW



ADVOCATE



CONNECT



SUPPORT WOMEN-OWNED BUSINESSES FOR A *Brighter Future*



Once, upon a time, in a charming town called Las Vegas, there lived a determined and passionate woman named Kenya: the proud owner of a small coffee spot. A cozy cafe filled with books about coffees and teas from around the world and the best cup of Joe west of the Mississippi. As years passed, she noticed a decline in foot traffic and as a result, less coffee and books were being sold. One day while attending a City Council meeting to discuss local issues, she had an epiphany. She realized advocating for issues close to her heart could benefit the community and provide her business with much-needed exposure. With a newfound determination, she decided to take an active role in local advocacy.

She focused on two main issues, promoting literacy and supporting local authors. She started by organizing a book drive to collect books for illiterate adults and working with workforce development to establish reading programs. Her efforts garnered attention from the local media and community members, leading to increased foot traffic to her cafe. People began responding to her dedication and wanted to support a business that cared about making a positive impact.

As Kenya's reputation as an advocate for business owners grew, she was invited to join town chambers of commerce and other local organizations. Through these connections, she had a voice in shaping policies that directly affected businesses like hers, further strengthening her commitment to supporting the community.

Over time Kenya's impact had a ripple effect on other businesses in the community. More entrepreneurs realized the positive impact they could have on their communities by actively engaging in local issues and supporting causes they cared about. The community continued to flourish, attracting visitors and investors that brought new opportunities for growth. Her journey from a struggling business owner to a successful advocate and community leader taught her that passion and purpose could drive positive change on multiple levels.



NAWBO values and seeks a diverse and inclusive member community.

Our goal is to effectively represent the full diversity of the women business owners in the Southern Nevada community regardless of race, religion, age, sexual orientation, national origin, or disability. And to expand access to leadership opportunities all member interested in serving.



NAWBO is the unified voice representing the fastest-growing segment of the economy: women business owners



Women business owners look to our corporate partners to expand their network and are loyal to companies that are true champions of their success



Good stewardship of your dollars in supporting diversity and inclusivity initiatives

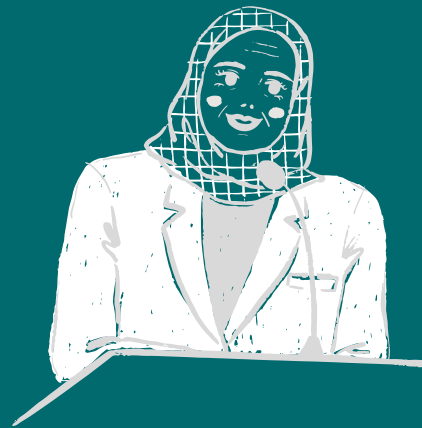


Amplifying Voices

Each year NAWBO National establishes advocacy initiatives. At NAWBO SNV, we fully support the national agenda and align our local efforts with theirs to UNIFY and AMPLIFY our VOICES for women's issues nationwide and in our community.

Our CORE Advocacy Agenda

- Addressing the Needs of the "Microbusiness" and Encouraging Emerging Entrepreneurs.
- As our women business owners looking to build and retain a robust, diverse, and well-skilled workforce that also allows them to stay competitive in the marketplace, we urge Congress to consider the unique concerns of the small business workforce.
- Accessing Capital through Increased Financial Literacy Education and Digital Tools.
- Caring for the Business Owner and Caregiving Flexibilities for the Employee.



HOW YOU'LL BE *Recognized*

Women have emerged as a formidable demographic, wielding substantial influence as 87% are key decision-makers across various sectors, including their households.

They're growing presence, and business intelligence is reshaping industries and societal norms. Recognizing their economic and social impact is essential for fostering inclusive progress and harnessing the transformative power of women in leadership



Enhanced reputation and brand image: by supporting women, you demonstrate a commitment to social causes, diversity and gender equality.



Strengthening community engagement fosters a positive relationship with stakeholders and builds goodwill amongst the community at large.



Talent, attraction and retention. By supporting women in business, you appeal more to potential employees who value gender diversity and social impact.



Access to new markets. Building relationships with women in businesses can open doors to collaboration and partnerships and create access to potentially untapped markets.



Innovation and knowledge sharing. Supporting women-owned businesses allows you to tap into these networks to foster innovation, share or collect industry insights and gain access to fresh perspectives.



Education & Programs

ABC's of Advocacy

NAWBO SNV's Core program is designed to provide businesswomen with a comprehensive understanding of advocacy fundamentals. Participants learn how to define and solidify their advocacy objectives through a step-by-step training approach. The program equips them with effective talking points to remain focused on their advocacy goals, and it even offers a sample letter to help initiate advocacy conversations. This program provides women entrepreneurs the knowledge and tools they need to advocate for their interests effectively and drive positive change in their communities.

Propelling Women

NAWBO SNV offers a comprehensive solution to cater to the ever-evolving needs of women business owners. Our approach includes specialized workshops and training sessions to address real challenges. We focus on tackling unique workforce needs by providing insights into effective hiring, recruiting, retention strategies, financial literacy, and planning. Additionally, we provide SMEs to guide women on leveraging technology for growth and scalability. Our topics extend to wellness and sustainability considerations, as well as succession planning and caregiver strategies. Through these multifaceted initiatives, NAWBO SNV is dedicated to supporting the success and sustainability of women-owned businesses in Southern Nevada.

Listening Sessions

At NAWBO SNV, we understand that advocacy goes hand in hand with active listening and meaningful action. To effectively respond to the constantly changing demands of the business world, it's imperative that we dedicate time to inquire and seek solutions. By actively engaging in thought-provoking conversations and exchanging our stories, we can catalyze change, ignite inspiration, and forge new pathways of opportunity for women in our community.



BOARD OF DIRECTORS

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Attorney & Founder of Gordon Law

TACHELLE LAWSON

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Special Events

Quarterly FUN-raiser

Experience a new twist on fundraising with NAWBO SNV! Our Quarterly Fun-Raiser is a vibrant event where members, corporate partners and community leaders unite to fund education programs and workshops while having FUN! Anticipate excitement, community building, entertainment, and valuable networking opportunities, all dedicated to advancing women in business and leadership and promoting their overall well-being.

NETWORK it!

NAWBO SNV's Monthly Network-it event is an inclusive and engaging gathering for women business owners and aspiring entrepreneurs! This event is meant to help women build meaningful connections, exchange contacts, share resources, and explore opportunities to drive positive change and foster growth in our community.

Coffee (Cocktails) & Conversation

Representation is a critical matter that requires intentional dedication. At NAWBO SNV, we are fully committed to actively supporting every businesswoman within our community, acknowledging their unique business needs and challenges. Our initiative places a strong emphasis on cultivating diversity and embracing a multitude of perspectives. We accomplish this through culturally inclusive coffee and conversations that delve into individual experiences, corporate culture, sustainability, policy, and advocacy.

HER Social Hour

At the core of NAWBO SNV, we want to see women thrive personally and professionally. While we dedicate ourselves to our careers, we understand the importance of connecting and collaborating with women who "get it". Through events like brunches, lunches, and happy hours, we create opportunities to unite and build a community of like-minded individuals who truly understand the journey. Moreover, our tastings, shopping adventures, and entertainment experiences enrich our lives and allow us to support and be supported by one another.



COMMITTEE MEMBERS

GWEN CHAPPELL

Founder of Chappell Hospitality

MONICA BEASLEY

The Signature Suite

KRISTEN CORRAL

Owner of Tacotarian

DAPHINE MOORE

Founder & Owner of Moore Marketing

FELICIA PARKER

Owner of Any Occasion Baskets

CAPUCINE HOLMES

Managing Partner of Smart Tyme Consulting

Community Commitment

Your funding support helps women business owners grow their businesses, network, and wealth through education, events, and more. This propels them into spheres of influence professionally, socially, and politically. We do this by:

- **STRENGTHENING** the wealth-creating capacity of our members and promoting economic development.
- **CREATING** innovative and effective changes in the business culture.
- **BUILDING** strategic alliances, coalitions, and affiliations.
- **TRANSFORMING** public policy and influencing opinion.
- **MENTORSHIP** matching corporate partners and members.



NAWBO SNV EVENT SPONSORSHIP

3 signature events

Womens ABC Summit: Advocacy, Business & Community
Annual Dinner Gala: Powerhouses of Business and Policy
Ballgown Brunch: A Celebration of Women's Achievements

Premiere Platinum \$50,000

- One Premiere VIP Table of 10 at the 3 Signature Events
- VIP Table Setting Gift
- Professional Table Group Photo with Company Logo
- All Media (television, radio, digital, print)
- Sponsor recognition for All 3 Signature Events
- Company Logo on the website and social media for all 3 signature events
- Company Logo on Event Step & Repeat
- Company Ad on Website (1 Year)
- 7 Minute Speaking Moment at All 3 Signature Events
- One Hosted Exclusive Program Listening Session (In-Person or Virtual)
- Program and Event Ad

Platinum \$25,000

- Two VIP Tables at the Annual Dinner Gala Signature Event
- All Media (television, radio, digital, print)
- Sponsor recognition at the Annual Dinner Gala Signature Event
- Company Logo on the website and social media (Facebook, LinkedIn, Instagram)
- Company Ad on Website and Social Media for the Annual Dinner Gala Signature Event
- Company Logo on Event Step & Repeat
- 5 Minute Speaking Moment
- Event Ad



NAWBO SNV EVENT SPONSORSHIP

Gold \$10,000

- One VIP Table of 10 at the Annual Dinner Gala Signature Event
- Media (radio, digital, print)
- Sponsor recognition at the Annual Dinner Gala Signature Event
- Company Logo on the website and social media for the event
- Company Logo on Event Step & Repeat
- 3 Minute Speaking Moment
- Event Ad

Bronze \$7500

- One VIP Table of 10 at the Annual Dinner Gala Signature Event
- Media (radio, digital, print)
- Sponsor recognition at the Annual Dinner Gala Signature Event
- Company Logo on the website and social media for the event
- Company Logo on Event Step & Repeat
- 2 Minute Speaking Moment
- Event Ad

Table Sponsor \$5,000

- One VIP Table of 10 at the Annual Dinner Gala Signature Event
- Media (digital, print)
- Sponsor recognition at the Annual Dinner Gala Signature Event
- Company Logo on the website and social media for the event
- Sponsorship Name Recognition at the Event
- Event Ad

VIP Table \$3,500

- One VIP Table of 8 at the Annual Dinner Gala Signature Event
- Event Ad



NAWBO PROGRAM SPONSORSHIP

Platinum \$10,000

- All Media (television, radio, digital, print)
- Sponsor Recognition for Programs (1 Year)
- Company Logo on the website and social media (1 Year)
- Company Ad on NAWBO SNV Website (1 Year)
- Two Hosted Exclusive Program Listening Sessions (In-Person or Virtual)
- 5 Minute Speaking Moment at Hosted Listen Sessions
- Program Ad

Gold \$7,500

- All Media (television, radio, digital, print)
- Sponsor recognition for Programs (1 Year)
- Company Logo on the website and social media (1 Year)
- Company Ad on NAWBO SNV Website (1 Year)
- One Hosted Exclusive Program Listening Session (In-Person or Virtual)
- 3 Minute Speaking Moment at Hosted Listening Sessions
- Program Ad

Silver \$5,000

- Media (radio, digital, print)
- Sponsor recognition for Programs (6 Months)
- Company Logo on the website and social media (6 Months)
- Company Ad on NAWBO SNV Website
- One Hosted Program Listening Session (In-Person or Virtual)
- Program Ad

Bronze \$3,500

- Media (digital & print) Sponsor recognition for Programs (3 months)
- Company Logo on the website and social media (3 months)
- Company Ad on NAWBO SNV Website (3 months)
- One Hosted Program Listening Session (In-Person or Virtual)
- Program Ad

Patron \$ 1,000

- Company Logo on the website and social media (2 months)
- Company Ad on NAWBO SNV Website (2 months)

Digital Sponsor \$500

- Company Logo on NAWBO SNV Website and social media (1 month)



®

THANK YOU

admin@nawbosnv.org

