



INDUSTRIOUS WOMEN'S



20
24

SPONSORSHIP PACKAGES



Industrious Women's Summit

Presented by Better Business Bureau® Serving the Pacific Southwest

INTRO

We appreciate your interest in partnering with Better Business Bureau Serving® the Pacific Southwest for our annual **INDUSTRIOUS WOMEN'S SUMMIT!**



We are dedicated to ensuring that your sponsorship experience is exceptional. Our team will assist you in stretching your marketing dollars and to maximize your overall impact.

We firmly believe that sponsoring an event is about more than just displaying your logo on the attendee handouts. It is about building your brand's authority as a community leader, establishing business connections, and growing revenue.

Given this is a highly curated and exclusive event that sells out each year, sponsorship dollars will be used only to build upon the foundation that has been laid.

This means that each dollar secured will go directly to the summit and resources needed to serve each woman business owner on a global scale.

IMPACT STATEMENT

The inaugural event at the BBB Pacific Southwest, Phoenix campus occurred in **2018**, garnering an enthusiastic response from the business community and achieving a sold-out success.

Over time, we have expanded our impact objectives and outreach initiatives to ensure that women business owners from any location can benefit from this valuable opportunity. With the backing of our community and sponsors, the Industrious Women's Summit will persist in advancing the professional growth of all participants.



ABOUT

Women are emerging leaders in traditionally male-dominated industries. Events tailored to meet the needs of these affluent women are limited. With the assistance of industry leaders, content experts, and sponsors—we've been able to successfully host the Industrious Women's Summit for 7 years!

“This one-day, in-person event is designed to celebrate, educate, and foster connections among women in the trades.”



2023 EVENT ROI

DIGITAL IMPACT

13,731 Followers

2,259 Followers

4,310 Followers

14 Tagged Social Posts

3,742 Social Media Impressions

11 Total Emails

42% Open Rate



PAID AD CAMPAIGNS



815 Website Clicks

97.8% Desktop Opens

1.3% Mobile Opens

EVENT DAY



28

Speakers



184

Attendees



KEYNOTE SPEAKER
Megan Greenwood
Greenwood Brewing



SPECIAL GUEST
Kate Gallego
Mayor of Phoenix



SPECIAL GUEST
Bridget Pettis
Former WNBA Player,
Project Roots

Industrious Women's Summit **2023**

2023
SPONSOR



10
Booths

8
Raffle Prizes




Breakfast, Lunch & Happy Hour Provided



Complimentary Valet



Live In-Person Phoenix BBB Campus & Virtual (All Sessions Recorded)

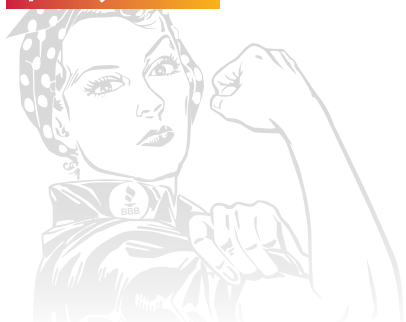


SPONSORSHIP PACKAGES

ROSIE THE RIVETER

TITLE SPONSORSHIP

\$15,000



- ✓ Listed as the title sponsor on **all promotional materials**
- ✓ **Industry exclusivity**
- ✓ **Speaking opportunity** and ability to introduce the keynote speaker
- ✓ **15 VIP Tickets** including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



BRAND PROMOTION AT THE ANNUAL INDUSTRIOUS WOMEN'S SUMMIT

- ✓ **In-room promotion** on all TVs and screens
- ✓ **Exclusive brand recognition** in BBB Lobby on jumbotron and campus screens, seen by 1,000+ business leaders monthly.
- ✓ **Logo on all tables** during the event
- ✓ **Ability to leave brand promotional items** on event table alongside centerpieces



ROSIE THE RIVETER

TITLE SPONSORSHIP CONTINUED

\$15,000



First right of refusal to sponsor Industrious Women's Summit 2025



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!

(SEE PAGE 9)

Please note: The Rosie the Riveter Title Sponsor may give any combination of funds and in-kind support to IWS 2024; including but not limited to event donation, catering donation, sponsorship of keynote speaker fees, sponsorship of conference shirts etc. in order to be considered for the Rosie the Riveter title sponsorship.

COPPER

SPONSORSHIP

\$10,000



Exclusive sponsorship of evening networking mixer



10 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)



+ company logo on printed materials and digital promotions & premiere exhibit table!

(SEE PAGE 9)

BRASS

SPONSORSHIP

\$5,000



5 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to two** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!
(SEE PAGE 9)



STEEL

SPONSORSHIP

\$1,500



2 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on printed materials and digital promotions & premiere exhibit table!
(SEE PAGE 9)

IRON

SPONSORSHIP

\$750



2 VIP tickets including networking breakfast and lunch (tickets can be used for virtual or in-person attendance)



In-person Promo Bag: Inclusion of **up to three** branded items from your company for in-person attendees (must be submitted **6 weeks** prior to event)

+ company logo on select digital promotions!
(SEE PAGE 9)

IN-KIND SPONSORSHIP



Discounts on IWS tickets



Discounts on services at **BBB Business and Community Center** and **ignite sparked by BBB**

A LA CARTE PROMOTIONS



CATERING

\$1,800 – \$3,500



BOOTHS *

\$250



T-SHIRTS

\$1,500 – \$3,000

* Includes 1 table, 2-3 chairs, black tablecloth (company tablecloth can also be used), 2-3 bottles of water, and a small trash can.



CATERING BRAND PROMOTION



APPAREL



BOOTHS

SHARED BENEFITS



**ROSIE THE RIVETER
TITLE**

**COPPER
SPONSOR**

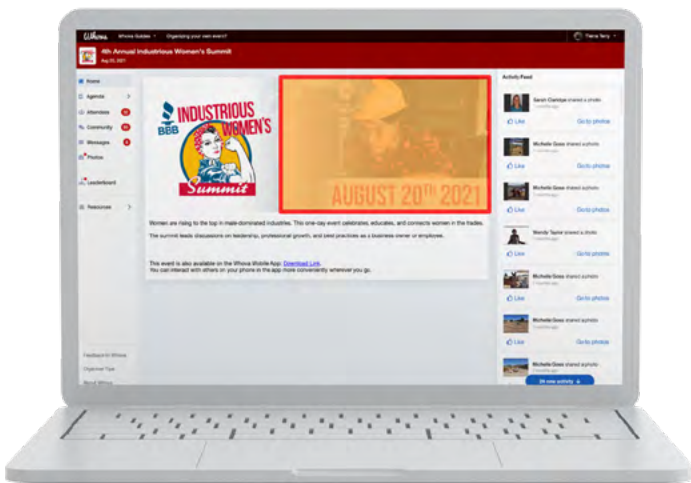
**BRASS
SPONSOR**

**STEEL
SPONSOR**

**IRON
SPONSOR**

COMPANY LOGO ON PRINTED MATERIALS	\$15,000	\$10,000	\$5,000	\$1,500	\$750
Guest Nametags	✓				
Table Centerpieces @ Networking Breakfast	✓	✓			
Sponsor Card included w/ Industrious Leader Pack <i>Provides attendees with contact information to reach out after IWS</i>	✓	✓			
Table Centerpieces @ Networking Happy Hour	✓	✓	✓		
Event Agenda	✓	✓	✓	✓	

+ more on the next page!



DIGITAL PROMOTION
Whova Event Homepage
Banner Logo Spot



EVENT PROMOTION
Exhibition Table

SHARED BENEFITS

CONTINUED



ROSIE THE RIVETER TITLE

COPPER SPONSOR

BRASS SPONSOR

STEEL SPONSOR

IRON SPONSOR

	\$15,000	\$10,000	\$5,000	\$1,500	\$750
COMPANY LOGO ON DIGITAL PROMOTIONS					
Whova Event Management Platform Banner	✓				
Recognition During Live Social Media Posts on Event Day	✓	✓	✓		
Full Access to Sponsor Center In Whova Event Management Platform	✓	✓	✓		
Primary Slide Deck	✓	✓	✓		
Pre & Post-Event Social Media Postings	✓	✓	✓	✓	
Recognition in Event Follow-up Email	✓	✓	✓	✓	
Webpage Logo	✓	✓	✓	✓	✓
PREMIERE EXHIBIT TABLE ON EVENT DAY	✓	✓	✓	✓	

Promote to 100+ business owners and community leaders!

Item-specific sponsorship contracts can be created upon request (e.g., t-shirt sponsor, lunch sponsor, etc.).
Sponsorship agreements are not final until an official contract is signed by both parties.

All questions and inquiries regarding
Industrious Women's Summit Sponsorship can be directed to

iws@bbbcommunity.org

We look forward to your participation!