



**Partner with the largest
women's organization
in New Hampshire**

W·I·W

Women Inspiring Women

*There are many ways to bring
attention to your brand
on a year-round basis
or at specific WIW-hosted
events. Let's talk!*

WomenInspiring.com

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About Our Organization . . .

Women Inspiring Women is the largest group for women in New Hampshire. We bring women together to connect, grow personally and professionally, discover strategies for life/work balance and develop new business and personal relationships.

Unique events are regularly held throughout the Granite State in addition to virtual classes and small mentoring/success groups. Women Inspiring Women is the host of the NH Conference for Women, named in 2018 and 2019 by the readers of the NH Business Review as the "Best Networking Event in NH."

Founded in 2007 by NH native and serial entrepreneur Leslie Sturgeon, the organization has grown dramatically in the last twelve years to be recognized as not only the largest organization of its kind in New Hampshire, but one of New England's fastest growing networks for women.



Leslie Sturgeon

Leslie has been recognized by the NH Business Review as one of NH's top 200 most influential leaders (2019) and as an Outstanding Woman in Business (2010). The Small Business Administration also honored her as a Women in Business Champion (2009) and she received two Gubernatorial citations from Governor John Lynch. She puts her enthusiasm, zest for life, warm personality and accepting spirit into every part of the organization, helping women to achieve their goals and dreams.

By exhibiting, advertising and partnering with Women Inspiring Women you are showing your company's commitment to the women of New England and will be promoting your brand to thousands of influential decision makers.

About Our Savvy Women . . .

- ▶ The women who make up our WIW community are diverse in their backgrounds, but they share one key thing in common: they are all committed to personal growth and development and seek to improve themselves as women, professionals, leaders, friends, wives and mothers.
- ▶ Professional women from throughout New England who are 25 to 60 years of age. An increasing number of older teens have attended our events over the last 12 years.
- ▶ Women who are active in their communities through volunteer service or serving on professional boards. They are all leaders of some sort in business or in the community.
- ▶ Individuals who are highly knowledgeable with technology, especially social media, and who are well read, informed and educated.
- ▶ Over 70% are business owners. We attract a significant number of emerging entrepreneurs due to the fact that New Hampshire women are starting businesses at a very rapid rate.
- ▶ 90% are mothers.
- ▶ They are well connected and enjoy networking to increase their contacts and resources/sphere of influence.
- ▶ Leaders or decision-makers within their companies (if they are employed by others) and thus make purchasing and other important company decisions.
- ▶ And they are phenomenal women you just have to meet!

Raving Fan . . .

"My world is forever changed since I discovered Women Inspiring Women. To be constantly surrounded by smart, supportive and phenomenal women is something rarely experienced. Your community brings out the best in people and you always host programs and events that are perfect for where I am in my life. Bravo!"



— New Hampshire —
Conference for Women
NHCW

November 1, 2019
November 6, 2020

DoubleTree by Hilton
700 Elm Street, Manchester, NH

- ▶ A day focused on networking, education, empowerment, personal development, transformation and resources.
- ▶ Recognized as a premier conference in New England and the "2018 and 2019 best networking event in NH" by NH Business Review readers. It is a day to honor and celebrate women!
- ▶ Attracts 500+ women and over 60 exhibitors.
- ▶ This event creates a community and builds camaraderie unlike any other women's conference.
- ▶ Unparalleled attention to detail.
- ▶ This is not a stuffy, ordinary conference!
- ▶ Our guests are curious, supportive, determined, fun-loving and friendly. They are the people you want to do business with!
- ▶ By partnering with complementary organizations, we're proud to introduce our guests to valuable small business resources. We honor our partners by developing strong, mutually beneficial, cross-promotional programs designed to benefit both our following and yours.

Partner Levels and Opportunities

**Here's an example of
what is possible . . .
We prefer to tailor a
plan to meet your
needs/budget**

Outstanding Visibility

**Diamond
Partner
\$6,500
(3 Available)**

**Premier
Partner
\$4,500
(3 Available)**

**Guest
Experience
\$3,500
(1 Available)**

**Mingle
and
Munchies
\$1,500
(2 Available)**

**Tech
Partner
\$1,500
(2 Available)**

**Gift
Partner
\$750
(Can be partially
"in kind")**

DIAMOND PARTNER

- ▶ One VIP table of 8 at the Conference with special name tags.
- ▶ Premier exhibition space in **high visibility** area.
- ▶ Opportunity to welcome guests from the stage and recognition during the event.
- ▶ Fun “gift delivery parade” during event (gifts to be provided by partner).
- ▶ Insert in name badge holder (message, gift, offer - provided by partner).
- ▶ Full-page program book advertisement and logo on event slideshow.
- ▶ Inclusion in all pre and post-event publicity.
- ▶ Logo and link on WIW/event webpage for one year.
- ▶ Six mentions of partnership through social media channels.
- ▶ Advertisement for 6 months in the WIW e-newsletter sent weekly to 5,000 women.
- ▶ Plus more!

Recognition
as major
underwriter
of the event!

\$6,500

Industry Exclusive
3 Available

PREMIER PARTNER

- ▶ Registration for 4 at the Conference with special name tags.
- ▶ Premier exhibition space.
- ▶ Opportunity to welcome guests from the stage.
- ▶ Half-page program book advertisement and small logo on event slideshow.
- ▶ Inclusion in pre-event publicity.
- ▶ Placement of unique gift at each seat (item to be purchased by partner).
- ▶ Small logo and link on WIW/event webpage for 6 months.
- ▶ Four mentions of partnership through social media channels.
- ▶ Advertisement for 4 months in the WIW e-newsletter sent weekly to 5,000 women.
- ▶ Plus more!

\$4,500

3 Available

GUEST EXPERIENCE

- ▶ Registration for 4 at the Conference with special name tags.
- ▶ Exhibition space.
- ▶ Recognition from the stage several times during event.
- ▶ Quarter-page program book advertisement.
- ▶ Placement of unique gift at each seat (item to be purchased by partner).
- ▶ Recognition as provider of “event essentials” in each of the 2 restrooms.
- ▶ Staff can serve as ambassadors if desired.
- ▶ Small logo and link on WIW/event webpage for 3 months.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 2 months in the WIW e-newsletter sent weekly to 5,000 women.

\$3,500

1 Available

MINGLE & MUNCHIES

- ▶ Registration for 2 at the Conference with special name tags.
- ▶ Exhibition space and small sign on all food stations during selected break.
- ▶ Recognition from the stage before and after each selected break.
- ▶ Quarter-page program book advertisement.
- ▶ Staff can serve as ambassadors during selected break if desired.
- ▶ Small logo and link on WIW/event webpage for 1 month.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 1 month in the WIW e-newsletter sent weekly to 5,000 women.

\$1,500

2 Available

TECHNOLOGY PARTNER

- ▶ Registration for 2 at the Conference with special name tags.
- ▶ Exhibition space.
- ▶ Recognition from the stage.
- ▶ Quarter-page program book advertisement and small logo on event slideshow.
- ▶ Small logo and link on WIW/event webpage for 1 month.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 1 month in the WIW e-newsletter sent weekly to 5,000 women.

\$1,500

2 Available

GIFT PARTNER

Be a part of a memorable attendee experience by partnering with WIW to provide books, gifts, journals, and other inspirational swag.

\$750+

(Can be partially in kind as well)

We Keep Good Company!

 Dartmouth-Hitchcock

BAE SYSTEMS

COMCAST **B4B** BUILT FOR BUSINESS™

 **Eastern Bank**

COUNT US IN  Harvard Pilgrim
Health Care of New England



**Bank of
New Hampshire**

New Hampshire's local bank

NHBR
NEW HAMPSHIRE BUSINESS REVIEW

STAPLES

copy&print™



MEREDITH
VILLAGE SAVINGS BANK



**Public Service
of New Hampshire**
A Northeast Utilities Company



**Some of our current
and past partners!**



WIW is all about fostering relationships and trust. Our members and event attendees expect the same standards from our partners. We seek to partner with companies who can offer our supporters the products and services they need and be companies that they can rely on. We believe in and highly respect your organization, and would be honored to partner with you. The following is just a guide - we prefer to collaborate to create a partnership plan that exceeds your objectives and marketing needs and works within your budget. Let's get creative!

Year-Long Partnership

Virtual / Online and Live Events throughout NH

Partner Levels and Opportunities

Diamond <i>Highly visible and inclusive partnership for a full year including membership, all retreats, events and conferences</i>	Exclusive	\$ 15,000
Sapphire <i>Significant exposure for a full year including membership, select events and conferences</i>	2 per industry	\$ 10,000
Emerald	Unlimited	\$ 7,500
Ruby	Unlimited	\$ 5,000
Pearl	Unlimited	\$ 2,500
Amethyst	Unlimited	\$ 1,000

There are hundreds of ways to introduce your brand and encourage employee participation in the WIW community, Here are a few:

Social Media	Website / Blog	Sharing Content
Press Releases	Exhibition Space	Live Events
Membership	Ambassadors / Greeters	Materials / Ads / Signs



Inspiration Nation is the Women Inspiring Women membership program. Members receive many benefits including a very active private Facebook group that encourages engagement, mentoring with WIW founder, discounts on events and marketing opportunities, an online member directory and member-exclusive events.

Year-Long Partnership

Virtual / Online and Live Events throughout NH

Partner Levels and Opportunities

Rock Star <i>Significant visibility through member newsletters, membership website, at member events and so much more!</i>	One available	\$ 3,500
Groupie <i>Recognition as the partner who brings a smile through member gifts!</i>	One available	\$ 2,000
Paparazzi <i>Open your business to our members by hosting a Member Mingle!</i>	Four available	\$ 750



Women Inspiring Women will be hosting their second “Stimulate Your Mind, Nurture Your Soul” retreat in the Spring of 2019. The goal of this weekend retreat is to bring women together for personal / professional development, education, networking, inspiration and rejuvenation.

Spring 2020

Some cool NH location!

Partner Levels and Opportunities

Mind, Body, Spirit Partner <i>The opportunity to be at the retreat for the weekend and highly visible (if desired)</i>	One available	\$ 3,500
Good Eats, Delicious Treats <i>Provide snacks, beverages, treats and goodie bags to enhance the retreat experience for our guests!</i>	Two available	\$ 2,000
Nourish Our Soul Partner <i>Recognition as our partner for one lunch or one dinner!</i>	Four available (2 per day)	\$ 1,000
Basking in the After Glow Partner <i>After a long day of learning, be recognized as the company who provides some cocktails and appetizers during our “after glow” networking period before dinner!</i>	Two available (1 per day)	\$ 750



The Entrepreneurial Excursion will be an on-site visitation to four outstanding businesses where women business owners will learn about marketing, operations, team building and sales from some of NH's brightest CEO's.

Spring 2020

Via Bus or Limo

Partner Levels and Opportunities

Head Out on the Highway Partner <i>Recognition as our transportation partner and an opportunity to be on the bus and serve as our co-hosts for the day (if desired)</i>	One available	\$ 2,500
Swag and Snacks Partner <i>Provide food, beverage, treats and goodie bags on the bus throughout the day!</i>	One available	\$ 1,000
Good Eats Partner <i>Serve as our host during our lunch stop!</i>	One available	\$ 750
After-Glow Networking Partner <i>Serve as our host during our end-of-day networking stop!</i>	One available	\$ 750