



*Let's Partner
Together . . .*

**To Empower and Support
New England Women!**



There are many ways
to bring attention to your
brand and demonstrate
your commitment to women!

Let's Talk!



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About Our Organization . . .

Founded in 2007 by NH native and entrepreneurial veteran Leslie Sturgeon, Women Inspiring Women has grown dramatically over the 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

We bring women together to connect, grow personally and professionally, discover strategies for life/work balance and develop new business and personal relationships. This is especially important in this post-Covid era.

Unique events are held throughout the Granite State in addition to virtual classes and small mentoring/success groups. Women Inspiring Women was the host of the NH Conference for Women, named from 2018 to 2020 by the readers of the NH Business Review as the "Best Networking Event in NH."

Leslie has been recognized by the NH Business Review as one of NH's top 200 most influential leaders and as an Outstanding Woman in Business. The Small Business Administration also honored her as a Women in Business Champion, 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. We honor our partners by developing strong, mutually beneficial, cross-promotional programs.

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 65 years of age. An increasing number of older teens and college students have attended our events as well.
- ▶ 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.
- ▶ 85% 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!"



Inspiration Nation is the Women Inspiring Women membership community. These are the raving fans, the cheerleaders, the heroes and our posse! Members receive many benefits including member-exclusive events, discounts on other events and marketing opportunities, an online member directory, mentoring with WIW founder, as well as a very active private Facebook group that encourages engagement and connection!

Year-Long Partnership Virtual 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



Let's get your staff involved in Women Inspiring Women! There are many ways we can craft a plan to have employees attend our events and enjoy our member benefits - we could also bring WIW to your location!





The **Entrepreneurial Excursion** is a first-of-its-kind program in New Hampshire. This experience encompasses an on-site visitation to several outstanding businesses where women business owners will learn about marketing, operations, team building and sales from some of the Granite State's brightest CEO's.

Fall 2023 and Spring 2024

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 per excursion	\$ 2,500
Swag and Snacks Partner <i>Provide food, beverage, treats and goodie bags on the bus throughout the day!</i>	One available per excursion	\$ 1,000
Good Eats Partner <i>Serve as our host during our lunch stop!</i>	One available per excursion	\$ 750
After-Glow Networking Partner <i>Serve as our host during our end-of-day networking stop!</i>	One available per excursion	\$ 750



WOMEN ♦ WORDS and Wisdom

Education and personal growth are the foundation of the Women Inspiring Women community. We are combining two key elements for this new program . . .
Learning and sharing within a facilitated communal setting!

We are proud to announce the launch of **Women, Words, and Wisdom** . . . Inspired Reading Group and Mastermind

Groups of women will come together virtually for 90 minutes to have a lively discussion about a popular book in the business or self-development realm. The “mastermind” component will be to arm the participant with tools and strategies they can apply in their businesses, careers and lives. High quality gift boxes will be mailed to registrants one month prior to book discussion.

Series-Long Exclusive Partnership Virtual and Live Event

Partnership Details

- ▶ Recognition as the premier partner of this new WIW program for a series of 6 sessions.
- ▶ Co-host of a kick-off or social party (if desired) at partner’s location (food and beverage to be determined).
- ▶ Donation of 30 new paperback or hardcover books x 6 sessions (shipped to the WIW office (books selected by WIW). Partner may affix logo stickers to the inside cover.
- ▶ Inclusion of a promotional item in each gift box sent to registrants (item must be approved by WIW and will be provided at partner’s cost).
- ▶ Logo and name included in all marketing materials for the book groups, as well as continuous social media mentions and during regular event announcements.
- ▶ Ability to participate in each book discussion and mastermind with the option of a 30-second welcome address.
- ▶ Additional partnership opportunities are available for other events in this series such as copywriting, becoming an author and journaling. Let’s talk!

Investment: \$600
One Year / 6 Sessions
(In addition to books)

Stimulate Your Mind Nurture Your Soul - Retreat -



Women Inspiring Women will be hosting their second
“Stimulate Your Mind, Nurture Your Soul” retreat in the Spring of 2024.
 The goal of this weekend retreat is to bring women together for
 personal / professional development, education, networking,
 inspiration and rejuvenation.

Spring 2024

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 women of New England mean business! We pride ourselves on the creative entrepreneurial events we host and how we also serve as a mentor and resource for women business owners.

Partner Levels and Opportunities

These are full-day events with multiple opportunities to spotlight your business:

- ▶ Inspiring Women in Business Conference
- ▶ Savvy Entrepreneur Forum
- ▶ Co-Working Days

Partnerships begin at \$750/event



If a condensed event is more up your ally, we also host:

- ▶ Speed Schmoozing
- ▶ Business Success Groups
- ▶ Business Roundtables

Partnerships begin at \$350/event



The heart, soul and pulse of Women Inspiring Women is the sense of community.

Our informal gatherings radiate the power of sisterhood where stories and support are woven into a tapestry of shared experiences! It is contagious enthusiasm and where the magic happens!

Some of the programs include:

- ▶ Mingling and Muffins
- ▶ Connections and Coffee
- ▶ Eat, Share and Inspire
- ▶ Connections and Cocktails
- ▶ Experts and Eggs
- ▶ Sip, Share, Succeed

Partnerships begin at \$350/event



Consider us your marketing and creative directors for the women of New England. Let's produce a personalized script to make it a blockbuster campaign.

MARKETING & Promotions

LUNCH / DINNER PARTNER

Play a pivotal role in our high-impact shorter live events that occur during lunch or in the evening. Consider yourself a "co-host."

- ▶ Complimentary admission for up to 2 guests
- ▶ A 6' draped exhibition table and distribution of marketing materials during event
- ▶ Logo included in invitations and advertisements plus business mentioned in social media posts prior to event
- ▶ Full company details emailed to event attendees
- ▶ Opportunity for a 1-minute welcoming statement

Partnerships begin at \$350/event.

ADVERTISING

Our e-newsletter, *Inspirations*, is a valuable tool containing business insights, inspirational messages, tips for personal and professional development, information on fellow members and upcoming events. The newsletter is emailed to over 5,000 people, is also available on line and sent out through social media outlets for more to view. Rates begin at \$65/month for a highly-visible ad.

Our website is continuously enhanced to not only be more visually appealing and user friendly, but contain member and event information, resources, blogs, business/career tools and corporate sponsors. We have superior Google placement and solid "traffic." Rates begin at \$150/month.

EXHIBITOR

Exhibitors have the opportunity to make profitable new business contacts, present products, sell goods or services and reach out to Women Inspiring Women attendees at our live events. Our audience is comprised of business owners, professional women, community leaders and decision makers.

Rates begin at \$165/event which includes exhibition space, lunch or dinner, and the program!



There are hundreds of ways to introduce your brand and encourage employee participation in the WIW community such as:

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. We prefer to collaborate to create a yearly partnership plan that exceeds your objectives and marketing needs plus works within your budget. Let's get creative!

Social Media	Website / Blog	Sharing Content
Press Releases	Leading Workshops	Attending Live Events
Membership	Ambassadors / Greeters	Materials / Ads / Signs

We Keep Good Company!

Some of our partnerships . . .





Why should your organization partner with us, you ask? Well, picture this: We're like the unicorn of partnerships. Rare, magical, and guaranteed to bring a little extra sparkle to your business!

And let's face it, unicorns are pretty hard to come by, just like exceptional partnerships. So, don't miss your chance to add a dash of enchantment to your business - because who doesn't want a unicorn in their corner?



In the world of partnerships, be a unicorn in a field of horses. Partner with us and let the magic begin! Clearly we like to have fun while getting work done!

#Unicorn Partnership

Contact us to chat about partnership opportunities!

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This packet is available for download at
WomenInspiring.com