



P.O. Box 5502, Upper Marlboro, MD 20775-9996 ✦ info@wbo.org ✦ www.wbo.org

Fall 2009

Dear Potential Sponsor:

I hope this letter finds you well. It is with great pleasure that I present you with the opportunity to support the Women Business Owners (WBO) of Prince George's County. For more than 23 years, we have developed, nurtured, and supported women owned businesses and are proud of our accomplishments. We hope you will help us to continue in our mission.

We invite your company to join WBO as a sponsor of our gala and grant awards event entitled, **"Women Business Owners: Empowered for Action and Winning the Race!"** Scheduled for Saturday, March 20, 2010, this unforgettable evening of honor and purpose, is poised to offer our sponsors recognition, great community exposure and multiple impressions during this exciting evening! Our sponsors are an integral part of the evening's program as we announce our annual grant award(s) and recognize business and community leaders. Your participation allows you to promote your own small business initiatives, while solidifying awareness, and further establishing loyalty with a high caliber, influential audience.

The WBO is a non-profit organization that exists to educate, support and empower women whose businesses serve Prince George's County. Since our inception in 1986, WBO has successfully supported women business owners by providing the necessary tools for members to establish and cultivate their businesses into flourishing community entities. Among our multiple initiatives, WBO awards business and educational grants to one or several a business owners who own a viable business, satisfy defined grant criteria, demonstrate a commitment to the WBO community, and complete the grant competition process.

Thank you in advance for your consideration and commitment. We look forward to partnering with your company in support of WBO and the women business owners who comprise our great organization. The following page details sponsorship options and includes a sponsorship registration form for your completion. To effectively establish and execute event marketing and media plans, we are asking for your commitment by January 20, 2010. Please complete the enclosed registration form and return by this deadline. Feel free to contact Director of Sponsorship, Doris McMillon,, with any questions at 703-819-0920 or via email at info@wbo.org.

Best regards,

Dawn P. Jackson

Dawn P. Jackson
President



Women Business Owners - "Empowered for Action and Winning the Race!"

DIAMOND SPONSOR

\$6,000

- ✓ Exclusive event title privileges "Sponsor presents..."
- ✓ Featured sponsor address during event program
- ✓ Special recognition throughout event
- ✓ Logo on cover of event program
- ✓ Full page ad in event program
- ✓ Exclusive WBO/WSSC Welcome area
- ✓ Name/logo on event ticket
- ✓ Feature story in organization newsletter
- ✓ Inclusion in event publicity – print, radio and television campaigns
- ✓ Coverage on WBO website pre and post event
- ✓ Link to corporate website from WBO website
- ✓ Table signage throughout serving area (both food and bar)
- ✓ Corporate Item in gift bag provided to all guests
- ✓ Featured as speaker at joint WBO Meeting with Montgomery County
- ✓ Ten (10) complimentary event tickets

SAPPHIRE SPONSOR

\$4,000

- ✓ Entertainment Sponsor designation
- ✓ Half page ad in event program
- ✓ Venue signage in designated area
- ✓ Recognition during event to include corporate message
- ✓ Logo and spotlight in organization newsletter
- ✓ Logo and recognition on WBO website
- ✓ Link to corporate website from WBO website
- ✓ Table signage in sponsored area
- ✓ Corporate Item in gift bag provided to all guests
- ✓ Materials displayed/distributed at new WBO season kickoff meeting
- ✓ Six (6) complimentary event tickets

EMERALD SPONSOR

\$2,000

- ✓ Audiovisual sponsor "Video capture made possible by..."
- ✓ Quarter page ad in event program
- ✓ Recognition during event
- ✓ Logo and recognition in organization newsletter
- ✓ Logo and recognition on WBO website
- ✓ Link to corporate website from WBO website
- ✓ Inclusion in sponsor signage throughout event
- ✓ Corporate Item in gift bag provided to all guests
- ✓ Four (4) complimentary event tickets

RUBY SPONSOR

\$800

- ✓ Business card ad in event program
- ✓ Recognition during event
- ✓ Logo and recognition in organization newsletter
- ✓ Logo and recognition on WBO website
- ✓ Link to corporate website from WBO website
- ✓ Inclusion in sponsor signage throughout event
- ✓ Corporate Item in gift bag provided to all guests
- ✓ Two (2) complimentary event tickets

PRECIOUS GEMS (For WBO-PGC Members Only)

\$ 500

- ✓ Annual membership renewal
- ✓ Logo in event program
- ✓ Special recognition in organization newsletter
- ✓ Insert in gift bag
- ✓ Materials displayed at all attended WBO meetings
- ✓ Two (2) complimentary event tickets

In-Kind Sponsorship

Sponsor descriptions are provided below for primary areas of needed sponsorship. Sponsor benefits will be determined by the sponsorship committee based on the value of the individual donation.

- ✓ Name and logo in event program for sponsored area
- ✓ Inclusion in the WBO quarterly newsletter
- ✓ Link to corporate website from WBO website
- ✓ Insert in event gift bag
- ✓ (Additional components may be added at the discretion of WBO Gala committee)

★ Grand Prize Give-away

★ Graphic Design SPONSOR SECURED – Brand U, Inc.

★ Event Gift bag

★ Florist SPONSOR SECURED – **Nate's Flowers & Gift Baskets**

★ Media (Print & Broadcast)

★ Photographer

★ Printer Sponsor

★ Signage Sponsor

★ Raffle Items



Sponsorship Registration Form

Contact Name: _____ Company: _____

Contact Information

Office _____ Fax _____ Mobile _____

E-mail address _____

Address _____

City _____ State _____ Zip _____

Sponsor Authorized Representative (print name)

Title

Sponsor Authorized Signature

Date

Please fax completed form to (301) 218-7577 by January 20, 2010. All items for inclusion in event bags must be delivered to WBO-PGC by March 5, 2010. Shipping address information will be provided upon confirmation of sponsorship.
For more information, contact Director of Sponsorship, Doris McMillon at 703-819-0920 or info@wbo.org.

Precious Gemstone Sponsors

DIAMOND SPONSOR (PRESENTING SPONSOR)	1 available	\$ 6,000	{ }
SAPPHIRE SPONSOR (PREMIUM SPONSOR)	1 available	\$ 4,000	{ }
EMERALD SPONSOR (TOP SPONSORS)	5 available	\$ 2,000	{ }
RUBY SPONSOR Contributing Sponsor	unlimited	\$ 800	{ }
PRECIOUS GEMS WBO-PGC Members Sponsorship	MEMBERS ONLY	\$ 500	{ }

Please make checks payable to Women Business Owners of Prince George's County.

In-Kind Sponsorship

- Grand Prize Giveaway { }
- ~~Graphic Design~~ { }
- Event gift bag (Minimum 200) { }
- Florist { }
- Photography { }
- Printer { }
- Signage { }
- Other (please provide description/value below) { }
- Raffle Items (Minimum value \$100) { }

Detailed description of in-kind contribution: _____