

2017

Power To Be Tea SPONSORSHIP PROPOSAL



Grab those tea hats and get ready to be stirred by a dynamic lineup of women who will pour on the **Power To Be!**

What is the “Power To Be Tea”?

An anchor event of A Woman's Business, the **Power To Be Tea** features women representing media, business, politics, non-profits and home, and seeks to highlight how women are perceived around the world, address the many ways we are underrepresented and misrepresented and showcase the impact we can have when we unite our voices, hands, feet and resources to address causes of interest to and affecting women. This year marks the fifth anniversary of the **Power To Be Tea** scheduled for **Saturday, May 13th** at The Palace in Blackwood, NJ from 11:00am - 2:00pm.

What is A Woman's Business?

A Woman's Business is an international outreach to mobilize dynamic women of all faiths, cultures, professions, generations and perspectives to change the perception and restore the purpose, power and position of women around the world.

Event Highlights:

- **Power To Be Pop-up Shop!** *Market Place For Women by Women, featuring attire, accessories, makeup and ALL THINGSWomen love, enjoy and deserve.*
- **Couch Sessions!** *Live interviews with women who exemplify the Power To Be ...*
- **Influential/Celebrity Keynote Speaker**
- **LIVE Musical Performances throughout event.**
- **Presentation of the LeadHer Award** - *recognizing an individual who, in our eyes, is about A Woman's Business to change the perception and restore the position of women around the world.*



For women, by women, to restore the purpose, power and position of women...

2017 POWER *To Be* TEA

SPONSORSHIP OPPORTUNITIES

Target Audience

- ◆ Women, 25—60 (Average age of attendees, 30-55)
- ◆ Generational Targets, Millennial, Gen X & Baby Boomers
- ◆ Young professionals and young professional mothers
- ◆ Middle Class, Income varies (Avg attendee salary \$50k-\$100k)
- ◆ Diverse ethnicities (80% African American attendance)
- ◆ Driven business professionals and Entrepreneurs
- ◆ Passionate about serving their community

Consistent Growth

Since its inception in 2012, the **Power To Be Tea** has SOLD OUT every year, attracting 350+ attendees and hundreds more online who watch the conference streamed live on our website www.awomansbusiness.org. We've projected attendance to reach a staggering 400 women this year!

PLATINUM SPONSOR

\$5,000 - Presenting Sponsor

- ◆ Identification as the Presenting Sponsor
- ◆ Industry exclusivity
- ◆ Full color most prominent ad in program
- ◆ Prominent logo on website, promotional materials & social media
- ◆ Branded banners in Tea Room & Market Place
- ◆ 10x20 Booth space in Market Place
- ◆ Social Media Mentions (5,000 potential impressions per posting)
- ◆ Products or Marketing materials included in all event bags
- ◆ 10 Premium Tickets to the Event
- ◆ Named Award (And Opportunity to Present)

GOLD SPONSOR

\$2,500 - \$4,999

- ◆ Identification as sponsor
- ◆ Half-page full color ad in program
- ◆ Logo on website, promotional materials & social media
- ◆ Social Media Mentions (5,000 potential impressions per posting)
- ◆ Products or Marketing materials included in all event bags
- ◆ 5 Premium Tickets to the Event
- ◆ 10 x 10 Booth space in Market Place

SILVER SPONSOR

\$1,000 - \$2,499

- ◆ Identification as sponsor
- ◆ Logo on promotional materials & social media
- ◆ Social Media Mentions (5,000 potential impressions per posting)
- ◆ Products or Marketing materials included in all event bags
- ◆ 5 Premium Tickets to the Event
- ◆ 10 x 10 Booth space in Market Place

2017 POWER *To Be* TEA

SPONSORSHIP OPPORTUNITIES CONTINUED

EVENT PARTNERS

\$500 - \$1,000

- ◆ Identification as sponsor
- ◆ Mentioned as Event Partner in Program Booklet
- ◆ Products or Marketing materials included in all event bags
- ◆ 2 Premium Tickets to the Event
- ◆ 1/2 Page Color Ad in Program Booklet

PROGRAM BOOKLET AD SPACE

All Advertisements will be printed in FULL Color

- ◆ FULL PAGE—\$250.00
- ◆ HALF PAGE—\$150.00
- ◆ 1/4 PAGE—\$50.00

Deadline for Full Payment & Artwork—May 1st 2017

Contact Information:

Sponsorship Inquiries

Angela Brown

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856-817-6223

Ad Space & Vendor Inquiries

Renata Bass

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856-796-2076

Loving Our Cities is the parent organization of A Woman's Business and is a registered 501c(3). All contributions will be eligible for tax deduction.

POWER To Be POP-UP SHOP

MARKETPLACE FOR WOMEN BY WOMEN

*The **Power To Be** Pop-up Shop is a chic, upscale and exclusive shopping experience that is a new Feature of the **Power To Be Tea** this year. Presented before and after the main event, the Pop-up Shop will host Woman Owned companies that will exhibit & vend accessories, home goods, health & beauty items, clothing and other items that suit the brand and vision of A Woman's Business and penchants of attendees.*

EXHIBITOR INFORMATION:

- ◆ Marketplace Open 10am—11am & 2pm—3pm, Must be present & open for both sessions.
- ◆ Must be a Woman Owned Business
- ◆ Must fit the positive & upmarket branding of the **Power To Be Tea** and A Woman's Business
- ◆ 10 x10 Booth Includes 6ft table, linens & one chair.
- ◆ All approved vendors are granted product/service exclusivity that means you will be the sole vendor for your particular product/service type. items
- ◆ WiFi Service are available in venue.
- ◆ Exhibitors are responsible for providing their own power cords & extensions. Please indicate if a power source is required for your booth (this is not guaranteed).

FEE STRUCTURE & STIPULATIONS

- ◆ Exhibitor Fee - \$50.00 (Deadline April 28, 2017)
- ◆ Exhibitor Fee Increases to \$75.00 on April 29, 2017
- ◆ You will be notified within 5 business days if your application has been approved
- ◆ Load in Time - between 8am and 9am (no exceptions)
- ◆ Cancellations - Must cancel by May 10 to receive a partial (50%) refund.
- ◆ Nothing can be pinned/taped on the walls nor floor of the venue.
- ◆ Must provide CASH & CREDIT options for attendees

EXHIBITOR APPLICATION FORM

Business or Organization Name	
Contact Name	
Website	
Email	
Business Type	
Describe what you will be selling at your booth.	