



Connecticut's Dynamic Leadership Conference for Women

**Thursday, March 24, 2022**

Aqua Turf Club, Plantsville | 11 a.m. Registration | Networking  
11:30 a.m. Lunch | Virtual Option: 12:30 p.m. to 4:45 p.m.

# Sponsorship Opportunities

*Ever Resilient*

**Virtual Keynote Speaker**

Vanessa Williams

Singer. Actress. Fashion Designer.



Photo: Red Sage

## Sponsor the Business Women's Forum

Highlight your company to a powerful market with proven ability to increase your business ★ Distinguish your company as one dedicated to creating opportunities for women ★ According to forbes.com, women drive 80% of all consumer purchasing

### Sponsorship Provides

- Network Building For Individuals and Organizations
- Skill and Leadership Development For Women at All Levels
- Brand Awareness

**Join these sponsors and more!**



**The Business Women's Forum returns to in-person in 2022!**

To complete your sponsorship, email Terry Macary at [tmacary@waterburychamber.com](mailto:tmacary@waterburychamber.com) by **January 20** to receive full marketing exposure. If you have any questions, please call 203-757-0701. Visit [CTbwf.com](http://CTbwf.com) for information on speakers, scholarships, and tickets!

A program of





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## Benefactor

**\$500**

### PRE-EVENT

- Company name positioned on BWF website
- Company name listed in the Corporate Sponsors Eblast
- Company marketing and recognition via our social media outlets
- Social media posts marketing your business support plus logo and promotion in exclusive Facebook group of attendees

### DURING EVENT

- Corporate name and verbal recognition during conference

## Breakout Session Host

**\$1,500**

### PRE-EVENT

- Company logo positioned on BWF website
- Limited to four businesses
- Business card size ad in the Corporate Sponsors Eblast
- Company marketing and recognition via our social media outlets
- Social media posts marketing your business support plus logo and promotion in exclusive Facebook group of attendees

### DURING EVENT

- Participation in the conference to be held on March 24, 2022, for one guest
- Corporate logo and website presented during conference breakout session
- Company acknowledged with logo during conference
- Speaking opportunity during breakout session

A program of



Waterbury Regional Chamber  
*driving business to business*

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# Sponsor Showcase

**\$2,500**

## PRE-EVENT

Company logo positioned on BWF website with link to company website

Quarter-page color ad in Corporate Sponsor Eblast

Opportunity to offer special promotional discounts to attendees on dedicated webpage and promoted via eblast

Social media posts marketing your business' support plus logo and promotion in exclusive Facebook group of attendees

Opportunity to pre-record company commercial for distribution to attendees

## DURING EVENT

Participation in the conference to be held on March 24, 2022, for two guests

Corporate logo and verbal recognition during conference

# Forum Partner

**\$5,000**

## PRE-EVENT

Company logo positioned on BWF website with link to company website

Company marketing and recognition with logo via our social media outlets

Half-page color ad in Corporate Sponsor Eblast

Company recognition in press releases

Social media posts marketing your business' support plus logo and promotion in exclusive Facebook group of attendees

Opportunity to pre-record company commercial for distribution to attendees

## DURING EVENT

Participation in the conference to be held on March 24, 2022, for five guests

Corporate logo and verbal recognition during conference

# Star Partner

**\$10,000**

## PRE-EVENT

Company logo prominently positioned on BWF website plus one banner ad linked to business website

Company included in press releases

Social media digital marketing including Facebook, social media posts for three months showcasing your support, and business logo post on event page

Company logo promotion in exclusive Facebook group of attendees

Half-page color ad in Corporate Sponsor Eblast with link to website

Half-page color ad in digital program book

## DURING EVENT

Participation in the conference to be held on March 24, 2022, for 10 guests

Corporate logo and verbal recognition during conference

Speaking opportunity during scholarships presentations

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## Premier Partner

**\$15,000**

### PRE-EVENT

Company logo prominently positioned on BWF website plus one banner ad linked to business website  
Social media digital marketing including Facebook and BWF Facebook group, social media posts for three months showcasing your support, and business logo post on event page  
Company name included in press releases and any other forms of advertisement  
Company logo prominently displayed on all event promotion  
Full page advertisement in Corporate Sponsor Eblast with link to website  
Half page advertisement in digital program book

### DURING EVENT

Participation in the conference to be held on March 24, 2022, for 15 guests  
Speaking opportunity during conference  
Company logo and verbal recognition during conference

## Presenting Partner

**\$20,000**

### PRE-EVENT

Company logo prominently positioned on BWF website plus two banner ads linked to business website  
Press release citing your company as BWF Presenting Partner  
Personalized Corporate Eblast Marketing featuring your company as the Presenting Partner  
Social media digital marketing including Facebook Live Interview, social media posts for three months showcasing your support, and business logo post on event page  
Company logo and promotion in exclusive Facebook group of attendees  
Company logo prominently displayed on all event promotion  
Company business description with website link on BWF website  
Full cover page advertisement in the digital program book  
Company name included in press releases and any other forms of advertisement  
Contact information of conference attendees

### DURING EVENT

Participation in conference to be held on March 24, 2022, for 20 guests  
Speaking opportunity during conference with opportunity to present giveaways  
Company logo and verbal recognition during conference

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