



SPONSORSHIP OPPORTUNITIES

In 2025, NAWBO is celebrating its milestone 50th anniversary with one epic event where we're going back to our roots—to our nation's capital where NAWBO's founding mothers began supporting one another. They passionately began advocating to further their business access and opportunities and create positive changes for the generations of women business owners who would follow. This event combines Leadership Onboarding, Annual Membership Meeting, National Women's Business Conference and Advocacy Days.

June 5-8, 2025 | Omni Shoreham Hotel, Washington, DC

Join us as a sponsor of this milestone NAWBO event celebrating and supporting the success of five decades of entrepreneurial women and their impact. Below are five overall sponsor levels plus additional opportunities:

Sponsor Benefits	Presenting \$60K	Platinum \$50K	Gold \$45K	Silver \$40K	Bronze \$35K
Logo on event landing page	✓	✓	✓	✓	✓
Logo on all event promotions and follow-up	✓	✓	✓	✓	✓
Logo on general session sponsor loop	SOLD OUT	✓	✓	✓	✓
Logo on on-site signage	✓	✓	✓	✓	✓
Recognition on all social media platforms	✓	✓	✓	✓	✓
Recognition during general session remarks	✓	✓	✓	✓	✓
Recognition in pre- and post-event articles	✓	✓	✓	✓	✓
Complementary full event registrations	15	10	4	3	2
Exhibit booth*	EP	DP	SP	S	
Premium-placed ad in on-site program book	Full	Full	Half	Half	Half
Opportunity to provide branded swag for welcome bags	✓	✓	✓	✓	✓
Opportunity to sponsor 1 keynote speaker general session**	✓	✓	✓		
Opportunity to be listed as 50th book sponsor	✓				
Opportunity to choose 1 add-on from \$15K level				✓	
Opportunity to sponsor 1 featured speaker session**			✓	✓	
Opportunity to choose 1 add-on from \$10K level				✓	✓
Recognition in national media release	✓				
(1) pre-event standalone eblast to welcome attendees***	✓				
(1) post-event standalone eblast to offer thanks/resources***	✓				

*EP=Exclusive Premier Placement, DP=Double-Sized Premier Placement, SP=Single-Sized Premier Placement and S=Single-Sized Regular Placement

**Three general keynote speaker sessions and 12 featured speaker sessions are available. All speakers and topics will be determined at NAWBO's discretion. Sponsors can choose from the topics/session times available at time of invoicing. Sponsors have the opportunity to introduce the session, show a brief video and place branded collateral on the tables for attendees.

***Pre- and Post-event Standalone eblast opportunities are available to add-on any level for extra exposure and attendee engagement. Invite attendees to visit your exhibit booth or follow up after the event. See \$5K level below.

Expected audience for General Session Keynote Sessions is 1,000. There will be 3 concurrent featured speaker tracks each with expected audience of 300.

All event sponsorships must be received by February 1, 2025 in order to receive full sponsor benefits as outlined above. All event underwriting, exhibitor and ad commitments must also be received by February 1, 2025.

Find Additional Opportunities on the next page --->

ADDITIONAL OPPORTUNITIES

Please note that each of the opportunities listed below are individual opportunities that can be added to customize an overall sponsorship package (Presenting, Platinum, Gold, Silver or Bronze). These are also great one-off opportunities for new sponsors with more limited budgets just getting to know NAWBO.

\$50K

- + 50th Anniversary Commemorative Hard-Bound Book Sponsor

\$25K

- + Conference App Sponsor

\$20K

(Options at this level include: Recognition in all places where sponsor logos are displayed, half-page program book ad and (2) full event registrations)

- + Connections Lounge Sponsor
- + VIP Event Happy Hour Sponsor
- + Awards Program Sponsor (*WBO of the Year* **SOLD**; other opportunities available)
- + Gala Reception and Photo Opportunities Sponsor
- + Digital Advertising Sponsor
- + 50 Years of NAWBO History Sponsor
- + 50 Years of Past National Chairs Sponsor

\$15K

(Options at this level include: Recognition in all places where sponsor logos are displayed, half-page program book ad and (1) full event registration)

- + Conference Bag Sponsor – **SOLD!**
- + Light Breakfast Sponsor (2 available)
- + Lunch Sponsor (4 available)
- + DC-Hosted Advocacy Reception Sponsor (June 5th)
- + International Guests Experience Sponsor

\$10K

(Options at this level include: Recognition in all places where sponsor logos are displayed, quarter-page program book ad and (1) full event registration)

- + Charging Station Sponsor
- + Entertainment or Bar Service Sponsor
- + Roundtable Sponsor

\$5K

(Options at this level include: Recognition in all places where sponsor logos are displayed and quarter-page program book ad)

- + Hotel Keycard Sponsor
- + Snack Break Sponsor
- + Coffee Station Sponsor
- + Water Station Sponsor
- + Directional Signage Sponsor
- + Standalone Eblast Pre- or Post-Event

\$2,500

- + (1) NextGen Attendee Sponsor (Covers (1) NextGen attendee's hotel and full event registration)
- + (1) Exhibit Booth (*See costing range and details at right*)

Exhibit Opportunities:

(Receive (1) 8' x 10' booth or (1) 6' skirted table; (2) chairs; (1) 7" x 44" sign at booth; and (1) full conference registration)

Range is \$1,500-\$4,500 depending on booth size, location and your designation as a Corporate Exhibitor, NAWBO Member or NAWBO Non-Member.

Exhibitor-Only Passes are available for add on at \$250 each*

* For those without full conference registration; includes food and beverage on exhibit days.

Exhibitor Level	Cost	Booth Size	Program Book Ad	Full Registration
Corporate	\$4,500	8'x10', Prime	Full Page	2
Member	\$2,500	8'x10', Prime	Half Page	1
Member	\$2,000	6' table, Prime	Half Page	1
Non-Member	\$3,000	8'x10', Prime	Half Page	1
Non-Member	\$2,500	6' table, Prime	Half Page	1

Standard placement booths and tables available for \$500 less than Prime placement locations.

Advertising Opportunities:

- + Full-Color Full-Page Ad: \$1,500
- + Full-Color Half-Page Ad: \$800
- + Full-Color Quarter-Page Ad: \$300

*Ad reservations and artwork are due April 1, 2025.

We are also seeking in-kind sponsors! Would you like to explore providing one of the products or services listed below in exchange for opportunities for NAWBO exposure? If so, please reach out to events@nawbo.org.

Printing, Floral Arrangements, Table Decorations, Wellness Classes/Experiences, Furniture Rentals

Don't see the exact sponsor package you are looking for here? Let's talk and tailor one for you together. Email us at events@nawbo.org.

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NAWBO

National Association of Women Business Owners

Women Mean Business®

nawbo.org

#NAWBO

