

**NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS
SOUTHEASTERN VIRGINIA CHAPTER**



**2002
CORPORATE PARTNERSHIP PROGRAM**

**NAWBO-Southeastern Virginia Chapter
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WHAT IS NAWBO?

The National Association of Women Business Owners (NAWBO) is a 501(c)(6) nonprofit association founded to offer training and education for women business owners. Membership is open to sole proprietors, partners and corporate principals with day-to-day management responsibilities in all types of businesses.

Founded in 1975, the National Association of Women Business Owners is a national organization with over 87 chapters and 9,000 members. The NAWBO Southeastern Virginia Chapter was formed in 1991.

NAWBO MISSION STATEMENT

As an organization with a "customer first" philosophy, we:

Strengthen the wealth-creating capacity of our members and promote economic development.

Create innovative and effective changes in the business culture.

Build strategic alliances, coalitions and affiliations.

Transform public policy and influence opinion makers.

NAWBO VISION STATEMENT

The National Association of Women Business Owners propels women entrepreneurs into economic, social, and political spheres of power worldwide.

NAWBO DIVERSITY STATEMENT

In principle and in practice the National Association of Women Business Owners (NAWBO) values and seeks a diverse and inclusive membership. NAWBO shall seek full participation in the organization by all women business owners regardless of race, creed, age, sexual orientation, national origin, or disability. NAWBO's goal is to fully represent the diverse make-up of the women-business-owner community through increased representation within ethnic and minority communities and to expand access to leadership opportunities.

FACTS ABOUT WOMEN BUSINESS OWNERS

According to the Center for Womens' Business Research, the research arm of the National Association of Women Business Owners:

- As of 2002, there are an estimated 6.2 million majority-owned, privately held women-owned firms in the U.S., employing 9.2 million people and generating \$1.15 trillion in sales.
- Between 1997 and 2002, the Center estimates that the number of women-owned firms increased by 14% nationwide, twice the rate of all firms, employment increased by 30% -- 1-1/2 times the U.S. rate, and sales grew by 40% -- the same rate as all firms in the U.S.
- Women-owned firms continue to diversify into all industries. Construction, manufacturing and transportation have seen the largest recent increases in the number of women-owned firms, although services and retail still make up the largest share of women-owned firms.
- As of 2002, there were over 1.2 million firms owned by a woman – amounting to 1 in 5 women-owned firms (20%) in the U.S. Overall, the number of minority-owned firms increased by 32% between 1997 and 2002 – over four times faster than for all U.S. firms.
- A new generation of women has emerged – women who have started their businesses within the past 10 years have more managerial experience, education, and have the same overall business revenue and employment profiles as women who have been in business 20 years or more. They are more similar to their male cohorts in these respects, and are also more growth-oriented than women who have been in business longer.
- Women and men business owners have different management styles. Women are less hierarchical, may take more time when making decisions, seek more information, and are more likely to draw upon input from others – including fellow business owners, employees and subject-matter experts.
- Internationally, women entrepreneurs' key business concerns are a blend of day-to-day business management issues – maintaining profits, finding good employees, managing cash flow; and external factors – the economy, government business laws, access to technology, and access to capital.
- In research conducted internationally during the past two years, women business owners voice similar needs for their business' development – access to capital, access to education/training, access to networks and markets, and to be taken seriously.

PURPOSE OF THE NAWBO CORPORATE PARTNER PROGRAM

The NAWBO-Southeastern Virginia Corporate Partnership Program was created to establish new strong alliances between the business community, NAWBO as a group, and our members as individual business owners. The businesses which are created and sustained bring new ideas and products to the marketplace, increase employment, improve the local and national economies and make it possible for a woman to both support herself and others.

By supporting NAWBO-Southeastern Virginia through this program, Corporate Partners will help NAWBO accomplish its objectives of:

- Fostering the entrepreneurial spirit in women through education and training
- Impacting public policy through active participation in the political process
- Expanding business development opportunities
- Maintaining an organizational presence in Virginia
- Creating and nurturing leadership skills to move women business owners into positions of influence
- Honoring women who distinguish themselves in business and supporting the needs of emerging women business owners
- Forming private sector partnerships and coalitions to achieve mutual goals

NAWBO CORPORATE PARTNER GENERAL BENEFITS

By becoming a NAWBO-Southeastern Virginia Chapter (NAWBO) Corporate Partner, an organization will receive the following general benefits, in addition to the specific benefits described at each level:

- Visibility within the fastest growing sector of the Hampton Roads business community—women-owned businesses
 - NAWBO is the only national organization where companies can target exclusively women business owners
 - NAWBO women are in the forefront of their communities and active in other organizations
- Recognition as a business that promotes and supports the entrepreneurial spirit of the women of Virginia
- Ready access to potential women customers and vendors in Hampton Roads, the Commonwealth, and the U.S.
 - Women buy due to relationships.
 - NAWBO members are loyal consumers who actively and visibly patronize those companies, which support NAWBO.
- NAWBO is composed of a widely diverse range of types and sizes of women-owned companies. NAWBO can help fulfill your diversity initiatives in procurement.

CORPORATE PARTNERSHIP PROGRAM

The annual corporate partnership fee is \$500. This fee entitles our corporate partners to the following benefits:

- Verbal introduction as a Corporate Partner at every monthly membership meeting
- Written acknowledgement as a Corporate Partner at each NAWBO monthly membership meeting
- Complimentary Annual Corporate Partner membership in NAWBO Southeastern Virginia Chapter for one company representative
- Member rates for one company representative to attend NAWBO monthly meetings and events
- Opportunity to sponsor various events and meetings throughout the year
- Recognition as a NAWBO Corporate Partner in the chapter's Membership Resource Directory
- Recognition as a Corporate Partner on our chapter's website, www.nawboseva.org

Additional Partnership Opportunities

- Monthly Meeting Workshop Sponsor - \$1,000
 - A workshop may precede the monthly membership meetings. Our corporate partners have the privilege of presenting a workshop to a select group of women business owners. Historically these workshops have addressed such pertinent business topics as obtaining financing, certifications and legal issues related to employment.
 - NAWBO meets monthly on the third Wednesday for a dinner meeting. Each meeting features networking opportunities and a speaker on a variety of business-related issues. Our corporate partners often choose to sponsor meetings with agendas pertaining to their line of business (i.e. financing, legal issues, human resources, marketing, health, stress, web design, accounting, etc.)
 - Prominent display table available in the meeting room for your company's information
- Special Events Sponsor
 1. Entrepreneurial Woman of the Year Event & Trade Show (Separate Package)

2. Holiday Gala and Silent Auction (December) - \$1000
 - This festive and popular event provides our members, guests and corporate partners the opportunity to network and give back to our community. The proceeds of the auction are distributed to designated charitable organizations every year.
 - Opportunity to display signage
 - Booth
 - 10 minutes to address and welcome the guests
 - Recognition in all print and web advertising
 - 4 complimentary admissions to this event, which includes heavy hors d'oeuvres.

- Website (www.nawboseva.org)
 - Our website offers a prime medium for our corporate partners to gain recognition and visibility as an entity which values and supports women owned businesses. Corporate partners sponsoring our website will have their banner and tagline displayed in addition to a link to their website.
 - Banner - \$250 a quarter: have your banner displayed on our web site in 3 locations (index page, calendar page and partners page).
 - Newsletter - \$250 a month: have your banner and/or information about your company displayed in our newsletter. Our newsletters are sent out twice a month to all of our members and any site visitors who have requested to be included.