



**Western Women's
Business Center**

A program of CAROLINA SMALL
BUSINESS DEVELOPMENT FUND

SPONSORSHIP OPPORTUNITIES

April 13, 2023

Me + WWBC

**better
together**

2023

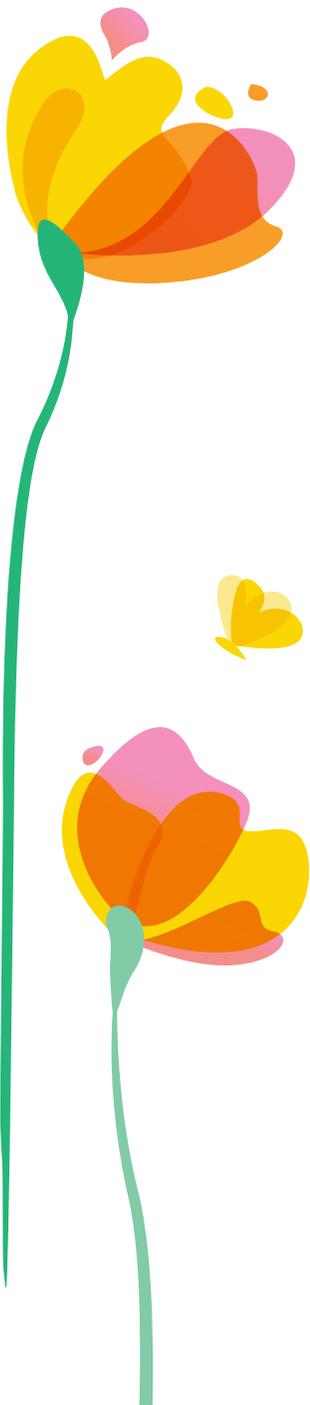
8th Annual WWBC Conference

As a program of Carolina Small Business Development Fund, the Western Women's Business Center (WWBC) is pleased to invite you to partner with us on April 13, 2023, for the 8th Annual Western Women's Business Conference. The WWBC collaborates with the Small Business Centers at the Small Business Administration (SBA) to make opportunities like this possible.

By partnering with the WWBC for the 2023 Annual Conference, your organization will be a part of a unique and thought-provoking event that is drawing some of the region's current and innovative future leaders. As a sponsor, you will play a key role in helping to strengthen and grow the local small business ecosystem while benefiting from promotional opportunities leading up to and during the conference.

But while this is a conference in name, it is much more than that—it is a movement to build a powerful network of women entrepreneurs and emerging leaders who, together, are shaping the future economic foundation of Western North Carolina. Participants represent true diversity, with a goal of engaging all groups of people in this important initiative to create positive economic change. Many of these women are able to attend through generous scholarships made possible by our socially responsible business sponsors. When you become a conference partner, you will access 300+ participants and supporters, as well as thousands of local business enthusiasts who will see and hear promotional ads on various local media outlets and regional radio programs prior to the conference.

Check out last year's WWBC Annual Conference video here >



SPONSORSHIP OPPORTUNITIES



A Breakdown of the 2022 Participants:

85.7% of attendees identified as
WOMEN

18.6% of attendees identified as
LATINO

15.5% of attendees identified as
AFRICAN AMERICAN

0.74% of attendees identified as
ASIAN OR OTHER ETHNIC GROUPS

45.3% of attendees identified as
CURRENT BUSINESS
OWNERS



About the Western Women's Business Center

The WWBC was established in July 2014 as a program of Carolina Small Business Development Fund, with the mission to provide high-quality technical assistance, capital, and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs, particularly women who are socially and economically disadvantaged. The WWBC serves individuals and small businesses in rural and distressed communities in the western part of the state and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Since July 2014, the **WWBC** has served over **3,000** clients through group seminars, served 1052 clients through one-on-one coaching. The WWBC has also helped expand access to capital through **123 CSBDF small business loans**, totaling **\$9 million**.



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Title Sponsor - \$10,000

Benefits

- Eight tickets (full table) for your organization's representatives
- Full-page ad in the conference program
- Provide breakfast and refreshments to attendees
- Emcee opportunity for opening ceremony remarks
- Table at Business Service Provider Café
- Opportunity to feature promotional materials in goodie bags
- Prime placement on the event poster
- Central placement on the event web pages
- Promoted on social media platforms
- Live acknowledgment

Platinum Sponsor - \$5,000

Benefits

- Four tickets for your organization's representatives
- Half-page ad in the conference program
- Table at Business Service Provider Café
- Opportunity to feature promotional materials in goodie bags
- Placement on the event poster
- Central placement on the event web pages
- Promoted on social media platforms
- Live acknowledgment



Gold Sponsor - \$2,500

Benefits

- Three tickets for your organization's representatives
- Logo featured in the conference program
- Table at Business Service Provider Café
- Opportunity to feature promotional materials in goodie bags
- Placement on the event poster
- Central placement on the event web pages
- Live acknowledgment

Silver Sponsor - \$1,000

Benefits

- Two tickets for your organization's representatives
- Table at Business Service Provider Café
- Logo featured in the conference program
- Placement on the primary event web page
- Live acknowledgment

Business Service Provider Partner \$500

WWBC is proud to offer our ongoing community partners the opportunity to support this important conference for a nominal fee in exchange for some participation in outreach and promotion. Limited and contingent upon approval from the WWBC.

Benefits

- One ticket
- Placement on event supporter's website page
- Table at Business Service Provider Café

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