

The Bakersfield Women's
BUSINESS CONFERENCE

A New  ou
Starts NOW!

2018 Sponsorship Package

The Bakersfield Women's
BUSINESS CONFERENCE

A New You

Starts NOW!

Dear Conference Sponsor,

We are excited to announce the Bakersfield Women's Business Conference will be held on April 19, 2018 at the Rabobank Arena Theatre & Convention Center and Marriott Hotel.

The generous support of our sponsors has made it possible to offer a conference for twenty-eight years. We would like to invite you to be a part of this important annual event committed to inspire, encourage and change the lives of many women across our community. The attached package will provide you with the information about our conference, our mission, our history and the opportunities to get involved.

You may notice that we are moving our event back to April due to popular demand. Therefore, we will not be hosting a conference in 2017. We hope that you will be as excited about the change back to original timeframe as we are.

The theme for the 2018 Conference will be "**A New You Starts NOW!**" A focus on *purpose, wellness and strength* which embodies the balance in our lives to start a new journey.

Who are we? The Bakersfield Women's Business Conference was founded in 1989, by a group of professional women and R.O.S.E. Mentors, who were committed to mentoring junior and senior high school girls in Kern County. Since then, the conference has grown tremendously. Over the years this conference has allowed tens of thousands of women the opportunity to come together for one amazing day, to be inspired, to learn, and to help them create the path that can ultimately lead them to reach their goals. This inspirational and educational conference provides women the chance to do this in one place, on one day!

The Executive Board of the Bakersfield Women's Business Conference would like to thank you for your continued consideration in supporting this day.

We look forward to working with you as we celebrate **A New You!**



Sincerely,
Diane Williams CPCU, MBA
2018 Conference Chair
Farmers Insurance Agency Owner

The Bakersfield Women's
BUSINESS CONFERENCE

Sponsorship Matrix								
Sponsorship Benefits	Platinum Presenting Sponsor \$40,000 (1 avail)	Gold Luncheon Sponsor \$25,000 (3 avail)	Silver Open or Closing Session Sponsor \$15,000 (2 avail)	Bronze Sponsor \$10,000	Diamond Sponsor \$5,000	Ruby Sponsor \$2500	Pearl Women Owned Business \$1500	Crystal Workshop Room Sponsor \$750 (8 avail)
Option to provide a gift to be placed at each seat during luncheon	*	*						
Personal Thank You from Chair during Luncheon Presentation	*	*	*					
Flyer or Gift Insert in Conference Bag *provided by sponsor	*	*	*	*	*	*	*	
Company logo or name displayed during conference	Logo	Logo	Logo	Logo	Name	Name	Name	Name
MEDIA RECOGNITION ELEMENTS								
Company logo, name or mention on all TV promotion	*	*	*					
Company mention on all radio promotion	*	*	*					
Company logo or name on BWBC website with a link to company website	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Company mention on conference social media pages	*	*	*	*	*	*	*	*
Company logo or name displayed on all print	Logo	Logo	Logo					
TICKET ELEMENTS								
Company representative at luncheon head table	1	1	1					
Conference Tickets (8 per table)	32	24	16	12	8	6	4	2
Meet and Greet VIP reception ticket with luncheon keynote speaker	12	8	4					
CONFERENCE PROGRAM ADVERTISEMENT ELEMENTS								
Company name or logo printed on conference program back cover	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Option to provide a letter to all attendees in conference program	Inside Cover	*						
Advertisement in Conference Program	2-Page	Full	Full	Full	Half	Quarter	Quarter	

2018 Sponsorship Application • Conference Date: Thursday, April 19, 2018

Company/Organization Name (as it will appear on printed materials)

Contact Name:

Title

Mailing Address

City

State

Zip

Office Telephone

Cell

Fax

Email Address

Website

Social Media Page (list only one that you want us to use to link to). *PLEASE – make sure your writing is legible.*

Sponsorship Level (See attached sponsorship flyer for details):

<input type="checkbox"/> <i>Platinum Presenting Sponsor</i>	<i>\$40,000</i>	<input type="checkbox"/> <i>Diamond Sponsor</i>	<i>\$5,000</i>
<input type="checkbox"/> <i>Gold Luncheon Sponsor</i>	<i>\$25,000</i>	<input type="checkbox"/> <i>Ruby Sponsor</i>	<i>\$2,500</i>
<input type="checkbox"/> <i>Silver Open or Closing Session Sponsor</i>	<i>\$15,000</i>	<input type="checkbox"/> <i>Pearl Woman-Owned Business</i>	<i>\$1,500</i>
<input type="checkbox"/> <i>Bronze Sponsor</i>	<i>\$10,000</i>	<input type="checkbox"/> <i>Crystal Workshop Room Sponsor</i>	<i>\$750</i>
<input type="checkbox"/> <i>Program Ad: <input type="checkbox"/> Full Page @ \$450 <input type="checkbox"/> Half Page @ \$235 <input type="checkbox"/> Quarter Page @ \$125</i>			
<input type="checkbox"/> <i>Rabobank Exhibitor Booth</i>	<i>\$750/each</i>	<input type="checkbox"/> <i>Marriott Exhibitor Booth</i>	<i>\$600/each</i>
<i>** Additional application will need to be filled out</i>		<i>** Additional application will need to be filled out</i>	
<input type="checkbox"/> <i>Workshop Room Exhibitor Booth</i>	<i>\$400/each</i>	<input type="checkbox"/> <i>Non-profit Patio Exhibitor Booth</i>	<i>\$250/each</i>
<i>** Additional application will need to be filled out</i>		<i>** Additional application will need to be filled out</i>	
<input type="checkbox"/> <i>Additional Conference Tickets</i>	<i>\$105/each</i>	<input type="checkbox"/> <i>Table of (8)</i>	<i>\$800/each</i>
<i># of Conference Tickets: _____ = \$ _____</i>		<i># of Tables: _____ = \$ _____</i>	

We are committed to the sponsorship levels indicated above and understand we will receive the items outlined in the Sponsorship Matrix.

Printed Name

Signature

Date

Sponsorship Payment Information (Your payment is tax-deductible (TAX ID 27-4473875))

You can submit your completed application by:

- US Mail: Bakersfield, Women's Business Conference • PO Box 11049 • Bakersfield, CA 93389
- Fax: 661-480-2553
- Email: BWBCSPONSORSHIPS@GMAIL.COM

ORDER SUMMARY

Sponsorship: Platinum \$40,000 Gold \$25,000 Silver \$15,000 Bronze \$10,000
 Diamond \$5,000 Ruby \$2,500 Pearl \$1,500 Crystal \$ 750

Program Ad: Full Page @ \$450 Half Page @ \$235 Quarter Page @ \$125

Exhibitor Booth: Rabobank @ \$750 Marriott @ \$600 Workshop Room @ \$400 Non-Profit Patio @ \$250

Ticket/Table Purchase:

Table of 8 _____ @ \$800 = \$ _____

Individual Tickets: _____ @ \$105 = \$ _____

TOTAL DUE: \$ _____
(Total of all elements above)

PAYMENT METHOD

- Check Enclosed payable to "Bakersfield Women's Business Conference"
- Credit Card (note: a 3% processing fee will be added to all cc payments)
___ Visa ___ Master Card ___ American Express ___ Discover

Expiration Date ____/____/____ CVV Code _____ Billing Zip Code: _____

Card Number _____

X _____ X _____

PRINTED name as it appears on credit card

Signature of Card Holder

KEEP FOR YOUR RECORDS: Sponsorship Deadlines

We request that you submit your logo and artwork (if a part of your package) within two weeks of signing your contract. If you are not able to submit these items at the time of sponsorship submittal, we ask that you please take notice of the following **deadlines** to ensure fulfillment of sponsorship benefits:

- April 1, 2018: To be included in conference day program, media, and conference luncheon presentation.
- April 1, 2018: Ticket Registration Information and/or identification of Company Representative for Head Table seating.
- April 18, 2018: Flyer or gift for insert into conference bags.

Submit these items via email to: BakersfieldWomen@gmail.com

Please help us promote the conference by using #BWBC2018 on all conference related social media posts.