

The Bakersfield Women's BUSINESS CONFERENCE

2019 Sponsorship Package

Dear Conference Sponsor:

It is hard to believe that the time is upon us to begin planning for the Bakersfield Women's Business Conference (BWBC), and we are excited to be celebrating 30 years. The BWBC has benefitted from strong community support and we are once again reaching out to our partners to ensure that this key community event continues to inspire and grow. Attached you will find a package that fully provides information about our conference, our mission, our history and the wonderful opportunities available for you to be involved.

This conference provides a one of a kind forum for women who are seeking information for their business, professional or personal development. This powerful day is structured with women in mind, and is designed to provide information, skills development and encouragement for women at a crossroads who may be seeking higher education, first time employment, making a career change or looking to advance their careers.

You have the opportunity to be a key partner in countless attendees' development!

The theme for the 2019 Conference, "**Believe in the Power of YOU!**" will challenge our attendees to step into their purpose. For many entrepreneurs, students, or those looking for career change, the biggest obstacle in life can be your own perceptions. Letting go of fear and what ifs can be as liberating as it is paralyzing. Believing in your abilities and the strength we hold within can unleash anyone's potential.

The Bakersfield Women's Business Conference was founded in 1989 by a group of professional women and R.O.S.E. (Realizing Options for Student Excellence) mentors who were committed to mentoring junior and senior high school students throughout Kern County. This passion for mentoring young women evolved into the Bakersfield Women's Business Conference which has allowed tens of thousands of women the opportunity to come together for one powerful day of encouragement, learning, goal setting and professional development. It is a day designed to lean on one another and provide countless opportunities for local women.

The Executive Board of the Bakersfield Women's Conference would like to thank you for your continued consideration in supporting our efforts. We look forward to working with you to expand the Conference, fortify our mentoring program, and in helping to ensure that this day is beyond compare!

For questions please contact us at (661)378-4707 or email bwbcsponsorships@gmail.com

Sincerely,



Sincerely,

Norma Rojas-Mora
2019 Conference Chair
Bakersfield College

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SPONSORSHIP PACKAGES

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	

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Breakfast Sponsor**
(1 available)
\$7,000
- Company logo printed on conference program back cover.
 - Company logo on BWBC website with a link to company website.
 - Company mention and link to social media page from conference social media pages.
 - Company logo displayed during the conference.
 - Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
 - 4 Conference Tickets (8 per table).
 - 2 Meet and Greet VIP Reception Ticket with our Luncheon Keynote Speaker.
 - Full page advertisement in conference program.
 - Opportunity to brand the breakfast area with your company's signage. *Signage provided by sponsor.
- Table Gift Sponsor**
(1 available)
\$1,500
- Sponsor will provide the official conference table gift; 1,600 total gifts. (Gift must be approved by conference and must be dual branded).
 - Personal Thank You to Company from Chair during Luncheon Presentation.
 - Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
 - Company logo displayed during the conference.
 - Company logo on BWBC website with a link to company website.
 - Company mention and link to social media page from conference social media pages.
 - 4 Conference Tickets (8 per table).
 - 2 Meet and Greet VIP Reception Ticket with our Keynote Speaker.
 - Company logo printed on day of conference program back cover.
 - Full page advertisement in conference program.
- Conference Bag Sponsor**
(1 available)
\$1,500
- Sponsor will provide the official conference bag; 1,600 total bags. (Bags must be approved by conference and must be dual branded).
 - Personal Thank You to Company from Chair during Luncheon Presentation.
 - Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
 - Company logo displayed during the conference.
 - Company logo on BWBC website with a link to company website.
 - Company mention and link to social media page from conference social media pages.
 - 4 Conference Tickets (8 per table).
 - 2 Meet and Greet VIP Reception Ticket with our Keynote Speaker.
 - Company logo printed on day of conference program back cover.
 - Full page advertisement in conference program.
- Registration Sponsor**
(1 available)
\$7,500
- Company logo printed on conference program back cover.
 - Company logo on BWBC website with a link to company website.
 - Company mention and link to social media page from conference social media pages.
 - Company logo displayed during the conference.
 - Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
 - 4 Conference Tickets (8 per table).
 - 2 Meet and Greet VIP Reception Ticket with our Luncheon Keynote Speaker.
 - Full page advertisement in conference program.
 - Opportunity to brand the registration area with your company's signage. *Signage provided by sponsor.

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2019 Sponsorship Application • Conference Date: Thursday, April 25, 2019

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

Contact Name (person who will be responsible to communicating all sponsorship elements to organization): 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"/> Platinum Presenting Sponsor	\$40,000	<input type="checkbox"/> Diamond Sponsor	\$5,000
<input type="checkbox"/> Gold Luncheon Sponsor	\$25,000	<input type="checkbox"/> Ruby Sponsor	\$2,500
<input type="checkbox"/> Silver Open or Closing Session Sponsor	\$15,000	<input type="checkbox"/> Pearl Woman-Owned Business	\$1,500
<input type="checkbox"/> Bronze Sponsor	\$10,000	<input type="checkbox"/> Crystal Workshop Room Sponsor	\$750
<input type="checkbox"/> Program Ad: <input type="checkbox"/> Full Page @ \$450 <input type="checkbox"/> Half Page @ \$235 <input type="checkbox"/> Quarter Page @ \$125			
<input type="checkbox"/> Rabobank Exhibitor Booth	\$750/each	<input type="checkbox"/> Marriott Exhibitor Booth	\$600/each
** Additional application will need to be filled out		** Additional application will need to be filled out	
<input type="checkbox"/> Workshop Room Exhibitor Booth	\$400/each	<input type="checkbox"/> Non-profit Patio Exhibitor Booth	\$250/each
** Additional application will need to be filled out		** Additional application will need to be filled out	
<input type="checkbox"/> Additional Conference Tickets	\$110/each	<input type="checkbox"/> Table of (8)	\$800/each
# of Conference Tickets: _____ = \$_____		# of Tables: _____ = \$_____	

We are committed to the sponsorship levels indicated above and understand we will receive the items outlined in the Sponsorship Matrix. We also understand that if we do not provide content needed by deadlines given, that there is no guarantee that sponsorship elements can be fulfilled.

Printed Name

Signature

Date

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

Submit your completed application by:

- US Mail: Bakersfield, Women's Business Conference • PO Box 11049 • Bakersfield, CA 93389
- Fax: 661-480-2553
- Email: bakersfieldwomen@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
 Specialty Sponsor: _____ \$ _____

Program Ad: Full Page @ \$450 Half Page @ \$235 Quarter Page @\$125
5.875"w x 7.875"h 5.875"w x 3.875"h 2.875"w x 3.875"h

* Do not include crop marks or bleed – ads to exact dimensions.

** Preferred file formats: .eps, .pdf, .ai.; Preferred file quality: vector or high resolution.

*** Convert all fonts to curves and embed all images.

**** Quality of print output will be directly related to the quality of the provided image.

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

Conference Tickets: Table of 8 @ \$800 x _____ = \$ _____
(# of Tables)

Individual Tickets @ \$110 x _____ = \$ _____
(# of Tickets)

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

PAYMENT METHOD

- Check Enclosed payable to "Bakersfield Women's Business Conference"

Paying by check: your order and payment will be recorded, and you will receive your receipt via email from PayPal once your application has been approved and processed.

- Credit Card (note: a 3% processing fee will be added to all cc payments)

Paying by credit card: An invoice will be generated via PayPal and emailed to you once your application has been approved. Once you make your payment you will receive a receipt via email from PayPal.

Please Help us Promote the Conference: Use #BWBC2019 on all Social Media Mentions