



## 2020 Sponsorship Package

Dear Conference Sponsor,

Planning for the 31<sup>st</sup> Annual Bakersfield Women's Business Conference (BWBC) is well under way and continued community support, including from you, is highly valued and much appreciated. From its inception, the BWBC has been a platform for women to help grow their businesses and improve their personal and professional lives. We provide a setting for information sharing, skills development, and personal growth that brings enrichment to the lives of all attendees.

Our theme for BWBC 2020 is "Building the Best You!" For many of us, we constantly search for ways to improve ourselves, and our lives. "Improvement" may mean different things to different people and varies based on the stage of life you are in. Improvement for one may mean attending a professional development conference while for some else it could mean improving their health or pursuing a new career.

In that spirit, the BWBC 2020 will provide a wide range of tools to Build the Best You. From workshop sessions to networking opportunities, BWBC doesn't just offer knowledge in numerous forms to empower our local community, it also provides a venue for attendees to interact with each other and share their own experiences and insights.

Over the last 30 years, the BWBC has provided the opportunity for thousands of women to come together for an enriching and powerful day to learn, encourage, enlighten, and inspire. It has brought together women from all walks of life to network in a positive environment where all are seeking a common goal: to better themselves, and to improve their personal and professional lives.

The Executive Board of the BWBC would like to thank you for your consideration in supporting our efforts to build community through the conference and instilling a sense of growth, excitement, and opportunity in all attendees. We look forward to working with you both now and in the future!

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



Sincerely,

Marelle Williams

2020 Conference Chair

## BWBC 2020 SPONSORSHIP PACKAGES

Sponsorship Benefits	Platinum Presenting Sponsor \$40,000 (1 avail)	Gold Luncheon Sponsor \$25,000 (3 avail)	Silver Sponsor \$15,000 (2 avail)	Bronze Sponsor \$10,000	Diamond Sponsor \$5,000	Ruby Sponsor \$2500	Pearl Women Owned Business \$1500	Crystal Benefactor \$750
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	<b>SOLD</b>	*	<b>SOLD</b>	*	*	*	*	
Company logo or name displayed during conference	Logo	Logo	Logo	Logo	Name	Name	Name	Name
<b>MEDIA RECOGNITION ELEMENTS</b>								
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	<b>SOLD</b> Logo	Logo	<b>SOLD</b> Logo	Logo	Name	Name	Name	Name
Company mention on conference social media pages	*	*	*	*	*	*	*	*
Company logo or name displayed on all print	Logo	Logo	Logo					
<b>TICKET ELEMENTS</b>								
Conference Tickets	<b>SOLD</b> 32	24	<b>SOLD</b> 16	12	8	6	4	2
Keynote Speaker Meet-n-Greet with Group Photo Opportunity	<b>SOLD</b> 32	24	<b>SOLD</b> 16	12	-	-	-	-
<b>CONFERENCE PROGRAM ADVERTISEMENT ELEMENTS</b>								
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	<b>SOLD</b> Inside Cover	*	<b>SOLD</b>					
Advertisement in Conference Program	<b>SOLD</b> 2-Page	Full	<b>SOLD</b> Full	Full	Half	Quarter	Quarter	-

*Ad Specifications: Full Page = 5.875" w x 7.875" h • Half Page = 5.875" w x 3.875" h • Quarter Page = 2.875" w x 3.875" h*

*Exhibitor Booths – download packet from website: Rabobank = \$750 • Marriott = \$600 • Non-Profit = \$250*

*The* **Bakersfield Women's**  
**BUSINESS CONFERENCE**

**SPECIALTY SPONSORSHIPS**

**Breakfast Sponsor**

(1 available)

\$7,000

**SOLD**

- 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 (if applicable).
- Company logo displayed during the conference.
- Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
- 8 Conference Tickets (10 per table).
- Full page advertisement in conference program.
- Opportunity to brand the breakfast area with your company's signage. \*Signage provided by sponsor.

**Registration Sponsor**

(1 available)

\$7,500

**SOLD**

- 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 (if applicable).
- Company logo displayed during the conference.
- Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
- 10 Conference Tickets (10 per table).
- Full page advertisement in conference program.
- Opportunity to brand the registration area with your company's signage. \*Signage provided by sponsor.

**Table Gift Sponsor**

(1 available)

\$1,500

**SOLD**

- Sponsor will provide the official conference table gift; 1,400 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 (if applicable).
- 10 Conference Tickets (10 per table).
- Company logo printed on day of conference program back cover.
- Full page advertisement in conference program.

**Conference Bag Sponsor**

(1 available)

\$1,500

**SOLD**

- Sponsor will provide the official conference bag; 1,400 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 (if applicable).
- 10 Conference Tickets (10 per table).
- Company logo printed on day of conference program back cover.
- Full page advertisement in conference program.

**Exclusive Vehicle Display Sponsor**

(1 available)

\$5,000

**SOLD**

- Company name 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 (if applicable).
- Company logo displayed during the conference.
- 8 conference tickets (10 per table).
- Ability to display two (2) cars at front entrance and one (1) car on stage inside Theater (sponsor must work directly with Rabobank on logistics, details and any insurance needs and follow all guidelines) .
- Ability to put gift at each seat in luncheon hall (full luncheon = 1,250 gifts / cost absorbed by sponsor / gift to be approved by Conference).
- Flyer or Gift Insert in Conference Bag (item to be provided by sponsor).
- 1/2 page in conference program.

\*\*\* Sponsorship is exclusive to displaying vehicles. Conference will allow other dealerships to sponsor any standard sponsor packets found on matrix on previous page.\*\*\*

**R.O.S.E. Table Sponsor**

(8 available)

\$1,000

**6 left**

- Company name displayed on donated table.
- Company name printed on program back cover.
- Company name on BWBC website.
- Company name displayed during the conference.
- 10 conference tickets; 8 for donated to ROSE Mentee/Mentor attendees of the 2020 conference and 2 for sponsor company (10 per table).

*The Bakersfield Women's*  
**BUSINESS CONFERENCE**

**2020 Sponsorship Application • Conference Date: Thursday, April 23, 2020**

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

Contact Name & Title (person who will be responsible to communicating all sponsorship elements to organization):

Mailing Address	City	State	Zip
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Office Telephone	Cell	Fax
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Email Address	Website
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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):**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Platinum Presenting Sponsor <b>SOLD</b> \$40,000</li> <li><input type="checkbox"/> Gold Luncheon Sponsor \$25,000</li> <li><input type="checkbox"/> Silver Sponsor <b>SOLD</b> \$15,000</li> <li><input type="checkbox"/> Bronze Sponsor \$10,000</li> <li><input type="checkbox"/> Diamond Sponsor \$5,000</li> <li><input type="checkbox"/> Ruby Sponsor \$2,500</li> <li><input type="checkbox"/> Pearl Woman-Owned Business \$1,500</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Crystal Benefactor Sponsor \$750</li> <li><input type="checkbox"/> R.O.S.E. Table Sponsor <b>6 left</b> \$1,000</li> <li><input type="checkbox"/> Breakfast Sponsor <b>SOLD</b> \$7,000</li> <li><input type="checkbox"/> Registration Sponsor <b>SOLD</b> \$7,500</li> <li><input type="checkbox"/> Table Gift Sponsor <b>SOLD</b> \$1,500</li> <li><input type="checkbox"/> Conference Bag Sponsor <b>SOLD</b> \$1,500</li> <li><input type="checkbox"/> Exclusive Vehicle Display Sponsor <b>SOLD</b> \$5,000</li> </ul> |
|--|---|

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

*The Bakersfield Women's*  
**BUSINESS CONFERENCE**

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

**Submit your completed application by:**

- Mail: BWBC • PO Box 11049 • Bakersfield, CA 93389
- Fax: 661-480-2553
- Email: bwbcsponsorships@gmail.com

**SPONSORSHIP LEVEL:**

<input type="radio"/> Platinum	<b>SOLD</b>	\$40,000	<input type="radio"/> Silver	<b>SOLD</b>	\$15,000
<input type="radio"/> Gold		\$25,000	<input type="radio"/> Diamond		\$5,000
<input type="radio"/> Bronze		\$10,000	<input type="radio"/> Pearl		\$1,500
<input type="radio"/> Ruby		\$ 2,500			
<input type="radio"/> Crystal		\$750			
<input type="radio"/> Breakfast	<b>SOLD</b>	\$7,000	<input type="radio"/> Registration	<b>SOLD</b>	\$7,500
<input type="radio"/> Table Gift	<b>SOLD</b>	\$1,500	<input type="radio"/> Conference Bag	<b>SOLD</b>	\$1,500
<input type="radio"/> Vehicle Display	<b>SOLD</b>	\$5,000	<input type="radio"/> R.O.S.E. Table Sponsor	<b>6 left</b>	\$1,000

**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 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 and emailed to you once your application has been approved. Once you make your payment you will receive a receipt via email.

**Please Help us Promote the Conference:  
Use #BWBC, #BWBC2020, #BakersfieldWomen and #BuildingTheBestYou on Social Media  
Mentions**

If you are interested in information regarding purchasing conference tickets, tables or exhibitor booths, or additional advertising options, please email [bakersfieldwomen@gmail.com](mailto:bakersfieldwomen@gmail.com).