

“WHEN A WOMAN IS EMPOWERED, WOMEN ARE EMPOWERED”

The Women's Organisation would like to invite you to be part of our Business Club through one of our sponsorship packages. Here at The Women's Organisation we know the importance of networking for businesses which is why we are dedicated to creating and maintaining a leading North West Business Club for women.

At the core of our Business Club are three key values; **Connecting, Sharing** and **Supporting**.

Business Club, exclusively for women business owners (and their team), is here to help women in business make those key business connections and contacts through regular networking. We are passionate about giving businesses the opportunity to share experiences and provide mutual support to each other in a welcoming and professional environment.



As well as providing this platform and support network, we are always working towards creating innovative and exciting networking events, with keynote speakers and facilitation so that our members can really achieve their best, when networking.

As a charity, we will rely on the generosity and support of our partners and members to help make the club as beneficial as possible for businesses and here is where you come in. We have put together a range of sponsorship packages for our events across the year that we believe will help us to make the club stand out for our members whilst raising your profile at the same time.

We promise that we will work with you to establish what you want to gain from your sponsorship package at Business Club. We will get you in front of our networks and channels and you can then network within these.

Current events can be found here: <http://www.thewomensorganisation.org.uk/events>

Events

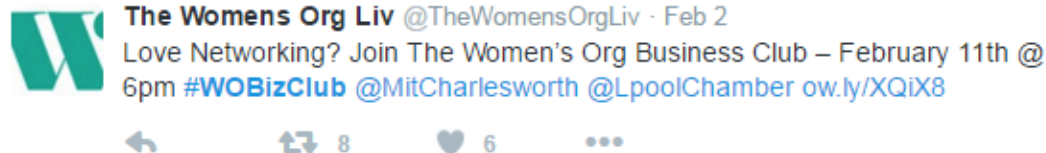
We run ten Business Club networking events across a twelve month period where members (and non members) purchase a ticket and come to take part in a facilitated business networking session with special guest speakers.

In addition to these ten events, we run an additional 5 larger scale 'special' events as part of key festivals and dates. Eg: International Women's Day, Global Enterprise Week and International Festival of Business.

Marketing and Promotion

Each event is designed, marketed, and hosted by our in house Business Club team and is promoted through our multi social media channels and networks:

- The Women's Organisation Website which typically attracts 3000+ visitors per month
- Multiple Twitter Accounts with a combined following of over 12,000 followers



- Facebook friends and followers in excess of 6000
- LinkedIn via our page and group which has excess of 2500 connections
- 150+ Business Club Members – Female business owners who have paid to join the club and come regularly to network at our events.
- The Women's Organisation's blog which also reaches out across all of our networks
- Team of dedicated Business Advisors who work with Start Up and Growth Female lead businesses.
- Through our local contacts and networks across the region.

Sponsorship Packages:

Silver level sponsorship for one Business Club event £500 includes:

- Shout out on event promotion on Twitter, Facebook and all social media.
- Inclusion in our Blog promotion before and after the event. These blogs are then shared and stored on www.thewomensorganisation.org.uk and our social media channels.
- Verbal endorsements on the event night
- Your banner displayed in the event venue on the night
- Your logo on all materials (flyers, e-flyers, welcome screen on reception TV, holding slides)
- Exhibition space at the event
- Speaking opportunity at the event to highlight your products/services
- Exclusive access to the closed member LinkedIn group for one month where you can have direct conversations (not repeat sales messages) with our club members.

Gold level sponsorship for one 'Special Event' £750 includes:

- Shout out on event promotion on Twitter, Facebook and all social media.
- Inclusion in our Blog promotion before and after the event. These blogs are then shared and stored on www.thewomensorganisation.org.uk and our social media channels.
- Verbal endorsements on the event night
- Your banner displayed in the event venue on the night
- Your logo on all materials (flyers, e-flyers, welcome screen on reception TV, holding slides)
- Exhibition space at the event
- Speaking opportunity at the event to highlight your products/services
- Exclusive access to the closed member LinkedIn group for one month where you can have direct conversations (not repeat sales messages) with our club members.

Platinum level sponsorship (covering a 12 month period) £3000

This is a special sponsorship package in which you would support the Business Club for a twelve month period and contribute to us creating our professional outlook for businesses. Benefits of this package would include all of the Silver and Gold packages at 5 of the regular events, and 1 of the special events, as well as some extra coverage throughout the year through our networks highlighting you as a key supporter.

Please note that sponsorship for individual events would also be open to other businesses so at times you may be one of a few sponsors at an event.

If you are interested in any of our sponsorship packages then please contact businessclub@thewo.org.uk to start the conversation.

Please note:

We will look to match sponsors with the most suitable events depending on the topics/themes and reserve the right to decline the offer if we don't think it fits.

Sponsorship payment would be required up front and promotion would start once we have all of your business details, contacts, and logos.

