



Proudly Present Our Annual Conference

CONNECTING TO SUCCESS

...seize the opportunity

Matrix Hotel, Edmonton, AB
May 3rd & 4th, 2012

Conference Sponsorship Package



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Connecting to Success 2012

Alberta Women Entrepreneurs' fifth annual conference, **Connecting to Success** will take place May 3rd & 4th, 2012 with an Opening Reception on the evening of May 2, 2012, at the Matrix Hotel in Edmonton, AB.

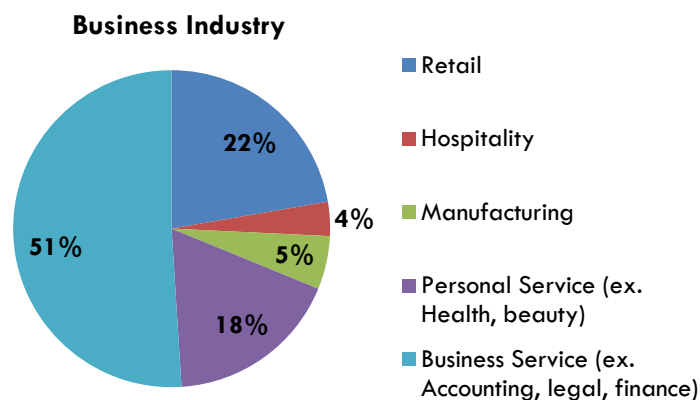
This is a **one-of-a-kind event for established female business owners** to connect in-person with peers and service providers, to learn tactics to improve their bottom line, and to invest in their business success.

Our unique program features entrepreneurs sharing their stories of growth and success.

Who attends AWE's annual conference?

Since 2008, nearly 1000 people have attended our conference. This annual event alternates between Edmonton and Calgary.

- **89%** of attendees are **business owners**
- **59%** have been in business for **1 - 5 years**
- **18%** have been in business for **6 - 10 years**
- **64%** are **over the age of 35**
- **Nearly half** earned revenue **greater than \$250K**
- **2/3** wanted to **grow their business**
- The industries in which businesses in attendance represent are as follows:



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Program Highlights

May 2, 2012 - Evening Opening Reception

An evening of connecting with attendees, speakers, and sponsors.

"Had a wonderful time, met some amazing successful women, and learned new ways to approach business situations"

– 2011 Opening Reception Attendee

May 3 & 4, 2012 – Conference Days

2 full days designed for established female business owners to learn how to grow their businesses and expand their profitability.

- **Fuel Your Passion** - build on the spark that ignited you to be an entrepreneur.
- **Seize the Opportunity** - work on your business and achieve more.
- **Multiply Your Network** - connect in-person with peers and experts.

"I have been to the annual conference every year for three years. I love it! It's a chance to meet women who are just like me."

– Elvie Reinson, Ballast Environmental Consulting Ltd.

Featuring keynote speaker **Jessica Jackley**, Co-Founder of Kiva.org, the world's best known micro-lending website.

About Jessica Jackley:

Jessica is a Founder and former Chief Marketing Officer of Kiva, the world's first peer to peer microlending website. Kiva lets users lend as little as \$25 to poor entrepreneurs around the world, providing affordable capital for them to start or expand microenterprises. Named one of the top ideas of 2006 by *The New York Times Magazine*, and praised by Oprah, Bill Clinton and countless others, Kiva is one of the fastest-growing social benefit websites in history.



Since its founding in 2005, Kiva has loaned nearly \$200 million from lenders to entrepreneurs across 206 countries. (By 2012, total loans on Kiva to the world's working poor are expected to reach \$1 billion.) For all its success, Kiva remains focused on a simple mission to connect people through lending to alleviate poverty, one person at a time.

Currently, Jackley is Founder and CEO of ProFounder, a new platform providing innovative ways for start-ups and small business entrepreneurs in the U.S. to access start-up capital through crowdfunding and community involvement.

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Marketing and Sponsorship Opportunities

Expand your reach by sponsoring Connecting to Success 2012.

- **Gain direct access to a targeted group of decision makers and business owners** who will benefit from your services and products.
 - Extensive promotions to our database of over 13,100 contacts.
 - Active social media campaigns to recognize sponsors and drive traffic to the conference website
- **Be a leader in enabling business growth, market diversity, and economic contribution** in Canada
- **Increase your brand awareness** through online and traditional media campaigns to promote the conference. Promotional activities include:

Television:

- Logo and name mention through on-air promotions and community calendars of major networks

Print:

- Logo in paid advertisement through major local publications
- 1000 brochures directly mailed to clients around Alberta
- Postcards distributed to retail locations in Edmonton and Calgary
- VIP invitations mailed to targeted dignitaries
(Resulting in attendance from Hon. Thomas Lukaszuk, previously Minister of Alberta Employment and Immigration; Hon. Rona Ambrose, Minister of Public Works and Government Services and Minister for Status of Women; and Ed Stelmach, 13th Premier of Alberta, and his wife Marie Stelmach.)

Electronic:

- 5 conference focused e-mailers to over 13,100 contacts
- 2 quarterly e-newsletters that contained feature articles
- AWE promotional partnerships with other entrepreneurial organizations, promoting a minimum of 3 communications to their database
- Over 5,000 visits* (based on 2010-11 statistics) to the AWE Connecting to Success Conference website page containing sponsor logos



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Who Are We?

Alberta Women Entrepreneurs (AWE) is a not-for-profit organization that provides a range of tools to help women across Alberta succeed in business. Since 1995, AWE has supported women in business through repayable loans of up to \$150,000, capacity building, and access to networks and markets. AWE works with our partners to ensure women-owned businesses are recognized as significant contributors to the economy.

For more on AWE and our annual conference, please view the following promotional video:
<http://www.awebusiness.com/pages/Conference/2010ConferenceHighlights.aspx>.

To become a part of this dynamic event please contact:

Tracey Scarlett, CEO

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Marcela Mandeville, Chief Operating Officer

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Presenting Sponsor

Cash Investment
\$10,000

As a Presenting Sponsor of Connecting to Success 2012 your recognition will include:

- Recognition as the conference presenting sponsor;
- Industry exclusivity;
- Recognition in televised and print media opportunities;
- Logo prominently placed on all printed marketing materials, conference program, signage, and projected digitally on screens during the conference ;
- Logo placement on AWE website;
- Advertisement and logo placement in AWE e-newsletters (January – May 2012) and opportunity for 1 article (to a database of over 13,100 viewers);
- Logo placement and recognition on AWE social networks – Facebook, Twitter, LinkedIn (over 6,500 viewers total);
- Emcee acknowledgements during the conference;
- Booth in prominent location during conference;
- Opportunity to provide a door prize and delegate bag item at the conference for added recognition; and
- Opportunity to introduce session
- 4 Complimentary registrations

Hosting Sponsor

Cash Investment
\$5,000

As a Hosting Sponsor of Connecting to Success 2012 your recognition will include:

- Sponsorship linked to **your choice** of: opening reception, conference session, 1 breakfast or 1 lunch;
- Recognition in televised and print media opportunities;
- Logo prominently placed on all printed marketing materials, conference program, signage, and projected digitally on screens during the conference ;
- Logo placement on AWE website;
- Advertisement and logo placement in AWE e-newsletter (January – May 2012) (to a database of over 13,100 viewers);
- Logo placement and recognition on AWE social networks – Facebook, Twitter, LinkedIn (over 6,500 viewers total);
- Emcee acknowledgements during the conference;
- Table in prominent location during conference (limited number available)
- Opportunity to provide a door prize and delegate bag item at the conference for added recognition; and
- 2 Complimentary registrations
- Opportunity to address plenary group

Showcase Exhibitor

Cash Investment
\$1,000

As a Showcase Exhibitor at Connecting to Success 2012 you will have the opportunity to promote your business and services to the niche market of Women Business Owners.

- Tradeshow table in prominent location during the full 2 days of the conference with exposure to approximately 200 women entrepreneurs
- 1 Complimentary registration
- Option to purchase additional registrations at the discounted price of \$450 (regular \$600)

Limited spaces available

For more information on Showcase Exhibitor opportunities, please contact:

Jennifer Hughes, Marketing Coordinator

Alberta Women Entrepreneurs

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jennifer.hughes@awebusiness.com



In-Kind Sponsor

Each year businesses from our community become involved with our event by donating a variety of goods and services needed to make our annual conference a success. For Connecting to Success 2012, we are seeking out the following in-kind services:

- Advertising
- Audio Visual
- Concierge
- Décor
- Door prizes
- Flowers
- Marketing
- Opening reception entertainment/service provider
- Photography
- Printing
- Promotional partners
- Promotional items/products
- Public Relations
- Speakers
- Speaker gifts
- Transportation
- Videography

By donating these goods or services you are contributing to the success of this premier event. For more information on In-Kind Sponsorship and to learn about recognition opportunities, please contact:

Marcela Mandeville, Chief Operating Officer

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