



# HELPING THE **WHOLE** WOMAN THRIVE

WELL-BEING. HOMELIFE. ORGANIZATION. LEADERSHIP. EMPLOYMENT

## THE CHICAGO WOMEN IN BUSINESS CONFERENCE 2023

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BUILD, GROW, AND FLOURISH  
PERSONALLY AND PROFESSIONALLY

[www.cwibconference.com](http://www.cwibconference.com)



# Sponsorship Brochure



*Chicago Women In  
Business Conference 2023*





# About the Conference

## EMPOWERING THE LEADER IN ALL OF US

The Chicago Women in Business Conference is a three-day, curated experience, designed to build, grow and develop the **whole** woman. This trailblazing experience and networking event was created to provide women who do business in Chicago with the tools and resources necessary to achieve sustainable success, both personally and professionally.

Our purpose is to empower our attendees by creating a community dedicated to enhancing each other, our businesses and the individuals who bring them to life. This is a unique opportunity to put your company in front of an audience of women and to show your support for the development of the **whole** woman.

We are bringing together visionary, high-achieving and purpose driven women by providing a platform outside of the workplace to equip, elevate, and transform women from all walks of life, from the inside out.



# About the Conference

## CHECK THE FACTS

Research shows that the overall health and success of women in business are more profitable when women are:

- Represented on leadership teams
- Encouraged to practice self-care
- Provided development opportunities

To fuel the momentum and take advantage of what women in business contribute to the success of organizations, companies and professionals need to recognize that “leaving it at the door” is no longer possible. Especially now, women’s roles in the workplace and at home are much more challenging than ever before.

It’s the reality of corporate America today that:

- One in three women have considered downshifting their careers or leaving the workforce.
- Since the ‘Great Resignation,’ roughly one million women have already left the workforce.
- 75 percent of women struggle with work-life balance and managing competing priorities.





# How We Engage & Inspire Your Brand



## PROMOTE & SHOWCASE

We will have multiple Sponsors & Speakers that will be presenting their brand, company and products to our attendees and professional partners, which can yield potential clients. This will provide businesses and speakers the opportunity to showcase the latest in their services and products, and share their expertise to approximately 600 female professionals.



## NETWORK & CONNECT

The conference will give you an opportunity to connect, network, and build strategic relationships with women in professional and leadership roles throughout the area, and Chicago, and allow you to create lasting partnerships. The coverage, the buzz, and the anticipation will be huge!



## BRAND AWARENESS

Sponsorship is a cost effective way to reinforce your business' brand and build awareness amongst a relevant and targeted audience. Increased marketing opportunities including visibility on the conference website, associated marketing materials, social media outlets pre, post and during the entire conference.

## HOW WE WILL PROMOTE

We will be promoting the event through our extensive database of over 35,000 Female professionals via Eventbrite, Constant Contact, Alignable, Facebook, Twitter, Private Membership Communities, Instagram, LinkedIn, Media Outlets, etc.

## THE ATTENDEES

Approximately 600 attendees will include Entrepreneurs, Leadership, Executives, Healthcare, Lawyers, Marketing Exec's, Females in Tech, Education, Transportation, Government, Hair Stylists, etc.



# Return On Investment... What's In It For You!



## DIVERSITY, EQUITY, INCLUSION + ACCESSIBILITY SUPPORT

Your investment will position your company as one that supports DEIA initiatives throughout the workforce and entrepreneurial marketplace.

## THE ABILITY TO ENGAGE WITH A SPECIFIC DEMOGRAPHIC

The event allows your business to dovetail with local small business owners that are more than the average consumer to purchase your goods or services; they are influencers who will showcase your product to their customers.

## ENHANCED RELATIONSHIPS

Your company will have the opportunity to reach outside of your normal ecosystem. It's your opportunity to build meaningful and long-lasting relationships with small business owners, and professionals.

## BRAND CREDIBILITY

You will receive press and social media mentions before, during, and after the event to a broader target audience.

## FRESH MATERIAL TO EXPAND YOUR CONTENT STRATEGY

The CWB Conference platform and its attendees will share photos, quotes, videos, and blogs, providing you brand exposure to an expanded network. This user-generated content will have greater impact makes it easy for people to tag your business on social media.





# THE STATISTICS



We will promote the event through our extensive database of approximately 35,000 women entrepreneur's and professionals via Eventbrite, Constant Contact, Facebook, Twitter, Instagram, LinkedIn, etc.

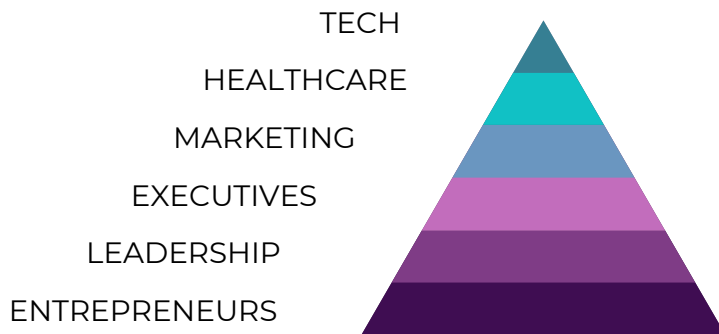
**Email Target** – we send out emails to 22,000 professionals (on a National Demographic Level ) regarding the event; these emails drive traffic back to the event website and social media sites.

## Social Media Stats for All Keynote Speakers:

- Instagram – 2 Million followers
- Facebook –1.83 Million followers

## ATTENDEE PROFESSIONAL HISTORY & DEMOGRAPHICS

- Expected Attendee Headcount - 600



# Sponsorship & Partnership Opportunities

To ensure the success of our event, we are seeking partnerships in the form of financial support and key stakeholders' involvement to support and promote our efforts. With your support and sponsorship investment, you will provide women who do business in Chicago with the tools and resources necessary to achieve sustainable success, both **personally** and **professionally**, as this is a unique opportunity to put your company in front of an audience of approximately 500+ women and show your support for the development of the WHOLE woman.

**Come alongside us. Together, we can show our women leaders – and future women leaders – that they are valued and exceptionally needed in the world!**

- \$50,000 Partner Sponsorship (four available)
- \$25,000 Partner Sponsorship (four available)
- \$15,000 Partner Sponsorships (three available)
- \$10,000 Partner Sponsorship (three available)
- \$5,000 Partner Sponsorship (three available)
- \$2,500 Contributing Sponsorship (unlimited)

## Sponsorship Benefits



Sponsors will be recognized within event-specific promotion and general communications to include: print, digital, and organic and paid social media. Sponsors may also be included in on-site signage, giveaway items, media releases and publications. CWB conference will publish all sponsors in its annual report for the respective fiscal year. As a thank-you for your support, each sponsor will be invited to participate in and attend CWB events either free of charge or at a reduced rate.





# Sponsorship & Partnership Opportunities

The advantage of sponsoring the CWB conference are: Advertising and media, Networking opportunities, Brand Recognition, Sampling and placement of products, Create Brand Ambassadors, Enhanced relationships, Social Media Visibility.

## GENERAL SPONSOR REQUIREMENTS

- There are (2) ways to sponsor - "MONETARILY" or "IN-KIND"
- Provide sponsorship equal to the values listed
- Work with conference organizer to agree on the desired products and services that you will contribute
- Deliver specific goods/products as agreed upon
- Promote the conference via your network and Social Media Outlets

## TYPES OF SPONSORS NEEDED:

- Venue Host Sponsor
- Speaker Sponsor
- Floral/Décor Sponsor
- Stationery Sponsor
- Snack Break Sponsor
- Décor Elements Sponsor – Lighting, Pipe & Drape, Lounge Furniture
- Décor Rental Sponsor – Linens, Chairs, Chargers, etc.
- Lunch Sponsor
- Swag Bag Sponsor
- Audio Visual Package Sponsor
- Entertainment Sponsor for Dinner Cruise
- Swag Bag Partner
- Prize Give-Away Sponsor
- Media/Promotional Sponsor
- Photography
- Videography & MUCH MORE!



# Sponsorship List



- Deejay Services
- Photography Services
- Professional Attendee Headshots
- Make-Up Services (for Speakers only)
- Videography Services
- Floral Décor -Stage Decor/Dinner/General Sessions
- Audio Visual (includes stage lighting)
  - Lighting (up-lighting & gobo)
  - Dance Floor Wrapping
- Transportation
  - Car Service for Out-of-Town Speakers
- Décor Rentals
  - Linens
  - Chargers/Base Plates/Glassware(Dinner Party only)
  - Lounge Furniture Stationery
- Conference Program Books
  - Signage throughout Conference
  - Dinner Stationery (Menus, Table Numbers, etc.)

- Break Food Sponsors
- Breakfast Sponsor
- Lunch Sponsor
- Welcome Party Sponsor
- Speaker VIP Dinner
- Dinner Party Sponsors
- Dessert Sponsor
- Live Interactive Entertainment
- Sponsor an Attendee
  - \$1600.00 Monetary Investment
- Sponsor a Speaker
  - \$2,500.00 Monetary Investment
- SWAG Bag Contents
  - Travel Mugs/Water Bottles
  - Portable Chargers
  - Coffee Mugs
  - Hard-cover Journals/Planners
  - Compact Umbrellas
  - Luggage Tags
  - Edible product

\*\*\*\* Conference organizer must approve all SWAG content; a required sample of the actual item shipped to organizer Stationery





## OTHER SPONSORSHIPS



### VENDOR TABLES \$1500

Vendor tables are available based on an extensive approval process. There are only thirteen (13) spaces available. Use this opportunity to showcase the latest innovations services and products, and showcase your expertise and capabilities to over 600 professionals who can eventually can become your potential customer or partner.

#### 8x8 Table Space for (3) days of the conference

- Single day is \$500; Two days is \$1000
- One 6ft table with a covered linen
- Two chairs at each exhibitor table
- Face-to-face interaction with attendees to showcase your brand, product and/or services
- After the event, you will receive a complete list of all attendees
- Vendor Lunch (only) included
- Post event, a complete list of all exhibitors and sponsors (2-3 day vendors only)
- Does "not" include admission to conference workshops

### ADDITIONAL BOOTH OPTIONS

- Electricity (\$60)
- Additional table (\$40)
- Quarter page ad in event program (\$150)
- WIFI (\$60)

### BROCHURE ADVERTISING

- Full Size Page Size - \$500 - 7.45w x 9.3h
- Half Page Size - \$300 - 4.86w x 6.8h
- 1/4 Page Size - \$150.00 - 3.625 x 4.55h

# MEET THE SPEAKERS



*Patrice Washington*

In 2020, SUCCESS Magazine named Patrice Washington one of 12 Inspiring Black Voices in Personal Development and she continues to be consistently called on for her expertise by national media. As an award-winning intuitive author, transformational speaker, hope-restoring coach, and conscious media personality, Patrice is committed to teaching a holistic approach to life while redefining the term “wealth” back to its original meaning, “well-being”.

Patrice got her start as “America’s Money Maven,” a widely-known favorite personal finance expert, but has since expanded her mission to encourage people to chase purpose, not money. She uses her Certification in Financial Psychology to help the masses get beyond budgets and credit reports and dive into the heart of why we behave the way we do with money. Through her Spirit-led teachings and intuitive guidance, Patrice empowers her community to look at life through the lens of abundance and opportunity, instead of lack and scarcity.

As host of her award-winning “The Redefining Wealth Podcast,” Patrice has built a thriving international community of high-achievers committed to creating a fulfilled life through balancing their careers, home, health, and personal finances. Featured on Forbes.com as one of “15 Inspiring Podcasts for Professionals of Every Stripe,” and highlighted by InStyle Magazine, SUCCESS magazine and Entrepreneur.com, the Redefining Wealth Podcast boasts over 10 million downloads and counting.



# MEET THE SPEAKERS



*Nicole Rhone*

Nicole Rhone is a wife and mother of two who knows firsthand how a lack of fluidity can create barriers for high-performing women in business, keeping them from reaching their next level. After experiencing high stress that led her to the hospital, Nicole knew she needed to make a change and create a life that prioritizes capacity.

As the CEO of Flourishing, LLC., Nicole helps women increase their capacity for sustainable success by learning how to practice self-care, set boundaries, create a work-life balance, and create room for diversity to thrive.

For over a decade, she's established herself as an HR Leader and Capacity Coach through her work with Fortune 500 companies (BMO Harris Bank, Roosevelt University, and Northwestern Medicine to name a few) and the US Department of State. She's supported thousands of employees globally through coaching, leadership training, and cultivating thriving company cultures. Nicole teaches you how to flow between competing priorities, and F.L.O.U.R.I.S.H. by focusing on these core values - Family, Leadership, Openness, Understanding, Respect, Integrity, Self-Care, and Humor.

As the five-star-rated, Flow and Flourish Podcast host, she helps women create space to live in alignment with themselves. The highly sought-after Capacity Coach has shared her mantra "when you flow effortlessly, you flourish tremendously" on NBC Today Show, Soigne + Swank Magazine, ABC7 Chicago, the Redefining Wealth Community with Patrice Washington, Chicago Parent Magazine, and numerous podcasts to help women all over the world create balance between their personal and professional lives.

# MEET THE SPEAKERS



*Aaja Corinne Magee*

Aaja Corinne Magee is the inspirational voice of the Millennial Generation – inspiring hope, activating purpose, creating change, and empowering visionaries for success in the marketplace. She is a graduate of Joseph Business School and the fashion studies department at Columbia College Chicago with more than a decade of professional experience in the fashion, beauty, and communications industries.

As a Chicago-based branding strategist, messaging specialist, and speaker, Aaja Corinne helps purpose-driven entrepreneurs and leaders to become the undeniable choice. She specializes in the art of communication, partnering with clients to bring synergy to their purpose and profession, raise their profile, and increase their influence, so that they are positioned to create an impact on a greater scale.

Aaja Corinne is the host of Purpose Potential™ Podcast and the creator of Purpose Potential™ Mentorship, resources designed to help people of faith with marketplace callings to achieve competitive edge by God design. Prior to joining the pastoral team at Cutting Edge Global, Aaja Corinne served as the Director of Operations at CityPoint Community Church in Chicago, IL for 5.5 years. Her mantra is: “Competition doesn’t exist when you align your brand with purpose.”

# MEDIA PARTNERSHIPS



HERE ARE JUST A FEW OF OUR KEYNOTE SPEAKERS MEDIA PARTNERSHIPS...



CHICAGO PARENT



BLACK ENTERPRISE



lifehacker



Bloomberg



CHICAGO DEFENDER

MarketWatch



Forbes



EBONY



[WWW.CWBCONFERENCE.COM](http://WWW.CWBCONFERENCE.COM)







# SUBMISSION

COMPLETE OUR ONLINE SPONSOR APPLICATION [CLICK HERE!](#)

We're open to all suggestions and would be delighted to partner with you to bring something truly amazing to our CWB professionals that will be in attendance at the conference.

We would be happy to answer your questions and hear your suggestions.

[www.cwbconference.com](http://www.cwbconference.com)

## FOUNDER, NICOLE RHONE

Founder, Chicago Women in Business Conference

Owner, Flourishing LLC

Contact:

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## SOCIAL MEDIA

Instagram: @CWB\_Conferencechi

Facebook: @cwbbconferencechi

LinkedIn: @TBD

