



2021 Rural Women in Business Conference Sponsorship Opportunities

2021 will be the fourth Annual Rural Women in Business Conference and although this event will not be in-person, we are thrilled to offer our first ever virtual event! Please mark your calendars for **Wednesday, June 16th, 2021**.

This year, we are excited to announce that the Crossfield & Airdrie Chamber of Commerce have teamed up to offer this amazing conference. Our goal is to broaden our reach and offer this opportunity to women throughout our region and even our province...one of the benefits of going virtual.

We are proud to announce that we have confirmed our keynote speaker; **Dr. Jody Carrington!** We have also confirmed our workshop leaders.

- Larae Pearson, Leadership Coach
- Tara Pickford, Consultant
- Megan Moore, CEO
- Megan Brett, Accounting.Tax.Advisory
- Jodie Eckert, Community Futures West

We kindly thank you in advance for the consideration of our sponsorship request. Financial support from sponsors like you, help keep ticket prices affordable, offer effective marketing for the event, and add incentives to our registrants. You also help elevate our conference year after year. We cannot put this event on without the generous support of our valued sponsors such as yourself.

Please contact us to secure your 2021 sponsorship today. Please note, sponsorships are sold on a first come, first serve basis.

info@ruralwomeninbusiness.ca | Airdrie Chamber: 403-948-4412

Regards,
The 2021 RWIB Committee

PRESENTING SPONSOR

\$3,500.00

SOLD

Exclusive

Prior to Event

- Presented by (sponsor) on all marketing and promotional materials
- Presenting sponsors logo on all marketing and promotional materials (including but not limited to):
 - Social Media (including paid ads)
 - Print
 - Website (live link to sponsor website)
 - E-marketing to chamber members and past participants
 - Community Events Calendars
 - Paid advertising covered by the event
 - Community partner newsletters and various marketing platforms
 - Alberta Chamber Executives network

Day of Event

- 15 complimentary tickets - Attendees names required by June 9, 2021 (valued at \$750)
- Opportunity to provide a spotlight video during the event (max 1 minute) - video supplied by sponsor (deadline to submit video is June 1, 2021)
- Opportunity to introduce keynote speaker
- Sponsor recognition during opening and closing remarks
- Opportunity to provide sponsor branded gifts bag/box
- Opportunity to have promotional materials placed in attendee bags/box

Post Event

- Thank you e-marketing message to participants and sponsors
- Social Media thank you posts

RECHARGE SPONSOR

\$1,000.00

Three Opportunities Available

- Logo recognition on select marketing and promotional materials (pre and post event)
Marketing and promotional materials (included but not limited to):
 - Social Media (including paid ads)
 - Rural Women in Business Website (live link to sponsor website)
 - E-marketing to chamber members and past participants
 - Opportunity to provide a spotlight video for pre-event social media (max 1 minute) - video supplied by sponsor (deadline to submit video is June 1, 2021)
- 5 complimentary tickets – Attendees names required by June 9, 2021 (valued at \$250.00)
- Opportunity to introduce a workshop presenter during event

- Recognition during open and closing remarks
- Opportunity to have promotional materials placed in attendee bags/box
- Logo recognition on Thank you e-marketing message to participants and sponsors
- Logo recognition on Social Media thank you posts

PAY IT FORWARD TICKET SPONSOR \$1,000.00

One Opportunity Available

- Logo recognition on select marketing and promotional materials (pre and post event)
Marketing and promotional materials (included but not limited to):
 - Social Media (including paid ads) promoting the Pay It Forward Ticket campaign
 - Rural Women in Business Website (live link to sponsor website)
 - E-marketing to chamber members and past participants promoting the Pay It Forward Ticket campaign
- Recognition during open and closing remarks
- Opportunity to have promotional materials placed in attendee bags/box
- Logo recognition on Thank you e-marketing message to participants and sponsors
- Logo recognition on Social Media thank you posts

****Up to 20 complimentary tickets will be gifted to women who cannot afford a ticket due to hardship caused by COVID-19. ****

GIFT BAG SPONSOR

\$750.00 Each

Three Options to Choose From

- 1. Refreshment Sponsor**
- 2. Sweet Treat Sponsor**
- 3. Added Touch Sponsor**

All three options include:

- Recognition on refreshment, sweet treat, or added touch item to be included in the attendee bag/box.
- Recognition during opening remarks
- 3 complimentary tickets – Attendee names required by June 9, 2021 (valued at \$150)
- Logo recognition on Thank you e-marketing message to participants and sponsors
- Logo recognition on Social Media thank you posts

****Opportunity to provide products in trade for sponsorship ****

MEDIA SPONSOR

\$750.00+ In Trade

Five Opportunities Available

- Logo recognition on select marketing and promotional materials (pre and post event)
Marketing and promotional materials (included but not limited to):
 - Social Media (including paid ads)
 - Rural Women in Business Website (live link to sponsor website)
 - E-marketing to chamber members and past participants
- Recognition during opening remarks
- 3 complimentary tickets – Attendee names required by June 9, 2021 (valued at \$150)
- Logo recognition on thank you e-marketing message to participants and sponsors
- Logo recognition on Social Media thank you posts

EMPOWERMENT SPONSORSHIP

\$500.00

Five Opportunities Available

- Name recognition on select marketing and promotional materials (pre and post event).
Marketing and promotional materials (included but not limited to)
 - Rural Women in Business Website
 - E-marketing to chamber members and past participants
- 2 complimentary tickets – Attendees names required by June 9, 2021 (valued at \$100)
- Recognition during closing remarks
- Opportunity to have promotional materials placed in attendee bags/box
- Recognition on Thank you e-marketing message to participants and sponsors
- Recognition on Social Media thank you posts

RESILIENCE SPONSORSHIP

\$250.00

Unlimited Opportunities Available

- Name recognition on select marketing and promotional materials (pre and post event).
Marketing and promotional materials (included but not limited to)
 - Rural Women in Business Website
 - E-marketing to chamber members and past participants
- 1 complimentary ticket – Attendee name is required by June 9, 2021 (valued at \$50)
- Opportunity to have promotional materials placed in attendee bags/box
- Recognition on Thank you e-marketing message to participants and sponsors
- Recognition on Social Media thank you posts

2021 RWIB Sponsorship Commitment Form

Please confirm your 2021 sponsorship commitment by completing the below information.

Please email completed forms to info@ruralwomeninbusiness.ca and once confirmed, an invoice will be sent to you and must be paid by June 1, 2021.

YES I will sponsor the following (please fill out information beside the event you are sponsoring):

RECHARGE \$1,000.00

- Company Name:

- Contact:

- Phone:

- E-mail:

PAY IT FORWARD \$1,000.00

- Company Name:

- Contact:

- Phone:

- E-mail:

GIFT BAG \$750 EACH

or equal amount supplied in product (please circle your first choice)

1. Refreshment Sponsor (\$750)

2. Sweet Treat Sponsor (\$750)

3. Added Touch Sponsor (\$750)

- Company Name:

- Contact:

- Phone:

- E-mail:

MEDIA \$750+

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

EMPOWERMENT \$500

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

RESILIENCE \$250

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

Sponsorship is sold on a first come, first serve basis.

Signature: _____

Date: _____

Please make sure to include a .EPS and a high resolution .JPEG file of your logo and your company website when returning the sponsorship form.

**THANK YOU FOR YOUR CONTRIBUTION TOWARDS THE
2021 VIRTUAL RURAL WOMEN IN BUSINESS CONFERENCE**