



NORTH DAKOTA  
**Women's Business**  
CENTER

**Let's Build Something Great**  
2023-2024 SPONSORSHIP GUIDE





## CONNECT WITH CHRISTY

### A WORD FROM NDWBC'S EXECUTIVE DIRECTOR CHRISTY DAUER

At NDWBC, we believe that building up a strong workforce, vibrant businesses, and a thriving community must include training and equipping women to be their best when it comes to business ownership. We know that investing in women is investing in the economic health of the community and state, which is why we partner with businesses and organizations like yours to ensure their success and sustainability.

### OUR ASK

Over 40% of North Dakota small businesses are women-owned and when they succeed, families, communities, and the economy are stronger. NDWBC has been helping women advance their business and leadership skills for over 20 years. We understand that not knowing the next step in business can be overwhelming. That's why we give our clients the tools and training they need to take their ventures to the next level. We enjoy seeing people we work with build confidence, connect with their peers, and achieve their business goals. Ultimately, what's good for small business owners is good for North Dakota.

NDWBC is the leading voice, resource, and partner for women business owners; and we invite you to join us in supporting their growth and development because when women business owners succeed, we all win! Please review the following information. If our work aligns with your organization's values and you're excited to support our efforts, you can simply fill out the back page or we can work together to customize a package that best fits your needs and budget. If you have any questions, please call 701-353-5114 to talk with Advocacy Director Laiken DeMorrett or email her at [laiken@ctbnd.com](mailto:laiken@ctbnd.com).



## OUR MISSION

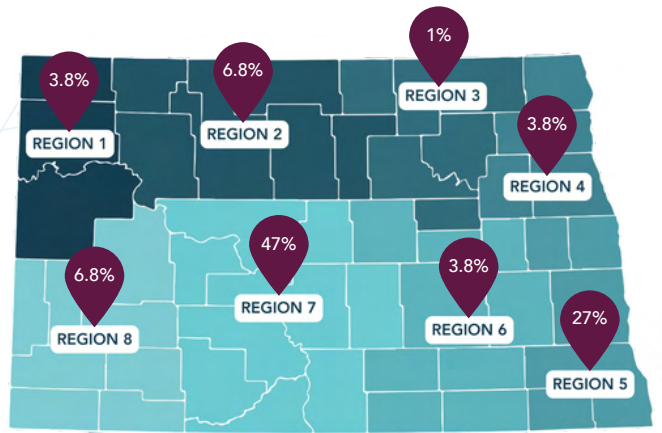
AMPLIFY THE ECONOMIC VOICE OF WOMEN BUSINESS OWNERS THROUGH ADVOCACY AND ACCESS TO CRITICAL RESOURCES

- IMPACTFUL CONNECTIONS
- BREAKING DOWN BARRIERS
- ENHANCING CREDIBILITY + ACCESS TO OPPORTUNITIES

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% CLIENTS SERVED PER REGION

# IMPACT AT A GLANCE

FY 2022-2023

MENTORING + COACHING	UPSKILLING + CONNECTING	ADVOCATING + AMPLIFYING
<b>40</b> NEW BUSINESS STARTED	<b>7</b> COMMUNITIES VISITED	<b>75</b> CERTIFIED WOMEN-OWNED BUSINESSES
<b>22</b> INTENSIVES PARTICIPANTS GRADUATED	<b>63</b> # OF WORKSHOPS TRAINED	<b>70+</b> FREE RESOURCES DEVELOPED
<b>182</b> # CLIENTS COACHED	<b>566</b> CLIENTS TRAINED	<b>80+</b> BUSINESS FUNDING OPPORTUNITIES SHARED
<b>1.5K</b> COACHING HOURS LOGGED	<b>7.5K</b> HOURS TRAINED	<b>130</b> BUSINESSES SPOTLIGHTED

Business owners from across the state gathered in Medora for two days of learning and business development at our annual Summit, scheduled this year for May 1-3.



# NDWBC'S REACH

## FACEBOOK

5.5K  
Fans

26K  
Avg. Post Impressions

## INSTAGRAM

1K  
Followers

3.5K  
Avg. Post Impressions

## LINKEDIN

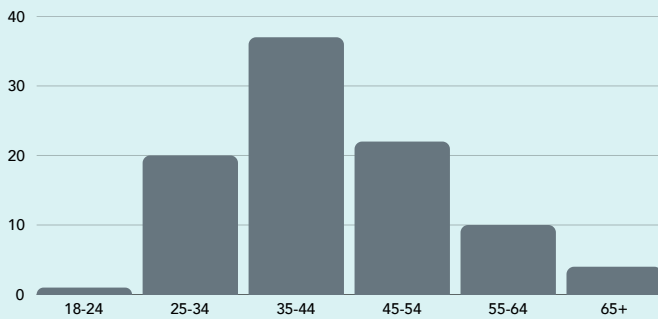
923  
Followers

3.5K  
Avg. Post Impressions

(NDWBC's Social Media Analytics)

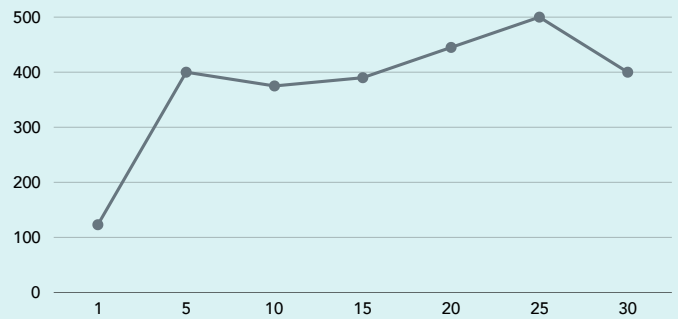
## TARGET AUDIENCE

Total Facebook Followers | 94% Women



## WEBSITE OVERVIEW

Last Month | 2,100 Visits



## KEY DEMOGRAPHICS

### CLIENTS BY GENDER

73% FEMALE

### RURAL CLIENTS

69% RURAL

## CLIENT SPEND



## NDWBC EMAIL LIST

7.8k  
SUBSCRIBERS

7.4k  
MONTHLY SENDS

89k  
ANNUAL SENDS

42  
% OPEN RATE

# ANNUAL PARTNERS - \$50,000

We invite partners who share our commitment to driving economic growth. At the heart of our mission is the belief that fostering economic strength leads to individual and community prosperity. Join us in this transformative journey as we seek like-minded allies dedicated to making a lasting impact on the entrepreneurship landscape for all. Together, we can build a foundation that uplifts individuals, strengthens communities, and shapes a future where success knows no bounds. Explore the possibilities of collaboration and become a catalyst for positive change.

## Premier Partner Recognition

Recognition on signature programs at each event and in the annual report prominently featuring your name and logo, demonstrating our shared commitment to equity and the success of women business owners.

## Exclusive Branding Opportunities

Enjoy exclusive logo placement on all event promotional materials, including banners, posters, and digital media. Plus, you'll be able to host 1 workshop, panel discussion, or presentation during the Summit or another signature event, showcasing your expertise (first come, first served).

## Guaranteed Event Tickets

Receive 2 tickets to each signature event. Share these with your employees, clients, or other honored guests as you see fit.

## Exclusive Advertising/Booth Space

Booth space in high-traffic areas at in-person event venues to showcase your products or services at our annual Summit.

## Dedicated Content Creation

Create promotional content featuring your involvement and support, such as welcome videos, blog posts, or interviews to be shared on NDWBC socials, websites, and newsletters. Limit two per year.

## Networking Opportunities

Participate in high-level networking opportunities, including introductions to other major supporters, board members, or industry influencers.

## Annual Analytics and Reports

Get event analytics and other data, showcasing your impact, reach, and return on investment in NDWBC's annual report. Includes recognition as a major donor within the report.

## Branded Giveaways and Merchandise

Provide branded giveaways, merchandise, and promotional materials for in-person events.

## Customized Perks

Enjoy Flexibility Perks to align and partner with NDWBC to meet specific goals and interests when applicable.

## A Seat at the Table

One seat on the NDWBC Advisory Committee where you can connect with, support, and gain insights from private conversations with North Dakota's women business owners and stakeholders.

## Women's Business Summit - A VIP Experience

- Customized Event Components - Work with NDWBC staff to maximize your touch points. Create custom event components or activities based on your preference and availability. For example, brand the lounge area or get naming rights to your preferred spark session at Summit.
- Recognition at Pre-Event Activities - Enjoy special callouts during pre-event activities, such as a pre-Summit welcome social.

## GET THE CONVERSATION STARTED

TELL YOUR NDWBC REPRESENTATIVE HOW YOU SEE NDWBC'S PROGRAMMING ALIGNING WITH YOUR DONATION TODAY.



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# 2024 EVENTS CALENDAR

## MAIN EVENT

MAY 1-3 2024 - WOMEN'S BUSINESS SUMMIT  
MEDORA, NORTH DAKOTA

## STRONG WOMEN, STRONG CONNECTIONS

FRIDAY JAN 2024 @ 8:30 AM CST | MINOT  
FRIDAY MAR 2024 @ 8:30 AM CST | WAHPETON  
FRIDAY JUN 2024 @ 8:30 AM CST | WATFORD CITY  
FRIDAY AUG 2024 @ 8:30 AM CST | FARGO  
FRIDAY SEPT 2024 @ 8:30 AM CST | BISMARCK

## INTENSIVES COURSES (ONLINE)

SPRING 2024 CHILDCARE INTENSIVES  
SPRING 2024 RETAIL INTENSIVES

## ABOUT OUR PROGRAMMING

NDWBC is proud to offer best-in-class programming to women business owners in North Dakota.

Our programming is often described as positive, uplifting, and engaging. In a high-trust environment, we often feature previous clients, community leaders, and subject matter experts who speak on their raw experience of navigating business ownership. We provide opportunities for small group interactions and peer-to-peer mentoring.

Our goal is to help business owners make impactful connections that help them overcome internal and external barriers to their ownership journeys. NDWBC works to understand our client's unique challenges and develops programming specific to their needs.

nd  
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WOMEN'S  
BUSINESS  
SUMMIT

1

PROGRAMS

67

AVERAGE  
ATTENDANCE

*This annual two-day event is designed for women business owners to accelerate business growth and deepen connections through hands-on training and strategic networking.*

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STRONG  
WOMEN  
STRONG  
CONNECTIONS

6

PROGRAMS

38

AVERAGE  
ATTENDANCE

*During SWSC, attendees engage with a panel of local business owners about their experiences in ownership, explore challenges and solutions, and make connections with peers and other business resources who can help them move forward on their business journey.*

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INDUSTRY  
INTENSIVES

2

PROGRAMS

14

AVERAGE  
ATTENDANCE

*Designed to help small business owners grow and make informed decisions, these fast-paced virtual programs help current business owners re-think or re-imagine their current processes.*



# EVENT SPONSORS

Build your brand and contribute to the vibrancy of North Dakota when you sponsor an NDWBC event for small business owners. See our comprehensive list and calendar of select events. Below is a chart of our giving levels and associated benefits offered per event. See the following page to dive into your benefits. On the last page, select which event and the level you want to contribute at. Once complete, send it back to your NDWBC representative. If you have any questions, reach out. We are excited to work with you to support our state's entrepreneurs!

Benefits	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
	Small Business Champion (Limit 5)	Growth Accelerator (Limit 10)	Startup Supporter	Business Booster	Community Champion

Tax Deductible Investment	✓	✓	✓	✓	✓
Logo Placement + Brand Exposure	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓
Event Recognition	✓	✓	✓	✓	✓
Event Tickets	✓	✓	✓	✓	
Inclusion in Program (*Summit Only)	✓	✓	✓	✓	
Booth Space (*Summit Only)	✓	✓	✓		
Email Newsletter Recognition	✓	✓	✓		
Event Webpage Recognition	✓	✓			
Recognition + Speaking Opportunity	✓	✓			
Video Feature	✓	✓			
Networking Opportunity	✓				
Participation in Workshop, Round Table or Panel	✓				
Customized Thank You Video	✓				
Press Release Inclusion	✓				
Annual Report Inclusion	✓				

# EVENT SPONSOR - TERMS

Small Business Champion - \$10,000  
Growth Accelerator - \$7,500  
Startup Supporter - \$5,000  
Business Booster - \$2,500  
Community Champ - \$1,000

## Logo Placement and Brand Exposure

Prominently feature your logo on NDWBC's website and promotional materials related to select event/s, including logo placement on select banners, posters, and digital marketing.

## Social Media Recognition

Shout out on social media channels, including post-event thank you, mention, and tag.

## Acknowledgment During Event

Be recognized during selected event(s) with verbal thanks, on-screen mentions, and/or signage.

## Event Tickets or Registrations

2 Complimentary tickets or registrations per select event for you and/or guests.

## Inclusion in Annual Summit Program

Business advertisement in the annual Women's Business Summit program - includes a brief business description.

## Exhibit or Booth Space (Summit ONLY)

Host booth space and showcase your products or services.

## Email Newsletter Inclusion

Prominent logo placement in NDWBC's email newsletters to NDWBC subscriber list.

## Event Webpage Recognition

Annual logo placement on the event webpage.

## Recognition and Speaking Opportunities

Get public acknowledgment and the opportunity to deliver a welcome during your select event(s). First come, first served.

## Video Feature

Submit your 30-second video for pre-marketing efforts and during select event(s), including placement in newsletters and social media.

## Networking Opportunities

Access networking opportunities with other sponsors, donors, and stakeholders at select event(s).

## Participation in Workshops, Roundtables, or Panels

Be involved and be viewed as an expert on the stage during a workshop, panel, or discussion related to our cause, programming, or select event.

## Customized Thank-You Video

Get a personalized NDWBC video to your inbox thanking you for your support to share on media platforms of your choice.

## Press Release Inclusion

Be seen in our press releases and media coverage related to the select event or campaign with name and/or logo placement.

## Recognition in Annual Report

Logo on our partner page and listed supporter in NDWBC's annual report, demonstrating a shared commitment to our mission.



# CONTRACT

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PROGRAM

QUANTITY  
(IF MORE THAN 1)

- Annual Partnership
- Strong Women, Strong Connections (5)
  - Minot       Wahpeton       Watford City
  - Bismarck       Fargo
- Industry Intensives (2)
- Women's Business Summit

\_\_\_\_\_

\_\_\_\_\_

## SPONSORSHIP LEVEL

- Small Business Champion - \$10,000 *(per event)*
- Growth Accelerator \$7,500 *(per event)*
- Startup Supporter \$5,000 *(per event)*
- Business Booster \$2,500 *(per event)*
- Community Champion \$1,000 *(per event)*

TOTAL  
\$ \_\_\_\_\_

THANK YOU FOR YOUR SUPPORT

**Complete the form online!**

Or an invoice for this contract will be sent within 30 days of submission. Make check payable to Women & Technology dba NDWBC. Please contact us with questions or special billing requests.

Billing Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Please Invoice By Email: \_\_\_\_\_

For more information on partnerships, please call 701-353-5114 or email [laiken@ctbnd.com](mailto:laiken@ctbnd.com) to talk with Advocacy Director Laiken DeMorrett.



NDWBC is a 501(c)(3) founded in early 2000 in Bismarck, North Dakota. When the organization was founded, our goal was to develop simplified computer materials for use in rural small businesses and to teach owners to utilize technology as a business tool. Over the last two decades, NDWBC has evolved to provide a variety of programs, trainings, events, and other support services statewide to equip our clients with the tools and opportunities to move forward in business.

**North Dakota Women's Business Center**  
www.NDWBC.com | info@ctbnd.com | 701-223-0707



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