



NAWBO
SACRAMENTO VALLEY
National Association of Women Business Owners

**Corporate
Partnerships
2025**

A Letter From Our President



What Corporate Partnerships Means to Women in Business—and Your Business

Thank you for considering a corporate partnership with the Sacramento Valley chapter of the National Association of Women Business Owners (NAWBO). I appreciate the opportunity to connect and partner with your company to advance women in business—a group growing in size, buying power and political influence.

Nationally, NAWBO is the unified voice for over **14 million women-owned businesses** employing **12.2 million workers** and generating **\$2.7 trillion in revenue**. Women-owned businesses account for nearly **40 percent of all businesses** in the U.S.—growing at **4.5 times the rate of all others**. California is among the **Top Five states** in the nation for women-owned business, with the support for women in business correlating to a positive state economy.

“While we’ve seen new mentorship and networking programs emerge, specialized grants, and other services to help support the growth of women-owned businesses, we must continue to do more. By working together, we can create an environment where women can make an even greater impact on the economy and for themselves,” said President and CEO of Women Impacting Public Policy, Angela Dingle.

We want to work together with you to make that happen. A corporate partnership with NAWBO Sacramento Valley translates to your commitment to investing in women-owned business in our community. Your support gives our members access to education, resources and support to start, build and grow their businesses. And you get the opportunity for:

- **Brand Awareness.** Get your brand acknowledged as a supporter of women in business.
- **Member Engagement.** Meet our members and share your products/services.
- **Community Impact.** Join us in making a difference in our communities.

Based on partner feedback, we recently revamped our corporate partnership program furthering partnership goals, enhancing benefits and defining deliverables. Please take a look at this document to learn more. For more detailed information, contact our Board Co-Chairs for Corporate Partnerships, Christy Serrato and Nicole Townsend, at partnerships@nawbo-sac.org.

Thank you,
Christina Dixon
President

About Us

Chapter Board

President
Christina Dixon

Immediate Past President
Liliana Bernal

Secretary
Ashley Wada

Treasurer
Rosie Gonzales-Reiff

Board Chairs

Corporate Partnerships
Christy Serrato/Nicole Townsend

Community Outreach
Twiana Armstrong/Maria Soria

DEI & Governance
Tracy Jackson

Marketing
Natisha Livingston

Media Relations
Tia Gemmell/Kristen Simoes

Membership
Tamare Fleury/Kim McLaughlin

Next Gen
Veronica Jarboe/Tonya Said

Programs
Olivia DeGennaro/Morgan Gonzales

Public Policy
Laurie Kammerer/Erica Quarles

Our volunteer board members are all women in business, budding entrepreneurs, start-up founders and multi-unit business owners who have experience and a desire to collectively empower others.

A corporate partnership with NAWBO Sacramento Valley shows your company's commitment to investing in women-owned business in our community.

The More Support. The Greater Impact.

Even though women own nearly **40 percent** of businesses nationally, they account for **9.2%** of the workforce and **5.8%** of revenue, according to the **2024 Wells Fargo Impact of Women-Owned Business Report** conducted with Ventureneer, CoreWoman and Women Impacting Public Policy (WIPP).

Your support gives our members access to education, resources and support to start, build and grow their businesses in our community.

How our corporate partners benefit

Brand Awareness.

Brand acknowledgement as a supporter of women in business.

- Media, social media and email blasts
- OWL Awards Gala
- NAWBO website

Member Engagement.

Meet our members and share products/services available to them through:

- Quarterly Business Builders
- Monthly Lunch & Learns
- Monthly Thirsty Thursdays

Community Impact.

Join us in making a difference in our communities.

Check out our community partners.

Partnership Levels



Visionary. Forge our success with us.
\$15,000 annually



Influencer. Strengthen our voice with us.
\$12,500 annually



Cultivator. Grow our numbers with us.
\$10,000 annually



Promoter. Amplify our impact with us.
\$7,500 annually



Supporter. Support our cause with us.
\$5,000 annually



Visionary Partnership Details

BRAND AWARENESS

Collaborative PR/Social Media Campaign

- Year-long promotion
- Monthly social media posts
- Two email marketing blasts
- One video spotlight
- One PR pitch
- Listed as partner in footer of NAWBO emails

OWL Presenting Partner

- Visionary-level partner promotion pre-event and at OWL VIP reception and gala
- OWL VIP gala reception tickets (4)
- OWL award gala table (10)
- Award presentation/video
- Branded event options

Marketing Presence

- Logo with link on NAWBO Sacramento Valley website
- One feature story on NAWBO website
- Commitment to share and/or pitch partner news aligned with NAWBO goals

MEMBER ENGAGEMENT

New Member Orientation

- Option to host on-site at your location or a NAWBO member location
- Presentation to NAWBO audience (5 min.)
- Post-event report

Quarterly Business Builder

- Option to be a presenting event sponsor with event introduction
- Serve as a moderator, panelist or presenter
- Two tickets to Business Builder events
- Post-event report

Lunch & Learn and Thirsty Thursday (1 each per year)

- Event introduction
- Branding on email invite, social media and at event
- Swag featured at NAWBO event table
- Post-event report

COMMUNITY IMPACT

NAWBO-Sponsored Events

- High School Pitch Contest partner, with judging seat
- NAWBO Advocacy Day
- For Women, By Women Capital Summit
- NAWBO Gives Back event

Partner-Sponsored Events

- Promote partner volunteer opportunities
- Participate jointly in community events
- Leverage NAWBO Sacramento Valley brand and/or website link on partner website

Other Engagement

- Complimentary invites to NAWBO Sacramento Valley hosted events
- Access to the NAWBO member list (up to four times a year)



Influencer Partnership Details

BRAND AWARENESS

Promotional Spotlight

- Presenting partner for one month of events
- Named as event partner on pre-event emails, invites, posts and post-event posts
- Weekly social posts
- Partner-authored blog

OWL Presenting Partner

- Influencer-level partner promotion pre-event and at OWL VIP reception and gala
- OWL VIP gala reception tickets (2)
- OWL award gala table (8)
- On-screen presence
- Branded event options

Marketing Presence

- Logo with link on NAWBO partnerships webpage
- Swag featured at NAWBO event table
- Commitment to share and/or pitch partner news aligned with NAWBO goals

MEMBER ENGAGEMENT

Quarterly Business Builder

- Option to be a presenting event sponsor
- Serve as a moderator, panelist or presenter
- Two tickets to Business Builder events
- Post-event report

Lunch & Learn and Thirsty Thursday Sponsor

- Event introduction
- Branding on email invite, social media and at event
- Swag featured at NAWBO event table
- Post-event report

Other Engagement

- Complimentary invites to NAWBO Sacramento Valley hosted events
- Access to the NAWBO member list (up to three times a year)

COMMUNITY IMPACT

NAWBO-Sponsored Events

- High School Pitch Contest partner, with judging seat
- NAWBO Advocacy Day
- For Women, By Women Capital Summit
- NAWBO Gives Back event

Partner-Sponsored Events

- Participate jointly in one community event
- Leverage NAWBO Sacramento Valley brand and/or website link on partner website



Cultivator Partnership Details

BRAND AWARENESS

Promotional Spotlight

- Presenting partner for one NAWBO event
- Named as event partner on pre- and post-event NAWBO emails and social
- Spotlight on a topic aligned with the NAWBO audience

OWL Presenting Partner

- Cultivator-level partner promotion pre-event and at OWL VIP reception and gala
- OWL VIP gala reception tickets (2)
- OWL award gala tickets (6)
- Stage acknowledgement

Marketing Presence

- Logo with link on NAWBO partnerships webpage
- Commitment to share and/or pitch partner news aligned with NAWBO goals

MEMBER ENGAGEMENT

Event Opportunities

- Choose one a) Networking Lunch & Learn b) Business Builder
- Event introduction, panelist or moderator
- Branding as partner on event promotion
- Post-event summary

Other Engagement

- Complimentary invites to NAWBO Sacramento Valley hosted events
- Access to the NAWBO member list (up to two times a year)

COMMUNITY IMPACT

NAWBO-Sponsored Events

- NAWBO Advocacy Day
- For Women, By Women Capital Summit
- NAWBO Gives Back event

Partner-Sponsored Events

- Promote volunteer opportunities
- Leverage NAWBO Sacramento Valley brand and/or website link on partner website



Promoter Partnership Details

BRAND AWARENESS	MEMBER ENGAGEMENT	COMMUNITY IMPACT
Promotional Spotlight <ul style="list-style-type: none">• Social media posts (4)• Listed as partner in footer of NAWBO emails	Event Opportunities (1) <ul style="list-style-type: none">• Choose from available a). Networking Lunch & Learn or b). Thirsty Thursday• Event introduction• Branding as partner on event promotion• Business Builder panelist• Post-event summary	NAWBO-Sponsored Events <ul style="list-style-type: none">• NAWBO Gives Back event
OWL Presenting Partner <ul style="list-style-type: none">• Promoter-level partner promotion pre-event and at OWL VIP reception and gala• Logo placement on event marketing materials• OWL VIP gala reception tickets (2)• OWL awards gala tickets (4)	Other Engagement <ul style="list-style-type: none">• Complimentary invites to NAWBO Sacramento Valley hosted events• Access to the NAWBO member list (once a year)	
Marketing Presence <ul style="list-style-type: none">• Logo on NAWBO Sacramento Valley corporate partners webpage		



Supporter Partnership Details

BRAND AWARENESS

Promotional Spotlight

- Social media posts (2)

MEMBER ENGAGEMENT

Event Opportunities

- Thirsty Thursday presenting partner (1)
- Event introduction
- Business Builder panelist (1)
- Branding as partner on event promotion
- Post-event summary

COMMUNITY IMPACT

NAWBO-Sponsored Events

- NAWBO Gives Back event

OWL Presenting Partner

- Supporter-level partner promotion pre-event and at OWL VIP reception and gala
- Name included on event marketing materials
- OWL VIP gala reception tickets (1)
- OWL awards gala tickets (2)

Other Engagement

- Complimentary invites to NAWBO Sacramento Valley hosted events
- Access to the NAWBO attendee list of partner-sponsored event

Marketing Presence

- Logo on NAWBO Sacramento Valley corporate partners webpage

Contact Us



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Christina Dixon

Chapter President
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