



**NAWBO**  
SACRAMENTO VALLEY  
National Association of Women Business Owners

# **Partnership Options 2025-2026**

# 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 recognition 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.

New this year, in addition to our annual partnership opportunities, we have an a la carte menu of partnerships. Please review this document to learn more. For more detailed information, contact our Board Chair for Corporate Partnerships, Nicole Townsend, at **[partnerships@nawbo-sac.org](mailto:partnerships@nawbo-sac.org)**.

Thank you,  
Christina Dixon  
President

# About Us

## Chapter Board

President  
Christina Dixon

Immediate Past President  
Liliana Bernal

President Elect  
Nicole Townsend

Secretary  
Ashley Wada

## Board Chairs

Corporate Partnerships  
Nicole Townsend

Community Outreach  
Tia Gemmell

DEI & Governance  
Tracy Jackson

Marketing  
Natisha Crockett/Cindy Hill

Media Relations  
Tia Gemmell/Kristen Simoes

Membership  
Cora Lynn Alvar/Kim McLaughlin

Next Gen  
Christina Dixon

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 recognition as a supporter of women in business.

## **Member Engagement.**

Meet our members and share products/services available to them.

## **Community Impact.**

Join us in making a difference in our communities.

# Annual Corporate Partnership Options



## Visionary Partner. Forge our success with us. (\$15,000/year)

- **Brand Awareness.** Premier recognition across all chapter marketing channels including a website profile, e-news features and social media posts, shares and tags.
- **Member Connection.** Featured as Visionary-level, presenting sponsor of our four signature events, in addition to our annual OWL Gala with four VIP reception tickets, branded event table for 10, 360 photo booth sponsor or similar branded event experience, award presentation for one category and ½-page event program ad.
- **Community Impact.** Exclusive role in Next Gen initiatives such as the annual high school pitch contest and college partnerships, our bipartisan Advocacy Day and local community engagement projects.



## Influencer Partner. Strengthen our voice with us. (\$12,500/year)

- **Brand Awareness.** Prominent recognition with chapter website logo, e-news mentions, social media shares and tags.
- **Member Connection.** Featured Influencer-level sponsor of three of our signature events, in addition to our OWL Gala with two VIP reception tickets, branded event table for eight, one shared branded event experience, ½-page event program ad and logo on screen.
- **Community Impact.** Recognized supporter of Next Gen initiatives, our bipartisan Advocacy Day and local community engagement projects.



## Cultivator Partner. Grow our numbers with us. (\$10,000/year)

- **Brand Awareness.** Recognition across core chapter marketing including website, e-news logo, and social media tags.
- **Member Connection.** Featured Cultivator-level sponsor of two signature events, in addition to our OWL Gala with two VIP reception tickets, branded event table for eight, ¼-page event program ad and logo on screen.
- **Community Impact.** Partner in Advocacy Day activities and local community engagement projects.



## Promoter Partner. Amplify our impact with us. (\$7,500/year)

- **Brand Awareness.** Recognition in chapter communications such as logo on website, select e-news mentions, periodic social media.
- **Member Connection.** Featured Promoter-level sponsor of one signature event, in addition to our OWL Gala with two VIP reception tickets, four gala tickets, 1/8-page event program ad and logo on screen.
- **Community Impact.** Acknowledged partner in community service and advocacy-related events.



## Supporter Partner. Join our cause with us. (\$5,000/year)

- **Brand Awareness.** Logo placement on chapter website and in e-news.
- **Member Connection.** Featured Supporter-level partner for our OWL Gala with one VIP reception ticket, two Gala tickets, logo on screen and event print program.
- **Community Impact.** Recognition as a contributing partner to advocacy and community engagement efforts.



# OWL Awards Partnership Options

Imagine the ability to reach 400+ business owners, decisionmakers and trailblazers during a night of celebration of outstanding women leaders! **Secure by Dec. 15, 2025 for full marketing benefits!**

## **Platinum OWL Partner (1 opportunity at \$10,000)**

- Visionary-level partner promotion pre-and post-event marketing
- OWL VIP reception presenting sponsor and tickets (4)
- OWL Gala VIP table (10)
- OWL Gala red carpet sponsor
- Logo on screen and ½-page ad in printed event program

## **Gold OWL Partner (1 opportunity at \$7,500)**

- Influencer-level partner promotion pre-and post-event marketing
- OWL VIP reception sponsor recognition and tickets (2)
- OWL Gala branded table (8)
- OWL Gala Dance Party sponsor
- Logo on screen and ½-page ad in printed event program

## **Silver OWL Partner (2 opportunities at \$5,000 each)**

- Cultivator-level partner promotion pre-and post-event marketing
- OWL VIP reception tickets (2)
- OWL Gala branded table (8)
- OWL Gala event program
- Logo on screen and ¼-page ad in printed event program

## **Bronze Partner (unlimited opportunities at \$3,500 each)**

- Promoter-level partner promotion pre-and post-event marketing
- OWL VIP reception tickets (2)
- OWL Gala branded table (8)
- Logo on screen and ⅛-page ad in printed event program

## **Branded Table Sponsor (\$2,500 each)**

- OWL Gala branded table (8)
- Pre-event and print logo placement
- A ⅛-page ad in printed event program

## **Event Program A la Carte Ad Prices**

- ½-page, \$750
- ¼-page, \$400
- ⅛-page, \$250

### Four events each year:

- Two Women in Business Wellness events (Fall/Spring)
- One women's business conference (Spring)
- One Advocacy event (Fall)

# Signature Events Partnership Options

Our unique programming created based on what our members tell us they want!

### Presenting Partner (1 opportunity, pricing may vary by event)

- Title recognition: *"Signature Event presented by [Sponsor Name]"*
- Logo in pre- and post-event promotion
- Speaking opportunity
- Dedicated social media post as presenting partner
- 4 complimentary event tickets

### Meal Sponsor (1 opportunity pricing may vary by event)

- Logo on event signage and programs
- Recognition at meal
- 2 complimentary tickets

### Experience Sponsor (1 opportunity pricing may vary by event)

- Logo on event signage and programs
- Recognition as gift bag sponsor
- 1 complimentary ticket

## A la carte partnership options

### Monthly In-Person Meetups, \$2,500 for one year

- Pre- and post-event promotion and recognition
- Logo on signage + opportunity for sponsor remarks (2-5 min.)

### Virtual Lunch & Learn Sponsor, \$1500 for one year

- Pre- and post-event promotion and recognition
- Logo on registration and intro mention

### Scholarship Sponsorships, 10 for \$1500

- Scholarships awarded to Next Gen members, selected by the NAWBO executive committee

**Make you're a la carte selection!**

**Only one of each available!**



# Contact Us



## Nicole Townsend

Partnerships Chair & President Elect  
[partnerships@nawbo-sac.org](mailto:partnerships@nawbo-sac.org)



## Christina Dixon

Chapter President  
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