



September 1, 2009

Dear Prospective NAWBO-OC Corporate Partner:

The economic engine of our country is small business! The Orange County Chapter of the National Association of Women Business Owners (NAWBO-OC) is one of the drivers for turbo-charging our county. We offer valuable Corporate Partnerships with companies so that, together, we will continue our shared missions to position women business owners for profits, power, and the passionate pursuit of excellence in the communities we serve.

We recognize that you care about the same business opportunities and issues that motivate the 400 members of NAWBO-OC – the *largest and most dynamic* chapter in the 8,000 member national NAWBO organization. We will demonstrate how valuable your investment in building a relationship with us will be to enrich your community connections and marketing efforts to reach women business owners and their employees throughout Orange County.

Our theme this year is “Connecting for Success – Building Real Relationships to Build Real Businesses.” We welcome the opportunity to get to know you, understand your business initiatives and be able to align them with the optimal Corporate Partnership benefits NAWBO-OC has to offer you.

While our Corporate Partnerships are designed to provide benefits year round, our signature event is the 14th Annual 2009 Remarkable Women Awards dinner and presentation on Thursday, October 15th at the Hilton, Costa Mesa. Publicity opportunities in the months before, during and after the event provide additional and immediate visibility for those corporate partners *who make investment commitments in August*. “Inspiration - Courage - Hope” is our theme and will honor three outstanding women business owners in the categories of: Lifetime Achievement, Business Owner of the Year and Entrepreneur to Watch. Based upon reservations already received, we expect this event of 500+ to sell out!

The annual Corporate Partner benefits and a few facts about our organization are outlined on the attachments that follow. The publicity for our 14th Annual 2009 Remarkable Women Awards is underway and will continue through October as part of Remarkable Women Month!

A member of the Corporate Partners Committee that includes Marieanne Burley, Layna Browdy, Kristen McAlister and President-elect, Kathy Dawson, would be delighted to connect with you to arrange a meeting regarding your organization’s desires and expectations and to explore the best NAWBO-OC partnership level to support your business objectives. Please contact Andrea Messina, NAWBO-OC’s Administrator, at 714-630-2983 or by email at membership@nawbo-oc.org and one of the Corporate Partner committee will be in touch.

We look forward to welcoming you as one of our valued partners!

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Z. Gifford'.

Karen Z. Gifford
President – NAWBO-Orange County

Attachments: Corporate Partners Offerings and Benefits
NAWBO Facts
Remarkable Women Honorees



POWER YOUR DREAM

2009-2010
Corporate Partnership
Opportunities

Contact Andrea at NAWBO-OC: (714) 630-2983 phone • (714) 632-5405 fax
executivedirector@nawbo-oc.org



Corporate Partnership Opportunities • 2009-2010

**Awards****Empowering Events**
INSPIRATION | COURAGE | HOPE

▶ What we Know:

- NAWBO-OC is the county's premier business engine, accelerating the growth and buying power of 400 women business owners.
- The Remarkable Women Awards is the most inspirational event in the county: celebrating the passion, courage and determination of women business owners.
- While other organizations are shrinking, NAWBO-OC is *growing*.

▶ What that Means:

- Now's the time to capitalize on our success and take the Remarkable Women event up to a whole new level!
- In 2009, Remarkable Women will offer:
 - More energy | More inspiration | More continuity
 - More opportunity and value
 - For our Members
 - For our Corporate Partners
 - For our Honorees, and
 - For our Guests

▶ Here's How:

- NAWBO-OC will declare October as "Remarkable Women Month"
 - Through a County Supervisors' proclamation
 - Engaging media interest
 - Coordination with 20+ other professional, civic and philanthropic groups in the county
- Remarkable Women will be a star-studded event on October 15, 2009
 - Dinner meeting and program
 - Featuring Remarkable Women honorees recognizing women business owners at every stage of success, development and financial progress
 - Honoree awards include: Lifetime Achievement, Business Woman of the Year and Entrepreneur to Watch
- NAWBO-OC will host a festive Honoree Reunion Celebration on January 12, 2010
- We'll use social media to virally spread the word and celebrate Remarkable Women
- Our Partners will have multiple opportunities to reach key target segments
- We'll differentiate ourselves from other events:
 - Embracing a fresh and timely theme of inspiration, courage and hope; with a commitment to fiscal responsibility, legendary style and modern practicality
 - Broadening our appeal to a wider audience
 - Respecting current economic conditions
 - Reversing the low attendance trend endured by others



Corporate Partnership Opportunities • 2009-2010



Awards

Empowering Events

INSPIRATION | COURAGE | HOPE

Partnership Level	Contribution	Value Summary
RW Visionary Partner (only one)	\$30,000	Event and Presenting Sponsor; recognition throughout all publicity; prominent presence and personal tribute at RW event; full page ad space and premier positioning in event program; 30 tickets total for RW event
Inspiration, Courage, Hope Partner (one per theme)	\$15,000	Theme & honoree sponsor; recognition throughout all publicity for RW event; prominent presence and personal tribute at chosen event; full-page ad space and premier positioning in program; 10 tickets to presenting event
Passion Partner	\$10,000	Recognition throughout print and video publicity for the event; presence at RW event; half page ad space in program; 10 tickets
Tenacity Partner	\$8,000	Recognition throughout print and video publicity for the event; presence at RW event; quarter page ad space in program; 8 tickets
Power Partner	\$6,000	Recognition throughout print and video publicity for the event; presence at RW event; quarter page ad space in program; 6 tickets
Innovation Media Partner (only one)	\$6,000	Recognition as social media underwriter; logo and tagline in all electronic messaging; 6 tickets
Reunion Partner (only one)	\$5,000	Recognition as January Reunion underwriter; all pre-meeting publicity; prominent event presence; 6 tickets to Reunion event; 2 tickets to RW event
Honor Partner	\$4,000	Recognition in all publicity surrounding honoree; listing in event program; 4 tickets
Connector Partner (only one)	\$3,500	Recognition as the January Reunion Reception underwriter; 2 tickets to the RW event; 2 tickets to Reunion event
Catalyst Partner	\$2,500	Listing in event program; 2 tickets to RW event; 1 ticket to Reunion event; membership
Synergy Partner	\$2,500	RW table sponsor; quarter-page ad space in program; listing in event program; 10 tickets to RW event



Corporate Partnership Opportunities • 2009-2010

**Awards****Empowering Events**
INSPIRATION | COURAGE | HOPE

- ▶ **Additional Partner Benefits include*:**
 - Event tables & tickets
 - Private Reception tickets (January Honoree Reunion Celebration)
 - NAWBO-OC e-news publicity
 - Podium time (2 minute pre-arranged introduction)
 - Award presentation/photo opportunity
 - Podium acknowledgements
 - Podium signage
 - Logo projection at events
 - Registration table displays
 - Table signage
 - Collateral distribution
 - One time, one page e-mail blast
 - NAWBO-OC member access
 - Chapter membership
 - Board of Directors
 - Monthly meetings
 - Member mailing distribution (we mail for you)
 - Members-only event hosting (subject to scheduling)

* As proportionate to partnership level.



CUSTOMIZE YOUR PARTNERSHIP

NAWBO-OC is actively seeking corporate partners for 2009-2010. As the premier business engine in Southern California with 400 business-owner members, there are dozens of opportunities to leverage our shared strengths and objectives for mutual benefit. Get involved with NAWBO-OC and we'll reciprocate with valuable relationships that deliver on your goals to build your brand and your business.

In addition to our signature Remarkable Women events, corporate partners can help develop, underwrite and implement our programs year round, including opportunities to host, or otherwise support our:

- ◆ Monthly dinner meetings
 - Speaker sponsors
 - Podium signage
 - Printing
 - Registration desk
 - Meals & beverages
 - and others . . .
- ◆ Monthly Board of Directors meetings
- ◆ Mentoring program
- ◆ Education Center offerings
- ◆ Success teams
- ◆ Marketing initiatives
- ◆ New Member orientations
- ◆ Members-only mixers
- ◆ Special events

We look forward to working with you to customize a partnership that assures goal alignment, optimizes exposure and exceeds our mutual expectations.

**Contact Andrea at NAWBO-OC: (714) 630-2983 phone • (714) 632-5405 fax
executivedirector@nawbo-oc.org**



Levels*

Visionary \$30,000	Inspiration, Courage, Hope** \$15,000	Passion \$10,000	Tenacity \$8,000	Power \$6,000	Innovation \$6,000	Reunion \$5,000	Honor \$4,000	Connector \$3,500	Catalyst \$2,500	Synergy \$2,500
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Benefits of Corporate Partnerships

1. Ads, PR & social media recognition (proportionate to level)	X	X	X							
2. Logo on home page of website (proportionate to level)	X	X	X							
3. Recognition in monthly newsletter (proportionate to level)	X	X	X							
4. Podium acknowledgement at monthly meetings & RWA	X	X	X							
5. Opportunity to host one member-only event at your location	X	X	X						X	
6. Display of one piece of collateral at # of monthly meetings	10	8	6						4	
7. Logo on partner page of website (proportionate to level)	X	X	X	X	X	X	X	X	X	X
8. Official name badges for company representatives	2	2	2	1	1	1	1	1	1	1
9. Attendance at dinner meetings at member prices	X	X	X	X	X	X	X	X	X	X
10. Participation in one NAWBO-generated member distribution	X	X	X	X	X	X	X	X	X	X
11. Membership in NAWBO-OC									X***	

Remarkable Women Awards Benefits

12. Total tickets to Remarkable Women Awards Event	30	10	10	8	6	6	2	4	2	2	10
13. Tickets to January Reunion	10	10	10	4	4		6		2	1	
14. Ad in program (page) - <i>Visionary has placement choice</i>	Full	Full	Half	Quarter	Quarter						Quarter
15. Message from senior management in program (page)	Full	Half									
16. Logo projection as main stage backdrop – venue dependent	X	X									
17. Reunion Celebration - Recognition in promotional materials, logo representation	X						X				
18. Personal tribute from the stage	X	X									
19. Honoree introduction (scripted) & award presentation at event as designated by partnership level	X	X									
20. Partner introduction by NAWBO leadership	X	X									
21. Display of promotional materials	X	X	X								
22. Event banner display according to NAWBO specs	X	X									
23. Recognition in promotional materials (proportionate to level)	X	X	X	X	X			X	X		
24. Program listing - as appropriate to partner contribution	X	X	X	X	X	X		X	X	X	X
25. Additional recognition as designated by partnership level	X	X	X	X	X	X	X	X	X	X	X

* In-kind Corporate Partnerships will be calculated at 50% of the full value of the products or services provided. Example: \$20,000 of products or services will equate to the \$10,000 level.

** One honoree per exclusive category theme

*** Benefit available to women business owners only

3 Women Entrepreneurs to be Honored

Three Orange County women business owners will be the top honorees at the 14th Annual Remarkable Women Awards of the [National Association of Women Business Owners-OC](http://www.nawbo-oc.org).

The honorees are:

- Business Owner of the Year: Cheryl Osborn, founder and CEO of **CASCO Contractors Inc.**, Irvine
- Lifetime Achievement Award: Heidi Miller, founder of **Tight Assets** in Costa Mesa, Laguna Beach and Carlsbad; and owner of **World Newsstand** in Laguna Beach
- Entrepreneur to Watch: Laura Neubauer, founder and CEO of **Deliver-It Inc.**, an overnight delivery company serving Orange, Los Angeles and San Diego counties, Arizona, Nevada and the Pacific Northwest.



From left: Laura Neubauer, Deliver-It Inc.; Heidi Miller, Tight Assets; and Cheryl Osborn, CASCO Contractors Inc.

The awards dinner, which usually attracts 500 to 1,000 people, will be at 5 p.m. Oct. 15 at the Hilton Hotel in Costa Mesa. The event will also honor women leaders of organizations throughout Orange County. NAWBO-OC is the largest chapter in the nation with more than 400 members.

“Heidi, Cheryl and Laura embody the mission of NAWBO-OC and are an inspiration to us all,” says chapter President Karen Gifford, principal of **Gifford Management & Leadership Coaching** in Laguna Hills. “They exhibit a passion for what they do and exemplify the (awards) theme ‘Inspiration, Courage and Hope’ with the integrity, tenacity and acumen each brings to her business.”

Cheryl Osborn has grown CASCO from one employee to 27 and revenues from \$600,000 to \$25 million in nine years. CASCO was the 27th largest woman-owned business in Orange County in 2008. While the construction industry is down as much as 70%, Osborn has not had to lay off a single employee.

Heidi Miller in the 1980s founded **Heidi’s Frogen Yozurt Shoppes Inc.**, which grew to 100 frozen yogurt locations. She sold the company in 1989 and opened Tight Assets to sell women’s exercise clothing and activewear. In 2007, Miller re-opened the World Newsstand in Laguna Beach, which features 1,000 titles of newspapers and magazines from around the world. Miller is also active in charity work for the American Heart Association, The Children’s Bureau Foundation, City of Hope, CHOC Foundation and Laguna Playhouse.

Laura Neubauer is an Orange County native who financed her education at Fullerton and Cypress colleges by working as a messenger for a courier service. After working every job driver to executive, she was recruited in the 1990s by DMS Corporation of New Zealand. As V.P. for mergers and acquisitions, Laura put together a string of locations that took DMS into most large U.S. cities. In 2004, Neubauer bought several companies in the Los Angeles area, and Deliver-It opened its doors in January 2005.

For more information, contact: www.nawbo-oc.org or 714-630-2983



2009-2010 Corporate Partner Agreement & Information Form

Company / Firm Name (Exactly as it should appear in printed materials)			
Authorized Corporate Partner Representative	Name	Title	
Contact Information	Street City State	ZIP	Telephone Email Address
Partner Representative's Assistant / Secretary	Name	Title	
Partner Marketing Contact	Name	Title	
Accounts Payable Contact (if other than Partner Representative)	Name Title Street City State	ZIP	Telephone Email Address
Corporate Partner NAWBO liaison	Name	Telephone Email Address	
Partner Signature (electronic signature OK)			Date
Corporate Partnership Level	Visionary Inspiration, Courage or Hope Passion Tenacity Power	<input type="checkbox"/> \$30,000 <input type="checkbox"/> \$15,000 <input type="checkbox"/> \$10,000 <input type="checkbox"/> \$ 8,000 <input type="checkbox"/> \$ 6,000	Innovation Reunion Honor Destination Catalyst Synergy
			<input type="checkbox"/> \$ 6,000 <input type="checkbox"/> \$ 5,000 <input type="checkbox"/> \$ 4,000 <input type="checkbox"/> \$ 3,000 <input type="checkbox"/> \$ 2,500 <input type="checkbox"/> \$ 2,500

As a Corporate Partner, we agree:

1. to honor this form as an agreement between our company and NAWBO-OC and remit as checked above;
2. that this partnership will be most advantageous by having active participation by our company;
3. to periodically meet with our Corporate Partner liaison, at a mutually convenient time, to review how our expectations are being met so that we both receive desired benefits from our relationship;
4. that payment to NAWBO-OC is due upon receipt of invoice.

The NAWBO-OC office must receive this signed commitment form and a high-resolution copy of the company logo (TIF, GIF or JPEG please) for promotional use in order to recognize partner in printed and electronic promotions. **Please note:** To receive full benefit of the annual 2009-2010 Corporate Partner publicity, commitment form and artwork must be received within two weeks of the date of this commitment form.

Please return this signed agreement with your authorized signature above to:

Dawn Craig, NAWBO-OC, 1240 N. Jefferson Street, Anaheim, CA 92807

Fax (714) 632-5405 or email with your authorized signature to: admin@nawbo-oc.org.

NAWBO-OC is a 501(c) 6 not-for-profit organization. Federal ID # 33-0502579.