



SPONSORSHIP PACKAGE 2017



**BECOME AN ALLY TO A WOMAN
SMALL BUSINESS OWNER TODAY!**

PRESENTED BY:



CANADIAN
FEDERATION OF WOMEN
BUSINESS OWNERS



Dear Partners

We proudly announce the 2017 edition of *Immigrant Women's Small Business Expo!*

We invite you to join us once again in the movement to educate and inspire Immigrant Women of Canada to become successful Entrepreneurs. As we continue to set a high standard of quality and excellence in the Small Business Sector, we wish to acknowledge the resounding success of last few years event which included:

- Over 1000 registered guests
- 190k hits on our Expo website
- Sponsorships with Staples Canada, Vistaprint, Plan Canada's Because I'm A Girl, Artscape, Microskills, Newcomer Women's Services Toronto, CSI, Professional Edge Consulting, just to name a few.

Our goal is to produce quality events, providing the perfect small business platform to highlight your individual expertise to the public. We also serve as a resource for those looking advice and community in regards to becoming future business leaders.

Included is detailed information on our available sponsorship and how it could align with your organization's 2017 marketing plan allowing you to receive the highest ROI.

We extend a heartfelt thank you for those that have supported us in the past and extend a warm welcome to our new partnerships in 2017.

We look forward to a successful event!

Dwania Peele

Founder & Executive Director



ABOUT US

As an event built upon the foundation of diversity and inclusion, we take out social responsibility within the business community to heart in everything that we do. Our focus is to build a community where women can plant their entrepreneurial vision in a nurturing environment with a varied knowledge base and solid business ally's surrounding them. We will not just work with anyone; Our Sponsor's are hand selected for there commitment & embodiment to these core values.

If you want to go fast, go alone. If you want to go far, go with others.

African Proverb

Our Mission

To showcase resources and business opportunities available to the immigrant community

Our Vision

Creating a collaborative community that nourishes the entrepreneurial spirit

HIGHLIGHTS

Last year at our Toronto show we introduce our Panel of Experts featuring business women from the GTA speaking on women in Business & Technology. We will continue this in our 2017 shows as the interactive nature of this segment was well received.

WORKSHOPS

- Starting & Growing a Successful Small Business
- How the Government Can Help
- No Dollars Marketing
- Goal Driven Branding
- Overcoming Start-up Challenges
- Government Programs & Services for Entrepreneurs
- And many many more!

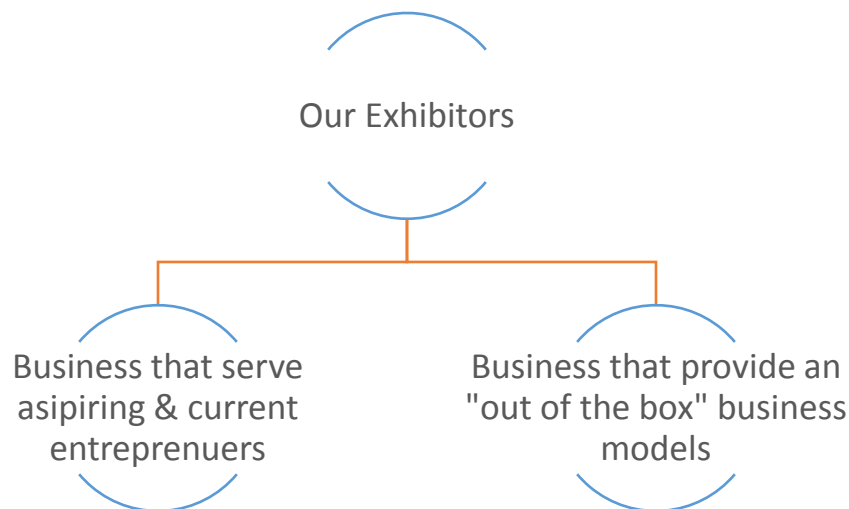


EXHIBITORS

We continually receive praise and appreciation for the quality and type of exhibitors that are showcased at the expo

“Thank you for hosting such a worthwhile and educational event! The expo was very organized and the workshops were incredibly valuable. I personally benefited from the SEO tips and am so grateful to now use them in my own business. I felt that there was a nice diversification of vendors from social media, a business coach, essential office items, software and so much more. I originally thought I was going to come for one workshop but I ended up staying the full day. The event organizer did a phenomenal job. I will definitely attend the next one!”

Gaby Mammone, Kind Projects www.gabriellamammone.com



40 % of Fortune 500 Companies Founded by Immigrants or Their Children

Partnership for a New American Economy, June 2011.



STRATEGY

- Website & Blog
- Social Media:
Facebook, Twitter, LinkedIn
& Instagram
- Email Newsletter
- Print
- Radio
- Television
- Cultural Newspapers &
Websites
- Access to partner networks
- Workshops
- Business Community
Resources

ADVERTISING

- Over 200K hits
- Over 10 k followers combined
- Over 5000 subscribers
Including Toronto Star, SNAP, Ottawa Citizen, etc.
- Local Stations both in Toronto & Ottawa
CBC, CP24, OMNI, Global, etc.
- CHRY York University Community Radio, CHIN, Provincial
University & College Print Publications
- Through email & mailings
- Business plan writing, Branding, Marketing on a budget,
Small business coaching, Financial Fitness, etc.
- Incubators, Financial Institutions, Inventor Hubs,
Newcomer centres, Small business grant providers,
Franchisers, Legal Aid



@CanadianSmallBusinessWomen



@CdnSmallBizWmn

According to Global Women Entrepreneur Leaders Scorecard,
Canada is an emerging hot spot for female entrepreneurs.

The Globe & Mail, August 2013.





WHERE YOUR MONEY GOES

- Securing of prime venue space in two major Canadian cities
- Build & maintain an active & vibrant media presence for our events
- Advertising costs such as ad space & print material
- Creation & distribution of professional press releases for our events
- In person promotion for our events across the Greater Toronto Area, Golden Horseshoe and the Ottawa/Hull Region

BENEFITS

Reach an audience of over 200K

Opportunity to directly connect with your target market

Connect with individuals in the idea phase of their business, looking for help with going to the next level

Demonstrate your organizations commitment to supporting the local community of female entrepreneurs

Brand Exposure

Promote your brand as committed to small business success

Logo Placement on print, web & all promotional products

Ability to promote via swag bags handed out at all events

“Majority of women-owned Small & Medium Sized Enterprises represented over \$117 Billion per annum of economic activity in Canada.”

The Canadian Trade Commissioner Service, 2013.



**BECOME AN ALLY TO A WOMAN
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SILVER SPONSOR - \$5,000

- Promotion on all social media channels
- Your logo on expo event sponsorship page & print ad's
- Opportunity for swag bag participation (500 Units)
- 1/8th page add in event brochure
- Exhibitor booth space (8x10)
- Website ad for 3 months



GOLD SPONSOR - \$10,000

All Silver Package benefits +

- Logo printed on all gifts bags
- Quarter page ad in event brochure
- Logo Inclusion on media banner backdrop
- 5 Tickets to 2 CSBW events of your choice

PLATINUM SPONSOR - \$15,000

All Silver & Gold Package benefits +

- Company logo on event signage
- Mention on press releases
- Editorial in event brochure
- Half page ad in event brochure
- 10 tickets to 2 networking events of your choice
- Website ad for 4 months

TITLE SPONSOR - \$20,000

All Silver, Gold & Platinum Package benefits +

- GUARANTEED exclusivity in your area of expertise
- Logo & name in title of ALL advertising
- Exclusive naming rights
- Logo on ALL event signage, front cover of event brochure, workshop handouts, Sponsorship & vendor packages & event homepage
- Mention in all events advertising (radio, T.V., social media, press releases)
- 15 tickets to two networking events of your choice
- Website ad for 6 months
- Exclusive signage in our registration area with your company logo