

2022-23 SPONSOR PACKAGES

*Become a sponsor
Make an impact*



WHO WE ARE

WBG Connects is a 501(c)(6) non-profit professional women's networking group and has been a community pillar in Massachusetts for more than 20-years.

Our mission is to build a platform where women are inspired, supported, become more educated, and evolve to achieve their definition of success.

Our vision is to build prosperous business relationships through high quality connections.

Our philosophy is to treat every woman equally and always act with integrity.

With your sponsorship, you will contribute to furthering the success and longevity of this vibrant organization.



Reshaping how women in Greater Boston network



OBJECTIVES & KEY RESULTS

1.

Continue to build a world-class board member team:

- Fill open Vice President/Secretary position.
- Define the role of Vice President/Secretary from bylaws.
- Thoughtfully nominate candidates who suit the role.
- Offer position to chosen candidate.

2.

Select high-caliber membership candidates, invite them to join WBG and grow annual membership base:

- Acquire five new members who own businesses or are executives.
- Source potential members through current connections.
- Host an array of social events open to potential members candidates.
- Reach out to past members and rebuild a rapport and have them rejoin.

3.

Launch annual sponsorship tiered packages:

- Approach New England businesses that believe in the growth and development of professional women.
- Obtain a portfolio of five annual sponsors.
- Invite and encourage nominated businesses to join a monthly meeting.
- Set up a meet and greet—in person or virtually—with one or two of the WBG board members.



OBJECTIVES & KEY RESULTS

4.

Plan and host a one day conference/retreat for 2023:

- Include a speaker's panel, breakfast, lunch, networking session, and educational training.
- Open the conference to non-members to attract new membership and build brand awareness.
- Develop a marketing strategy and implement.

5.

Identify new areas for how to support women in business and develop a strategy to roll out the program:

- Generate annual awards, determine categories, and show recognition with an annual presentation.
- Extend the organization's community outreach efforts through non-profit philanthropic ventures.



We could be just what you're looking for



SPONSORSHIP TIER #1

Bronze

\$500 Annual Investment

Includes:

- Annual membership fee for one woman.
- Logo placement on monthly email, website, and select networking events.
- Website recognition in detail about your services or products and contact links.

WOMEN'S BUSINESS GROUP
WBG
CONNECTS



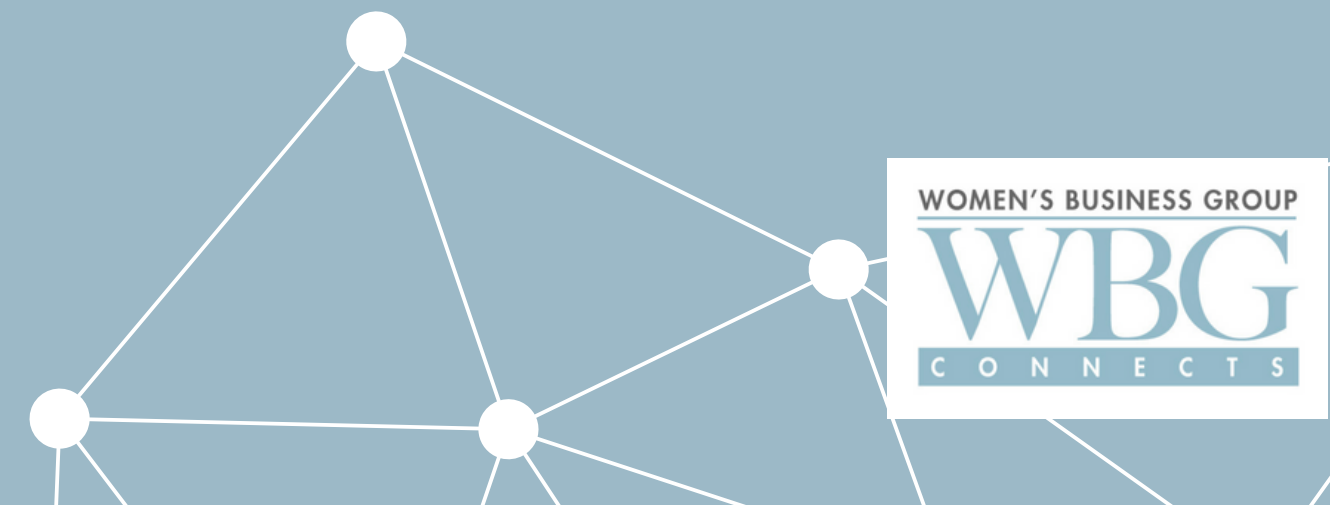
SPONSORSHIP TIER #2



\$1,000 Annual Investment

Includes:

- Annual membership fee for two women.
- Logo placement on monthly email, website, and social networking events.
- Website recognition in detail about your services or products and contact links.
- Name recognition at all Zoom events and in-person events.
- Annual business spotlight advertisement on our exclusive Facebook group.



SPONSORSHIP TIER #3

Platinum

\$2,500 Annual Investment

Includes:

- Annual membership fee for three women.
- Logo placement on monthly email, website, and social networking events.
- Website recognition in detail about your services or products and contact links.
- Name recognition at all Zoom events and in-person events.
- Annual business spotlight advertisement on our exclusive Facebook group.
- Rights to advertise your upcoming business events on our website, via email to our active members, and on our exclusive Facebook group page.
- Opportunity to host a WBG networking event at your place of business.
- Partner sponsor highlight at WBG's annual event.



COMPARE SPONSORSHIPS

Bronze

Gold

Platinum

BENEFITS	TIER #1 - \$500	TIER #2 - \$1,000	TIER #3 - \$2,500
WBG Connects Annual Membership.	One woman	Two women	Three women
Logo placement on monthly email, website, and select networking events.	Yes	Yes	Yes
Website recognition in detail about your services or products and contact links.	Yes	Yes	Yes
Name recognition at all Zoom events and in-person events.	X	Yes	Yes
Annual business spotlight advertisement on our exclusive Facebook group.	X	Yes	Yes
Rights to advertise your upcoming business events on our website, via email to our active members, and on our exclusive Facebook group page.	X	X	Yes
Opportunity to host a WBG networking event at your place of business.	X	X	Yes
Partner sponsor highlight at upcoming 2023 annual event.	X	X	Yes

An affiliation with women of substance

WHAT ELSE YOU SHOULD KNOW



Annual Sponsorship packages start from the date our Treasurer has confirmed receipt of payment.



A payment link will be sent to your organization to complete the process through our website. Payments in full may also be received by mailed check. We will provide the address.



After 365 days you will have the option to review outreach performance and renew the sponsorship.



Sponsorships are not refundable.



Branding tailored to motivated professional women





CONTACT
US



Katya Portnaya

WBG Connects

Treasurer

E: treasurer@wbgconnects.com

P: +1 (617) 592-7879



Janika LeMaitre

WBG Connects

President '22-'24

E: president@wbgconnects.com

P: +1 (978) 995-6279

