

**2012**  
**PARTNER/SPONSOR PROGRAMS**



**Saturday, February 18, 2012**

**Women Entrepreneurs' Small Business Boot Camp**  
**Chaparral Suites Resort, Scottsdale**  
**[www.WomensBusinessBootCamp.com](http://www.WomensBusinessBootCamp.com)**

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**Dear Business Leader,**

I am excited to tell you about the eighth annual Women Entrepreneurs' Small Business Boot Camp scheduled to take place on February 18<sup>th</sup> 2012 in Scottsdale, Arizona and how it can benefit your company. Recent studies show that some traditional advertising is decreasing in efficiency while sponsorships provide a new and better way to reach key audiences and impact them on an emotional level. With this in mind, I would like to present several outstanding opportunities to gain exposure to your target audience, spread good-will in the community and benefit local small businesses.

Entrepreneurs are the innovators and the risk takers that drive the economy. The fastest-growing segment of entrepreneurship is the micro-business. Micro-businesses employ fewer than ten people, but make up a large percent of all small businesses in the country. Don't let the term micro fool you. In every city some of the most enduring and prosperous companies are micro size. They simply prefer the intimacy and family atmosphere of a small staff and desire expansion through slow, controlled growth. Success in their industries and consistent profits in their pockets are not hindered by their desire to operate with ten or fewer employees.

Our conference attendees are qualified consumers of your products, users of your services and the decision makers with the checkbook. Micro-business owners are a special breed with a focused agenda. Other conferences featuring speakers from multi-million dollar corporations, earning \$500,000 paychecks are inspiring, but our attendees prefer hearing about the struggles and triumphs of companies they can relate to. If they are going to spend their valuable time away from the office at a conference, they want to leave with innovative ideas, practical solutions and helpful resources they can immediately implement to increase their bottom line. That is what the Women Entrepreneurs' Small Business Boot Camp delivers.

As an award-winning micro-business owner myself, I understand what motivates and drives these tenacious types. This knowledge fueled my desire to create and personally finance the first Women Entrepreneurs' Small Business Boot Camp in 2005. My goal is to celebrate the accomplishments and share the success stories of the dynamic, prosperous, women micro-business owners right here in our community as well as deliver the knowledge and resources they need to move up to the next level of success.

Don't miss this opportunity to compliment your current support of women entrepreneurs, reach this diverse audience, demonstrate your community citizenship and put your small business marketing promises into action as one of the select sponsors of this event.

Warm Regards,

Susan Ratliff  
Event Organizer  
Susan Ratliff Presents Inc.

## **EVENT PHILOSOPHY AND HISTORY**

### **The Women Entrepreneurs' Small Business Boot Camp has a powerful purpose:**

Educate, motivate and celebrate the women who comprise one of the fastest growing segments of entrepreneurship in the country: the mighty micro-business.

### **The theme of the Boot Camp is strong and clear:**

No Theory, Philosophy or Fluff, just an arsenal of ideas and practical ammunition to help you battle your most difficult business challenges.

### **The atmosphere of the event is:**

Energizing, yet intimate enough to encourage meaningful personal connections. It's a day devoted to relevant content, building relationships and saluting the successes of hundreds of enterprising women business owners who drive our economy. We appreciate the loyalty and support of our past sponsors who recognize the value of exposure to our audience.

Best Buy for Business	State Farm Insurance	The Business Journal	Image Craft
Mullins Creative	Greater Phoenix Chamber	Today's Chamber	ASBA
Phoenix Woman Magazine	Exhibit Experts	APS/AAAME	Lunadisc
KFNN Money Radio	Paul Michael Photography	MLS Direct	PR Store
Chase Bank	Wells Fargo Bank	National Bank of AZ	Jobing.com
Marketing with a Flair	UMB Bank	Arizona Web TV	City Sun Times
Southwest Airlines	Triangulus Marketing	AT & T	DL Webworks
Ameriprise Financial	TMD Investment Strategies	eWomen Network	GRIA
God's Garden Treasures	Scottsdale Chamber	Networking Phoenix	NAWBO
Arizona Air Boutique	Three Dog Marketing	Face Time Networking	KFNX Radio
Networking Phoenix	Hollister Design Group	Wells Fargo	Metlife
Girlfriend University			

### **Event details:**

This day-long event features three inspiring keynote speakers, nine informative workshop presenters, including a special closing presentation. Fifty exhibiting businesses provide a wealth of resources and services to the participants and the speaker's store offers educational products from the presenters. There is a popular charity raffle that raises money for a local, grass-roots charity, benefiting abused children. Previous honored charities include Gabriel's Angels, Crisis Nursery, Phoenix Youth at Risk and Wings to Fly. This year we are pleased to showcase Girls Rule.

When the conference ends, the energy and electricity is transported to the Meet the Speakers reception. This exclusive after party gives attendees the opportunity to mix and mingle with the dynamic speakers of the day and network with their peers to share their conference experiences. Appetizers and a cash bar are provided.

## **BENEFITS OF YOUR INVESTMENT**

**The Partnership** will put you in front of established business owners from both emerging and growth-stage companies. Many attendees are seeking new business opportunities and methods of expansion. They are open to new ideas, eager to learn, qualified to buy and seeking business machines, software, website design, transportation, telecommunication products, travel, computers, financial services, investment information, banking relationships, sales training and marketing assistance for their business as well as clothing, jewelry, health, fitness, beauty and children's products for themselves.

### **Attendee Profile:**

- 300+ local consumers from industries including HR, technology, sales, financial planning, retail, design, consulting, travel, education, food and beverage, health and beauty, manufacturing, communication, telephony and real estate.
- 60% are first time attendees
- 25% have owned their business for over five years, 75% over two years
- 95% are decision makers
- 8% are associations that support small business
- 50% employ an average of 2-7 people

**Get Exposure:** Your company will receive a minimum of 6 months exposure through a variety of media partners covering radio, TV and print media, web marketing from community partners like Greater Phoenix Chamber, ASBA, Scottsdale Chamber along with extensive community outreach through the distribution of over 5000 flyers. Social networking sites like LinkedIn, Facebook, youtube and Twitter add to the marketing reach. An aggressive publicity campaign provides reporters and publishers creative and unique angles of interest which has historically resulted in outstanding editorial coverage and publicity.

**Increase brand loyalty:** Loyal customers are your most valuable asset. Connecting to your customers on an emotional level will separate you from the competition. Your brand will stand out and be remembered when you personally participate in an event that contributes to the growth and success of women business owners. Signage featuring all sponsor company names and logos will be strategically placed at the event and used for marketing at tradeshows leading up to the conference.

**Recruit and retain employees:** Receive face-to-face contact with a targeted group of potential applicants. Set an example of advocacy to your staff through personal involvement. Encourage your employees to participate. Reward exceptional productivity with tickets to the event.

**Showcase community involvement:** Customers want to know you practice what you preach. If you care about small business, your sponsorship and active participation at the event will reinforce that image and demonstrate your social responsibility.

**Drive traffic:** Create a marketing program around the event to generate sales. Offer promotions, incentives and coupons that tie into the clever event theme. Reinforce a current ad campaign. Email marketing programs will be provided to help you maximize the message to your audience.

**Market research:** Take this opportunity to tap into the pulse of the buying public. Pose questions to attendees about current trends, opinions about your company or desires for improvement. Get real- world answers from this targeted group of consumers.

**Outshine your competition:** The value and cost-effectiveness of a sponsorship as it compares to traditional media advertising allows for smarter positioning and demonstrates good community activism. Compliment and supplement your current advertising campaigns.

**Connect with small business:** Here is your chance to position yourself as a champion to the decision makers of the companies with whom you want to do business. Network in an atmosphere designed for sharing not selling. Reach a neglected market of women who need what you sell.

## **STATISTICS TO SUPPORT YOUR SPONSORSHIP**

The Center for Women's Business Research reported that three quarters of all women-owned businesses are majority owned by women (51% or more), for a total of **7.7** million firms, employing more than 7.1 million people, and generating \$1.1 trillion in sales.

- Nearly 10.4 million women-owned firms employ more than 12.8 million people, and generate \$1.9 trillion in sales.
- For the past two decades, majority women-owned firms have continued to grow at around two times the rate of all firms (42% vs. 24%).
- Women-owned firms with 50% or more ownership interest, account for 41% of all privately held firms.
- There are 2.4 million firms owned by women of color in the U.S., employing 1.6 million people and generating nearly \$230 billion in sales annually.
- Between 1997 and 2006 the number of privately held firms that are 51% or more owned by women of color grew five times faster than all privately held firms (120% vs. 24%).
- Women-owned firms without employees generate more than \$167 billion in annual sales.
- Women control 80% of household spending
- Women buy 81% of all products and services
- Women sign 80% of all checks written in the USA
- Women own family businesses averaging 26.9 million a year in revenue
- Women head up 40% of all U.S households with incomes over \$600,000
- More than two-thirds (67%) of women business owners choose financial products and services based on their relationship and experience with a lender.
- Micro-businesses growth is surging. There were 19.5 million in 2004 up 27% from 1997.
- The number of micro-businesses' receipts rose to \$887 billion in 2004. Annual 7% growth puts it on track for \$1 trillion this year.
- For Arizona: There are 133,253 privately held, majority-women-owned business. They generate 19.8 million in revenue. The majority of women-owned firms are in the professional, scientific and technical services fields.
- Statistics show that more than 33% of Arizona attendees have been in business from 5-15 years and over 75% of attendees have been in business more than 2 years.
- More than 60% of participants are first time attendees to the event.

## TESTIMONIALS FROM SPONSORS, SPEAKERS AND ATTENDEES

What an awesome event - this was the best one yet! You are a terrific leader and inspire me. I cannot wait for next year...ok ,maybe that's not quite true! ;-))We have so many quality prospects to follow up with Susan. I know we'll close new business. Thank you for giving us the opportunity to be a part of your awesome event!  
Nancy Sanders, Three Dog Marketing

Susan, I enjoyed my first event. Had a great time meeting the women and sharing My Money Place with them and we have some great new friends. I will definitely be back next year! See you soon. Get some rest!"  
Susan Stalteri, My Money Life

My associates, Amy Bair and Barbara Fleury had not attended your Boot Camp before. This year they were staffing my table and secured 18 new members from your event! This means that your event attracted the like-minded Entrepreneurs who are our members. Count on us to attend and Sponsor again.  
Rosemary Price – President of Global Residual Income Association

Susan Ratliff's Boot Camp for Women is, without a doubt, the most powerful and useful program that I have ever attended. It's highly focused for women with practical, dynamic presentations, and is chock-full of positive, upbeat T1-1198155 messages that invigorate, inspire, and motivate you to succeed. The presenters are top-notch and the whole organization of the show allows the professional woman to get the most out of the speakers and the vendors. Susan, I'll be there next year – and the next!  
Stephanie Crowley- Here! Virtual Executive Assistant

I attended the Women's Entrepreneur Boot Camp in 2008, it was my first experience networking. I enjoyed all the aspects of the event but the biggest impact came when I met participants of the AAAME program as well as the director of the program, Rena Huber. She really took me under their wing. Rena was full of ideas and suggestions for me. Because of my experience at the Boot Camp, I applied and was accepted to the AAAME program. I plan to continue to attend the Boot Camp every year. It is inspirational, exciting and motivational. It is truly a wonderful environment where learning and networking go hand in hand.  
Angela Lepore-President-Arizona Air Boutique, Inc.

The Greater Phoenix Chamber of Commerce is proud to sponsor the Women Entrepreneurs' Small Business Boot Camp. It was without hesitation that the Chamber accepted Susan Ratliff's offer to participate with her when this was just a dream. Now it is something we continue to look forward to every year.  
Greater Phoenix Chamber of Commerce

Thank you again for the best year yet! The work shops were awesome, the event was so exciting and met so many wonderful women. Your personal story was amazing, you touched SO many women. For those who haven't been there admire your strength, for those who have some hard times they related. I myself have a story, and to hear yours I will continue to get me strength and believe when I'm weak. You are truly an amazing women and I admire your passion.  
Cathryn Scheeler, Desert Breeze Glass

Boot Camp kicked my career into a higher orbit. This event not only puts inspirational people on stage, it's such a magnet for amazing entrepreneurs that I exchanged more business with people I met there than from any other event.  
Gwyn Nichols, Writers' Resort LLC

I wanted to congratulate you on a fabulous Boot Camp. I've been to dozens of events like this before, but yours was by far the classiest. I heard nothing but praise for the speakers who were packed full of information and very approachable. The whole event had a distinct feel of elegance and class that one would expect from an event that cost ten times as much for a ticket. And I mean that sincerely.  
Wendy Kenney – Met Life

This was my first Boot Camp and I am so glad I attended....Your event was particularly well organized and full of the right energy and target audience. By the way, the range of ages, ethnicity, type of businesses, and length of years in business represented by the attendees was quite impressive. The selection of speakers and topics was also an attraction. Thanks for a great day.  
Debbie Isard – The Foresight Companies LLC

Just wanted to let you know you outdid yourself this year. The Boot Camp was excellent and I can't tell you all the benefits I received. Leads of course. Probably new members for EMA-yea! And just getting to hear the women speakers was truly inspirational. Thank you for a job well done.  
Cathy Marley – CJM Communications

**PLATINUM 5- STAR TITLE SPONSOR**

**\$8,000 (exclusive for cash)**

- ✓ **Exclusive** Industry, Title Sponsor position.
- ✓ **Exclusive** position on the planning committee for one company representative.
- ✓ **Premier** exhibit space and location at the event.
- ✓ Platinum Star Title Sponsor recognition on power point program during lunch.
- ✓ **Two 30 second radio commercials**
- ✓ **Three minutes** to address all attendees from the main stage during lunch
- ✓ Contact list of all attendees, speakers and sponsors from all conferences.
- ✓ Placement of company items and/or collateral in attendee bags.
- ✓ Sponsorship welcome and acknowledgement from the main stage in the general session.
- ✓ **Ten** registrations to the conference and Meet the Speakers Reception.
- ✓ **Platinum Star Title Sponsor** corporate table with signage in all general sessions.
- ✓ **Platinum Star Title Sponsor** recognition and company logo on all event signage.
- ✓ One complimentary 4' x 6' Banner created with your choice of copy hung inside ballroom.
- ✓ Platinum Title Sponsor recognition at the Meet the Speakers Reception.
- ✓ Banner signage at the Meet the Speakers Reception.

**Promotions, publicity and advertising benefits**

- ✓ **Premier** placement of corporate logo and brand on all print advertising and media.
- ✓ **Premier** placement of Corporate Logo and Brand on a minimum of 5000 promotional flyers.
- ✓ **Exclusive** press release dedicated to promoting your company's participation.
- ✓ **Full page back cover** ad on the event program binder.
- ✓ **Full page** advertisement inside the event program.
- ✓ Platinum sponsor recognition on the event website home page for one year.
- ✓ A link from the event website to your company website for one year.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects.

**MEET THE SPEAKERS RECEPTION SPONSOR**

**\$5,000 (exclusive for cash)**

- ✓ **Exclusive positioning** as the **Key** sponsor of this special celebration.
- ✓ **Two minutes** to address attendees during the Reception.
- ✓ **Premium exhibit space** & location at the Conference and at the Reception.
- ✓ **Five** registrations to the conference and Reception.
- ✓ Sponsorship welcome and acknowledgement from the main ballroom stage.

**Promotions, publicity and advertising benefits**

- ✓ Company name and logo on all promotional flyers.
- ✓ Company name/logo recognition on special reception banner
- ✓ Corporate name/logo on event advertising.
- ✓ **Full page** advertisement in the event program.
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Logo and name on all web mass broadcast advertising to thousands of prospects.
- ✓ Sponsorship mention on radio advertisements.

**GOLD STAR BREAKFAST SPONSOR****\$3500 (exclusive for cash)**

- ✓ **Premium exhibit space and location** at the Conference
- ✓ **Four** registrations to the Conference and reception.
- ✓ Sponsorship welcome and acknowledgement from the podium
- ✓ **Company name and Logo displayed on the Breakfast Buffet**

**Promotions, publicity and advertising benefits**

- ✓ Company name and Logo on all promotional flyers.
- ✓ Company name/logo on event banners
- ✓ Company name/logo on event advertising.
- ✓ **Full page** advertisement in the event program.
- ✓ **Placement of company collateral in attendee bags.**
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.

**SILVER STAR SPONSOR****\$2500**

- ✓ **6' Exhibit table in a premium location** at the Conference
- ✓ **Three** registrations to the Conference and reception.
- ✓ Sponsorship welcome and acknowledgement from the podium

**Promotions, publicity and advertising benefits**

- ✓ Company name and Logo on all promotional flyers.
- ✓ Company name/logo on event banners
- ✓ Company name/logo on event advertising.
- ✓ **Full page** advertisement in the event program.
- ✓ **Placement of company collateral in attendee bags.**
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.

**BRONZE STAR SPONSOR****\$1,500**

- ✓ **6' Tabletop exhibit table** at the Conference.
- ✓ **Two** registrations to the Conference and Reception.
- ✓ Sponsorship welcome and acknowledgement from the podium.

**Promotions, publicity and advertising benefits**

- ✓ Company name on all promotional flyers.
- ✓ Company name/logo on event banners.
- ✓ Company name/logo on event advertising.
- ✓ **Full page** advertisement in the event program.
- ✓ Contact list of all attendees, speakers and sponsors.
- ✓ Logo and name on event website with link to your Company site.

**BADGE OF HONOR SPONSOR****\$1,000**

- ✓ **6' Tabletop exhibit table** at the Conference.
- ✓ **Two** registrations to the Conference and Reception.
- ✓ Logo and name on event website with link to your Company site.
- ✓ Company name on all promotional flyers.
- ✓ Company recognition in program binder

**SELECT YOUR LEVEL OF PARTICIPATION HERE:  
PLEASE FILL OUT THE CONTACT INFORMATION  
FAX IT TO 602-437-0955  
EMAIL IT TO: Susan@SusanRatliff.com**

_____ PLATINUM 5-STAR TITLE SPONSOR	\$8,000
_____ MEET THE SPEAKERS RECEPTION SPONSOR	\$5,000
_____ GOLD STAR BREAKFAST SPONSOR	\$3500
_____ SILVER STAR SPONSOR	\$2500
_____ BRONZE STAR SPONSOR	\$1500
_____ BADGE OF HONOR	\$1000
_____ Full page back cover advertisement on program binder	\$1000
_____ Full page advertisement inside program binder	\$500
_____ Business card size advertisement inside the program binder	\$100
_____ Donate 30 Centerpieces for luncheon	
_____ Donate attendee name badges	
_____ Donate Table favors for attendees	
_____ Donate attendee bags	

BE AN EXHIBITOR AT THE CONFERENCE \$375-\$425

If a sponsorship is not possible, please consider an exhibit table so you can interact with all the attendees and promote your products and services the entire day. Exhibit tables are limited.  
Sign up for your exhibit table on line today: [www.womensbusinessbootcamp.com](http://www.womensbusinessbootcamp.com)

COMPANY NAME

CONTACT PERSON

E-MAIL

PHONE

FAX

WEB ADDRESS

NAMES OF REPRESENTATIVES ATTENDING