



# SPONSORSHIP PACKAGE 2020



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

PRESENTED BY:



CANADIAN  
FEDERATION OF WOMEN  
BUSINESS OWNERS



Dear Partners,

We proudly announce the 2020 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 events which included:

- Over 1000 registered guests & over 190k hits on our Expo website
- Sponsorships with:
  - Staples Canada
  - HSBC Canada
  - Vistaprint
  - Plan Canada's Because I'm A Girl
  - Artscape

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

Included is detailed information on our available sponsorship and how it could align with your organization's 2020 marketing plan, allowing you to receive the highest ROI.

We extend a heartfelt thank you to those that have supported us in the past and extend a warm welcome to our new partnerships in 2020.

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 our 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 allies. We take pride in our platform and so this means that our sponsors are selected for their commitment & embodiment of 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

In the past two years, our Toronto and Ottawa shows both featured Panel of Experts segments featuring topics such as **Immigrant Women in STEM**, **The Changing Face of the Immigrant Community**, and **The Rise in Minimum Wage and its Effects on Immigrant Businesses**.

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

Partnership for a New American Economy, June 2011.



## WORKSHOPS

Each year, workshops are featured that discuss many topics of interest to aspiring and current entrepreneurs. Topics in previous years included:

- 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

## EXHIBITORS

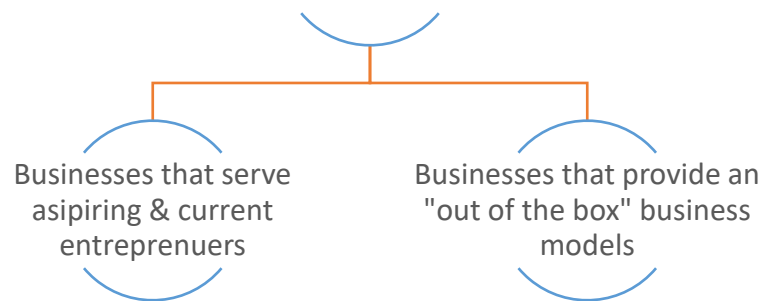
We continually receive praise and appreciation for the quality and type of exhibitors that are showcased at the expo

**“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 Mammane, Kind Projects [www.gabriellamammane.com](http://www.gabriellamammane.com)*



Our Exhibitors



## STRATEGY

### ADVERTISING

Website & Blog	200K+ hits
Facebook, Twitter, LinkedIn & Instagram	10k+ followers combined
Email Newsletter	5000+ subscribers
Print	Toronto Star, SNAP, Ottawa Citizen, etc.
Radio	Local Stations in Toronto & Ottawa
Television	CBC, CP24, OMNI, Global, etc.
Newspapers & Websites	CHRY York University Community Radio, CHIN, Provincial University & College Print Publications
Access to partner networks	Via Email & Mailings
Workshops	Business plan writing, Branding, Marketing on a budget, Coaching, Financial Fitness, etc.
Business Community Resources	Incubators, Financial Institutions, Inventor Hubs, Newcomer centres, Small business grant providers, Franchisers, Legal Aid



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

The Globe & Mail, August 2013.

## WHERE DOES YOUR MONEY GO?

- Securing prime venue space in two major Canadian cities
- Building & maintaining 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

Demonstrate your organization's commitment to supporting 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



## **SILVER SPONSOR: Toronto- \$5,000**

- Promotion on all social media channels
- Your logo on expo event sponsorship page & print ads
- Opportunity for swag bag participation (500 Units)
- Website ad for 3 months

## **GOLD SPONSOR: Toronto - \$10,000**

All Silver Package benefits +

- Logo printed on all gifts bags
- Half page ad in event brochure

## **PLATINUM SPONSOR: Toronto - \$15,000**

All Silver & Gold Package benefits +

- Company logo on event signage
- Mention in press releases
- Editorial in event brochure
- Website ad for 4 months (To replace 3 months from Silver Level)



**TITLE SPONSOR: Toronto - \$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)
- Website ad for 6 months
- Exclusive signage in our registration area with your company logo





**TORONTO – Sept 13<sup>th</sup>, 2020**

Location: Ontario Science Centre

Application deadline: July 1<sup>st</sup>, 2020

Name of Business  Contact Person  Title   
Address  City  Postal Code   
Mobile  Email  Business Category

I understand that all sponsorship fees are **NON-REFUNDABLE**  
**PAYMENT TO BE MADE AFTER APPLICATION APPROVAL**

**SELECT SPONSORSHIP LEVEL**

- \$20,000** – Title Sponsor (1 spot)
- \$15,000** – Platinum Sponsor (1 spot)
- \$10,000** – Gold Sponsor (2 spots)
- \$5,000** – Silver Sponsor (4 spots)