



Business Women's
MEGA MIXER™

Celebrating Women in Business!



2012 Sponsorship & Exhibitor Package



www.BusinessWomensMegaMixer.com



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Our Mission:

The Mission of the 2nd Annual Business Women's Mega Mixer is to bring together hundreds of San Diego business women from a diverse cross-section of positions and industries for an evening to mix, mingle, make new business connections and forge new alliances and partnerships in a celebration of Women's History Month while raising funds for Women Give San Diego.

Our Goal:

to honor business women from our past, our present and future, and celebrate those who overcome obstacles and blazed new trails of opportunity for all women in business.



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2012 Event Details:

Date: March 22, 2012
Time: 530pm – 800pm
Attendee Cost: \$35/\$45
Location: **provide-commerce**
4830 Eastgate Mall
San Diego, CA 92121

2010 Event Results:

- 500 Attendees
- Showcased 20 women's organizations, associations and groups
- Raised \$6,000 for the Women's History Museum of San Diego
- Showcased 40 exhibitors and sponsors

2011 Event Results:

- 700 Attendees
- Showcased 30 women's organizations, associations and groups
- Raised \$11,000 for the YWCA of San Diego
- 50 exhibitors and sponsors



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Are You Trying to Reach Business Women and Women Business Owners?

About Our Attendees:

Our 2010 and 2011 attendees were a diverse cross-section of women in business. Our attendees own companies and/or work for organizations from all over San Diego County. Past attendees were C-Level executives, CEO's, small business owners, solopreneurs, executives, managers, directors and sales professionals. Our attendees own, work and/or represent large corporations, state/local agencies, county offices, non-profit organizations, middle market firms and small businesses.

Fast Facts About Women in Business:

Of working married women, 48% provide half or more of the household income

(Source: Bureau of Labor Statistics)

Women are starting businesses at twice the rate of men

(Source: National Association of Women Business Owners)

Women in the US spend more than \$3.3 trillion annually

(purchasing power – Source: Harvard Business Review)

Women CEO's represent nearly 40% of all businesses in the United States

(Source: SBA)

Women make 80% of all purchasing decisions in the United States and women entrepreneurs exercise that influential purchasing power both at home and in their businesses

(Source: US News & World Report)



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**2012 Business Women's Mega Mixer
Non Profit Beneficiary
for Fundraising & Support:**

Women Give San Diego

About Women Give San Diego: Provides grant funding to excellent nonprofits committed to improving the self-sufficiency and economic security of women and girls in San Diego. WGSD advocates and raises awareness on women's economic issues at the local and state levels. They also maintain a thriving membership filled with strong, professional women, each of whom is willing to pool her resources to advance the lives of San Diego's women and girls, and, by extension, San Diego as a whole.



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Award Categories

Anita Roddick - Entrepreneur Award

Founder of the Body Shop

Debra Reed - Business Leader Award

CEO of Sempra Energy

Amelia Earhart – Innovator Award

First woman to fly solo across the Atlantic

Eleanor Roosevelt – Hero Award

Political activist supporting women's rights

Ursula Burns – Diversity Award

CEO of Xerox



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Sponsorship Opportunities

Platinum Sponsor - \$7,500

- Logo placement on all printed event materials
- Exclusivity as sponsor category
- Full page ad (artwork provided by sponsor) in Mega Mixer Event Program
- Company logo and link on event web site and email marketing
- Recognition in email marketing as sponsor – distribution to over 35,000 business women
- Introduction and recognition as Platinum Sponsor at Event
- 6 ft. premium booth placement to include 2 representatives
- Invitation to attend pre-event reception and recognition as Platinum Sponsor
- 10 complimentary event tickets provided to sponsor (non-company representatives)
- Recognition in pre-event press releases
- Opportunity to pass out promotional items for attendee goodie bags from tabletop
- Recognition during all media engagements
- Logo placement on mega mixer signage
- Follow up offer emailed to event attendees post-event
- Opportunity to nominate for all 5 award categories



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Gold Sponsor - \$3,000

- Recognition in Mega Mixer Event Program
- Company logo and link on event web site and email marketing
- Recognition in email marketing as sponsor – distribution to 35,000
- 6 ft. premium booth placement to include 2 representatives
- Invitation to attend pre-event reception for 2 attendees
- 5 complimentary event tickets provided to sponsor (non-company representatives)
- Opportunity to pass out promotional items for attendee goodie bags from tabletop
- Opportunity to nominate for all 5 award categories

Tabletop Exhibitor - \$250

- Includes one uncovered 6 ft. tabletop to display products and/or services
- Includes exclusivity for primary product and/or service (not to include sponsors)
- Includes pre-event reception with sponsors, organizations, VIP's, and other exhibitors
- Includes entrée for up to two company representatives
- Opportunity to pass out promotional items for attendee goodie bags from tabletop
- Recognition in mega mixer program as exhibitor



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**We look forward to partnering with you
in recognition and celebration of
Women's History Month!**

**For More Information about Sponsorships
or Exhibitor Opportunities Contact:**

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