



Bossy Mama Flaunt Sponsorship Opportunities
Saturday, October 23, 2010 ~ 11am – 5pm
Oasis Conference Centre, 10930 – 177 Street Edmonton, AB

Network Background:

Bossy Mama is a business network for entrepreneurial women. The networking group is the only one of its kind serving Edmonton and area female entrepreneurs. The group has monthly networking events that include expert speakers. Bossy Mama serves as the platform to connect female business owners who are actively balancing the role of mom and the role of entrepreneur and strives to connect, empower and inspire women in Edmonton. The Bossy Mama Flaunt is a show dedicated to supporting women; especially those women in business. All of the exhibitors at the Flaunt will be entrepreneurial women. In honour of all women, Bossy Mama has partnered with the Terra Centre for pregnant and parenting teens.

Demographics:

The Bossy Mama Flaunt is a show dedicated to women and business, and the reality is that many of the exhibitors are businesses in the baby/pregnancy/family industry sector. We expect many of our attendees to be women and families that are there to support women in business as well as learn about products and services that will benefit their families. Mothers represent the most powerful consumers in Canada today, controlling the majority in house-hold spending annually. By Sponsoring the Bossy Mama Flaunt you will be having face to face interaction with all of these powerful women! We have done our research on the number of attendees some comparable shows have received over the last year and we are hoping for 750+ guests to attend.

Sponsor Return:

- All Sponsors will be listed in the program
- All Sponsors will be listed on the website
- All Sponsors have the opportunity to have their promotional materials, samples & coupons (250 pieces required) in the guest swag bags.
- All Premier Sponsors (*) will have logo placement on event marketing materials
- Premier Sponsors (*) will be listed individually every 5 slides on the wall mounted screens



***Title Sponsor** *Sponsor Found! Lexus of Edmonton!*

***Premier Sponsorship (2 of these available) - \$1700**

These two sponsors will have premium booth placement in a separate area leading into the main ballroom. These will be the first two booths that all guests will see as they enter the Oasis Conference Centre. The area is 15' x 18' and will hold 2 booths approximately 9' x 4' with additional room for floor items.

***Screen Sponsor - \$1000** *Sponsor Found! Lexus of Edmonton!*

Two 12'x9' wall mounted screens will be constantly rotating all of the exhibitor logos. The screen sponsors logo will be used as a footer on every slide. This item can be a partner sponsor, so two companies could be sponsors and pay \$500 each.

***Bossy Baby Room Sponsor - \$750** *Sponsor Found! Abbott Nutrition!*

This is a room that is outside of the main ballroom that is a sound proof and quiet place for nursing moms, or just to give a fussy baby a place to calm. Sponsor logo placement will be on the door, mentioned in the program and on the website. The Bossy Baby Room sponsor is welcome to provide refreshments or treats with their logo placement to the women who use this room.

Premier Central Booth (1 of these available) - \$500 *Sponsor Found! Wyeth!*

This is the first display guests will see when they walk into the show. It is located in the rear center of the ballroom and is a 6'x8' space.

Bossy Mama Swag Bag Sponsor - \$500 *Sponsor Found! Gandhara Designs!*

The first 250 guests that attend the Bossy Mama Flaunt will receive an eco-friendly re-usable solid coloured tote filled with promotional items, gift certificates and samples. The Swag Bag Sponsor will have their logo placed on one side of each of the 250 bags.

Bossy Mama Swag Bag Content Sponsor - \$100

The first 250 guests that attend the Bossy Mama Flaunt will receive an eco-friendly re-usable solid coloured tote filled with promotional items, gift certificates and samples. If your company is interested in adding something of value to the swag bags, you can be a contents sponsor! We would need 250 items no later than October 8 delivered to 3217 Tredger Close in Southwest Edmonton.

***Print Sponsorship – Print Material Donation** *Sponsor Found! The UPS Store!*

- Print 500 programs (5.5" W x 8.5" T)



- All promotional materials for event
- 55-65 Table Signs (depending on number of vendors)
- Name Tags for Exhibitors
- Print Sponsor will receive the entire backside of the program as well as the footer of each page.

Video Production Sponsorship – Video summary of event *Sponsor Found!

We are looking for a video production company to create a video montage of the Bossy Mama Flaunt. A short 2-4 minute video, as well as exhibitor testimonials will need to be web-ready to promote future shows.

***Media Sponsorship**

- Print Media Sponsorship
- Sound Media Sponsorship
- Television Media Sponsorship

We are seeking three levels of media sponsorship for awareness coverage leading up to the event, immediately prior to as well as follow up coverage after the event. All media sponsors will receive logo placement on the website and in the slideshow, all print materials as well as insertion into the event program. President, Carol McBee is available for any and all interviews prior to the event and press are encouraged to attend the event as well. Sound Media is invited to broadcast from the event itself and will have preferential booth placement at the event.

Program Sponsorship

- Program will be a half page booklet – 5.5" W x 8.5" T)
- Half Page ("5.5 x 4.25") - \$100.00
- Full Page (5.5" x 8.5") - \$150.00

Talent

We are looking for some amazing local talent! Female musicians and singers that would like to donate their time will receive promotion through our website and in the program. They can also sell any CD's to the guests at the show.

If your company is interested in any of the sponsorship opportunities listed, or has other promotional suggestions, please contact Carol McBee.

carol@bossymama.ca

780-633-5916 office
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Bossy Statistics!

- There are more than **821,000 women entrepreneurs in Canada.**
- Women in Canada make up a larger share of the self-employed than in any other country.
- Women contribute in excess of **\$18 billion to Canadian economy** each year.
- Since 1976, the average annual **growth rate for self-employed women has been 5.3%** compared with 2.2% for men.

- **One-third of self employed Canadians are women.**
- Women entrepreneurs hold ownership in about **45% of Canadian small and medium enterprises.**
- The likelihood of self-employment with women **increases with age and most women are aged 35 to 54.**
- **Well over half (58%) of the self-employed are between the ages of 35 and 54, compared to only 48% of employees.** While 40% of employees are under the age of 35, only 19% of self-employed business owners fit this description. At the other end of the scales, 24% of entrepreneurs are aged 55 and over compared to only 11% of employees.
- Average **earnings for women** business owners are lower than for employed women.
- 17% of self-employed women make **more than \$30,000 a year**, compared with 42% of men.
- Half of self-employed women **work at home.**
- Women tend to **own firms in slower growth and higher risk sectors** such as retail and service, in which access to financing is relatively more challenging.
- **One half** of the numbers of self-employed men and women in Western Canada **possess either a university degree or a post-secondary diploma.**
- Canadian moms spend more time online than their US counterparts and are in charge of most purchasing decisions.

(Source: *Prime Minister's Task Force on Women Entrepreneurs, Nov. 2003*)