



Women
OF
Steel

BUSINESS CONFERENCE

SEPTEMBER 6, 2024
SPONSOR PACKET



STEEL BLEU



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Event Sponsorship Packet

EVENT OVERVIEW:

Women of Steel 2024 is a premiere event, leading the way for cutting edge ideas, innovation and inspiration for women entrepreneurs and executives. The goal of this conference is to educate and inspire while being a catalyst of conversation on the “**Limitless**” future of female leadership in the world. This prestigious event will focus on giving women the tools they need to not only live out their dreams, but to build a legacy for generations of women that will follow. The attendees will receive a full day of empowerment from powerhouse speakers that will ignite and engage them to not only shatter the glass ceiling but to see the limitless potential beyond that ceiling!

EVENT DETAILS:

September 6, 2024

9am till 4pm

Arthrex One

1370 Creekside Blvd.

Naples Florida 34108

Hosted by Cotrenia Hood
CEO of Steel Bleu LLC
cotrenia@steelbleu.com



STEEL BLEU

Dear Potential Partner,

It is with great pleasure that I present to you an awesome opportunity to partner in creating an environment for women entrepreneurs and executives to flourish. Women of Steel focuses solely on the growth and development of businesswomen while creating an environment to thrive. It is designed to help turn today's businesswoman into tomorrow's local, national and global leader to lead in a way that is **Limitless**.

There are 13 million women-owned businesses in the United States. Four out of every ten businesses are owned by women, and they employ 9.4 million people. It's estimated that over 1,200 new women-owned businesses were launched every day in 2023. In addition, 66% of women business proprietors are sole owners of their companies which means the primary decision maker in this evolution in business, is female.

Just 25% of women business owners seek business financing but when they do, these businesses generate \$1.8 trillion dollar revenue. Women-founded companies in first round capital's portfolio outperformed companies founded by men by 63% (source: INC). The impact that today's businesswomen have on our economy cannot be ignored. In fact, it must be supported more by organizations like yours!



The inaugural conference hosted 200 engaged, inspired and empowered women. One participant remarked, "from start to finish the Women of Steel Business Conference answered burning questions I had for my business while giving a platform for a caliber of female leaders that this region had never seen. I will be there and bring all of my friends this year!" With your partnership, we can make this year even more impactful for not just the women who attend but for the communities

they serve. There is no greater time than now to be a part of a tremendous movement not only in our area, but in history.

Please join me in supporting these women leaders in business as we grow together towards a better future!

Sincerely,

Cotrenia Hood

Event Timeline:

Women of Steel 2024 will be held at the Arthrex One located on the Arthrex campus in Naples, Florida. The company is a leader in global medical devices as well as new product development and medical education in orthopedics. The vision for Arthrex began with a dream and the determination to succeed which led to a cutting-edge hub for innovation and inspiration.

The event will showcase ideas and concepts that push boundaries while allowing women to lead their own way. Each session is designed to be impactful and engaging giving each participant immediate tools for success. The event will conclude with a fabulous networking session, designed to build a community of leaders that can assist one another to make a difference in the world.

The theme for the 2024 Women of Steel event is: IT'S TIME!

- ✧ Conference Kickoff
- ✧ Opening Session – Iron Tribe!
- ✧ Fireside Chat – Innovation
- ✧ Lunch Keynote - Leadership
- ✧ Empowerment Panel – Spiritual, Mental & Physical Wellness
- ✧ Afternoon Session - Finance
- ✧ Networking Reception (optional)



Sponsorship Opportunities:

Wond**HER** Woman – Platinum Sponsor \$20,000

- 8 complimentary conference registrations
- Two page business ad in event program
- Social media recognition
- Logo on conference materials
- Booth space in exhibition area
- Promotional item in swag bag

Trail Blaz**HER** – Title Sponsor \$15,000

- 6 complimentary conference registrations
- Full page business ad in event program
- Social media recognition
- Logo on conference materials
- Booth space in exhibition area
- Promotional item in swag bag

Girl Pow**HER** - Gold Sponsors \$10,000

- 4 complimentary conference registrations
- ½ page business ad in event program
- Social media recognition
- Logo on conference materials
- Booth space in exhibition area
- Promotional item in swag bag

Empow**HER** – Silver Sponsors \$5,000

- 2 complimentary conference registrations
- ½ page business ad in event program
- Social media recognition
- Logo on conference materials
- Booth space in exhibition area
- Promotional item in swag bag

Entreprene**HER** – Bronze Sponsors \$2,500

- 2 complimentary conference registrations
- ¼ page business ad in event program
- Social media recognition
- Promotional item in swag bag

Innovat**HER** – Partner Sponsors \$1,500

- 1 complimentary conference registration
- ¼ page business ad in event program
- Promotional item in swag bag

Soleprene**HER** – Individual Sponsors \$1,000

- 1 complimentary conference registration
- Promotional item in swag bag
- Event Table Advertisement

Additional Sponsorship Opportunities:

Lead**HER** –Reception Sponsor \$5,000

- 4 complimentary conference registrations
- Logo on signage at cocktail reception
- Social media recognition
- Promotional item in swag bag

Goal Slay**HER** – Swag Bag Sponsor \$3,000

- 2 complimentary conference registrations
- Logo on Swag Bags (due by June 28th, 2024)
- Social media recognition
- Promotional item in swag bag

*Sponsorship material due within 3 weeks of commitment, no later than July 26, 2024