



## South Carolina Area Council of ABWA

July 29, 2019

The American Business Women's Association was founded in Kansas City in 1949 and has been serving women across the country for 70 years. The mission of ABWA is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition. With thousands of members and hundreds of local leagues across the country, ABWA provides many opportunities to businesswomen and men who have taken a vested interest in their professional life. Our members are professionals representing all organizational levels and areas who want the tools, resources and connections to achieve success and excellence in the workplace.

Locally, the South Carolina Area Council is being developed to provide women with quality programs focused on leadership and business skills development necessary to succeed not only in the workplace but also in life. Additionally, the South Carolina Area Council will provide members and guests with opportunities to develop mutually beneficial networking contacts at quarterly meetings, held on the 2nd Saturday from 10:00am-12:00pm in one of the following service locations; including, but not limited to Charleston, Columbia, and Orangeburg, SC.

As a sponsor of the South Carolina Area Council of ABWA, your company will receive significant recognition and benefits. To promote your services we will utilize our media avenues including internet, email, and internal communications. In addition, we can provide various opportunities to promote your company in person at our events.

Enclosed is information about ABWA for your review. Our Council has created several sponsorship packages for you to consider. After you have had time to review this packet, we can talk more specifically about how your company would like to participate in sponsoring ABWA in our community. Please keep in mind, we have the ability to customize a sponsorship proposal to directly impact your business objectives and maximize your ROI.

Thank you for your time and support of the South Carolina Area Council of the American Business Women's Association. I look forward to discussing this opportunity with you.

Best regards,

*Dr. Sonja Ogletree Satani*  
*South Carolina Area Council Chair*  
843-696-7335



South Carolina Area Council

## **2019 American Business Women's Day Event & Business Expo SPONSORSHIP/VENDOR PACKAGES**

The mission of the American Business Women's Association is to bring together business women of diverse occupations and to provide opportunities for them to grow personally and professional through leadership, education, networking support and national recognition.

The South Carolina Area Council of the American Business Women's Association is hosting a Business Expo and a day to commemorate our American Business Women. This expo will be held **Saturday, September 14, 2019** from 9:00 am until 3:00 pm at the Embassy Suites by Hilton Charleston Airport Hotel & Convention Center, 5055 International Blvd, North Charleston, S.C. 29418. Vendors will be set up in Ballroom B of the Convention Center. There will only be space to accommodate twenty (20) vendors ~ first requested will be first accommodated.

You are invited as a Sponsor/Vendor to set up a display and share information about your business/organization. One table accompanied with a white linen tablecloth and two chairs will be available for an additional \$50. You are welcome to provide your own linen draped table and chairs. The **vendor registration fee is \$75.00 for ABWA Members and \$100.00 for non members**. Payment should be made by or before **5:00 pm, Monday, August 19, 2019**. You will receive an email confirmation when payment is received. You may return the enclosed Sponsor/Vendor Registration Form, along with a certified check or money order payable to: ABWA South Carolina Area Council. Credit card payments are accepted. You may also register online at: [www.UnleashWithSC.Eventbrite.com](http://www.UnleashWithSC.Eventbrite.com).

Our Sponsorship opportunities are designed to give you maximum exposure before, during, and after the event. Sponsorship of the **2019 American Business Women's Day & Expo** offers several important benefits to your company and brand:

- Reach and communicate with an audience who are seeking personal and professional development
- Share your products and services with individuals looking for your solution
- Enhance your relationship with current and past customers, and attract new customers and prospects
- Form and build new business partnerships
- Reinforce your brand's position as a business community supporter
- Be recognized as a company that wants to support, serve, and speak to the women in the community
- Become connected with the American Business Women's Association, offer special opportunities to the membership on a regular basis or at other special events and conferences as they arise

## **OUR COMMITMENT TO SPONSORS**

We will launch a marketing strategy that will focus on our tri-county demographic such as entrepreneurs, business owners, corporate leaders, non-profit organizers and local governmental leadership. We offer comprehensive promotion and publicity before, during and after the business expo to generate consistent exposure to each of our sponsor participants. Our media campaign will include local press, social media, and radio (web/network).

### **Community Swag Bag-Business Packet:**

Our vendors have the option to place a flyer, business cards and/or other promotional material in our community swag bags to share information about your products and services of interest to individuals during and after the event. **Business Cards \$10. Flyers and all other materials \$25.**

## **ABW DAY & BUSINESS EXPO ~ 2019 SPONSORSHIP PACKAGES**

### **Bronze Level Sponsorship (\$250) includes:**

- Acknowledgement at the 2019 ABWA Business Expo and two (2) event tickets
- Your flyer/promotional materials in the ABWA Business Expo package
- Acknowledgement & Appreciation on ABWA local leagues websites and social media pages

### **Silver Level Sponsorship (\$500) includes:**

- Acknowledgement at the 2019 ABWA Business Expo and four (4) event tickets
- Your flyer/promotional materials in the ABWA Business Expo package
- Acknowledgement & Appreciation on ABWA local league websites and social media pages
- Acknowledgement on program agenda, PSA's and community advertisement for ABWA Business Expo

### **Gold Level Sponsorship (\$1500) includes:**

- Acknowledgement at the 2019 ABWA Business Expo and six (6) event tickets
- Your flyer/promotional materials in the 2019 ABWA Business Expo package
- Acknowledgement & Appreciation on ABWA local leagues websites and social media pages
- Acknowledgement on program agenda, PSA's and community advertisement for ABWA Business Expo
- Publicity in ABWA ads or Newsletter

### **Platinum Level Sponsorship (\$2,000) includes:**

- Title of "Official Sponsor" at the 2019 ABWA Business Expo and ten (10) event tickets.
- 2 Minute Overview of your products & services at 2019 ABWA Business Expo
- Your flyer/promotional materials in the 2019 ABWA Business Expo package
- Acknowledgement & Appreciation on ABWA local leagues website as Platinum Sponsor, along with 2019 ABWA Business Expo Program
- Recognition on social media promotions, flyers, press releases, and as many advertisement avenues as feasible prior to event
- Display table given premier placement at the event
- Early notification of upcoming sponsorship opportunities
- Publicity in ABWA local leagues Newsletter or Magazine

## **Specific Sponsorships / In-Kind Donations**

- Swag bag Sponsor – 300 bags, 9” x12” or larger
- Educational Scholarship Sponsor – \$2,000 – Provide an opportunity for four (4) women to attend a Regional or National ABWA Conference, recognition in program and from stage, recognition as sponsor on ABWA local league website for one year.
- Writing pen Sponsor – 300 pens
- Promotional material Sponsor – 300 marketing items to give away
- Print Sponsor – \$1,000 – “printed courtesy of Sponsor” added to all print materials, recognition in program, and recognition as sponsor on ABWA local website for one year
- Vendor tables – \$75 members/\$100 non members – include event registration, listing in program, swag bag. One table with two chairs is available for an additional \$50.

### **Vendor Space:**

If you prefer face-to-face interactions, take advantage of our economically priced vendor tables for only \$75 (**ABWA Members**) and **\$100 (Non-Member)**. Vendor can show perspective customers’ first-hand how your products and services can benefit them. It’s also a great way to develop leads for future sales.

One table with two chairs is available for an additional \$50. Amenities include wireless network availability, extensive break-out space for individual conversations and completion of forms, if appropriate, and excellent parking. If you require more than one table, please inform the ABWA Business Expo Coordinators, Dr. Sonja Ogletree Satani, Chair or Latorie Walker, Vice Chair.

### **Vendor Responsibilities:**

Table linen, easel with sign and table decorations will be provided by vendor. For your convenience, a contract with all pertinent details has been included in vendor package.

### **IMPORTANT NOTICE:**

All flyers and/or other promotional materials must be received no later than Monday, August 19, 2019 in order to be included in the 2019 ABWA Business Expo package. **Digital files for online marketing can be emailed to [scareacouncil@gmail.com](mailto:scareacouncil@gmail.com). Materials can be mailed to ABWA South Carolina Area Council, 100-A Central Ave, Suite 205, Goose Creek, SC 29445.** Or if it’s more convenient, you may drop off your flyers and promotional materials by scheduling a drop off time with Latorie Walker, South Carolina Area Council Vice Chair. Please call or text her at 843-364-1496.

For additional information please email [scareacouncil@gmail.com](mailto:scareacouncil@gmail.com) or contact, Dr. Sonja Ogletree Satani, South Carolina Area Council Chair at 843-696-7335, Latorie Walker, South Carolina Area Council Vice Chair at 843-364-1496, Rachelle Jamerson-Holmes, South Carolina Area Council Financial Officer at 803-387-6915, or Anna Davis, South Carolina Area Council Communications Officer at 803-622-9302.



**2019 ABWA SOUTH CAROLINA AREA COUNCIL  
ABW DAY & BUSINESS EXPO**

September 14, 2019  
Embassy Suites by Hilton Charleston Airport Hotel & Convention Center  
5055 International Blvd  
North Charleston, S.C. 29418

**2019 SPONSORSHIP/VENDOR SPACE  
REGISTRATION FORM**

I am hereby authorized to reserve the following exhibit space, and have read the Rules and Regulations on the attached sheet of this contract. Space assignments are made by ABWA South Carolina Area Council to ensure even distribution and separation. Please submit a logo or promotional photo in jpg format as well as a company description to: [scareacouncil@gmail.com](mailto:scareacouncil@gmail.com).

**All details must be finalized two weeks in advance. No additions will be made on site.**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Website URL \_\_\_\_\_ Facebook: \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone (daytime) \_\_\_\_\_ Cell phone \_\_\_\_\_

\* \* Type of merchandise \_\_\_\_\_

Number of Vendor/Sponsor attendees \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Vendor Space \$75 (ABWA Member) or \$100 (NonMember)	_____
Business Card Insert \$10/ Promotional Materials \$25	_____
Bronze Level Sponsor \$250	_____
Silver Level Sponsor \$500	_____
Gold Level Sponsor \$1500	_____
Platinum Level Sponsor \$2000	_____
Total Cost Enclosed	\$ _____

**Payment should be made by or before 5:00pm, Monday August 19, 2019**

**Payment by Check**  Make payment payable to: **ABWA SOUTH CAROLINA AREA COUNCIL,**  
100-ACentral Ave, Suite 205, Goose Creek, SC 29445

**Payment by Credit Card:**  *VISA*  *American Express*  *MasterCard*  *Discover*

Card Number \_\_\_\_\_ Amount charged to card \_\_\_\_\_

**Billing address of credit card if different than above address:**

\_\_\_\_\_  
Name on card (PRINT) \_\_\_\_\_ Expiration Date \_\_\_\_\_ 3-digit code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**\*\*Please email completed form to [scareacouncil@gmail.com](mailto:scareacouncil@gmail.com)**



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ABW DAY & BUSINESS EXPO**

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**2019 SOUVENIR PROGRAM BOOKLET AD  
REGISTRATION FORM**

I am hereby authorized to reserve the following advertisement space, and have read the Rules and Regulations on the attached sheet of this contract. Space assignments are made by ABWA South Carolina Area Council to ensure even distribution and separation. Please submit a logo or promotional photo in jpg format as well as a company description to: [scareacouncil@gmail.com](mailto:scareacouncil@gmail.com).

**All details must be finalized two weeks in advance. No additions will be made on site.**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Website URL \_\_\_\_\_ Facebook: \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone (daytime) \_\_\_\_\_ Cell phone \_\_\_\_\_

\* \* Type of merchandise \_\_\_\_\_

Number of Vendor/Sponsor attendees \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Page \$100	_____
Inside Front Cover or Inside Back Cover \$150	_____
Middle Page \$125	_____
Back Cover \$150	_____
½ Page \$50	_____
¼ Page \$25	_____
Total Cost Enclosed	\$ _____

**Payment should be made by or before 5:00pm, Monday August 19, 2019**

**Payment by Check**  Make payment payable to: **ABWA SOUTH CAROLINA AREA COUNCIL,**  
100-A Central Ave, Suite 205, Goose Creek, SC 29445

**Payment by Credit Card:**  **VISA**  **American Express**  **MasterCard**  **Discover**

Card Number \_\_\_\_\_ Amount charged to card \_\_\_\_\_

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