



Presented by:



Dear Community Member,

The Small Business Initiative of Northeast Wisconsin Technical College is pleased to announce that we are launching something brand new in Northeastern Wisconsin this coming spring...something we're really excited about, and we're inviting you to be part of it! It's the first annual N.E.W. Women's Business Summit, on Thursday, March 8, 2018 (International Women's Day) at the NWTC Conference Center.

The N.E.W. Women's Business Summit is Northeastern Wisconsin's premier forum for visionary women who want to discover the tools for success, make strategic business connections and leave feeling empowered and inspired to take action in their professional and personal life. Whether you are a business owner, work in a business, office or professional setting, have a home-based business, or are considering launching a business, the N.E.W. Women's Summit has something just for you. Join hundreds of women for a day of "EmpowHERment" in your personal and professional development, where you'll gain timely, practical advice to keep in your "business toolbox" – while making strategic business connections with other aspiring and enterprising women.

The conference planning committee has been working hard to make this long talked about event become a reality for working women throughout our area. We hope that you will join in the fun and success by considering being a sponsor of this inaugural event.

### ***Why a Women's Business Summit?***

Because working women throughout Northeastern Wisconsin are looking for opportunities to get to know one another while...

- Creating mutually beneficial relationships with peers
- Learning from peers about best practices and other essential information
- Supporting each other with knowledge, skills, tools—and friendship
- Becoming exposed to subject matter experts - our speakers, and the practical information and tools they will be sharing.
- Participating in three learning tracks comprised of one-hour breakout sessions that will be offered throughout the day.

### **Track One: Small Business Development/Entrepreneurship**

This track will offer four different breakout sessions in the area of business start-up and entrepreneurial development including presentations from business service providers, marketing experts and successful, creative-preneurs.

### **Track Two: Professional Development**

This track will offer four different breakout sessions in the areas of professional development and is currently in the planning stages with anticipated breakout sessions to include working with multiple generations, assertive communication skills, identity protection and managing change.

### **Track Three: Personal Enrichment**

This track will offer four different breakout sessions in the areas personal growth and enrichment offering informative workshops that will better assist busy women with self-care and finding the balance needed in order to achieve a more purpose-driven life.

## ***We will inspire***

Along with subject matter experts from throughout Wisconsin who will be facilitating breakout sessions throughout the day, we have lined up John Maxwell certified keynote speaker, executive coach and leadership trainer, Allison Liddle. Allison, who recently launched a new book entitled, *Life Under Construction: Designing a Life You Love*, will be opening the day sharing the “5 Steps to Empower Yourself.” In this uplifting keynote, Allison will share her personal transformation journey on becoming empowered by using the changes she experienced in her life to grow herself, her business and create a new, more impactful life.

## ***“EmpowHER Hour” Luncheon***

During the second half of our lunch together where we will have had time for networking and engaging conversation, we will be joined by a powerhouse panel of four engaging and empowering women leaders who will share how they have thrived as leaders in male-dominated industries. Female leaders face many challenges that their male counterparts don’t experience and must often work harder to be taken seriously, whether as a boss or a board member. As successful business owners and board members, our panelists can all attest to the roadblocks that females can face in male-centric environments.

## ***Our needs...***

We’re proud of the impressive line-up we’ve been diligently working to put together. We believe the N.E.W. Women’s Business Summit will make a real difference in the lives of the working women who are your employees, your neighbors, your friends. Please consider supporting this effort by supporting the first annual N.E.W Women’s Business Summit!

- Financial support to help defray the mounting costs of a conference such as this. As a financial supporter, you can help keep registration fees low and allow us to offer scholarships to students and low-income individuals. At the same time you’ll be promoting your business to a valuable, targeted population.
- Conference favors for attendees (an opportunity for you to provide giveaway items with your branding). Each attendee will receive a welcome bag containing, conference information and resources from various business partners, sponsors and exhibitors.
- Enthusiasm in sending the working women in your business to our conference. You’ll be doing them *and* your business a good turn.

If you are interested in joining the ranks of the many fine organizations that support our programs and would like to make a contribution to the 2018 Women’s Business Summit, we invite you to join us by filling out the enclosed Sponsorship Application Form. With your support, we are confident this year’s conference will provide a high-quality, low cost educational experience for all who attend.

*Thank you for your support!*



Michelle Madl-Soehren, MS  
Small Business Development Consultant  
NWTC – Small Business Initiative

**For more information please contact Michelle Madl-Soehren, Small Business Development Consultant for Northeast Wisconsin Technical College at 920.498.6379 or email at: [michelle.madlsoehren@nwtc.edu](mailto:michelle.madlsoehren@nwtc.edu)**



Please select a conference sponsor level you would like to be.

**Keynote Sponsor (One Available) (\$3,500)**

- The Keynote Sponsor will receive all of the same benefits as the Diamond Sponsor and in addition...
- A representative of the Keynote Sponsor will introduce the Keynote
- Opportunity for representation on the "EmpowHER Hour" Panel
- **Deadline for Keynote Sponsorship is December 15, 2017**

**Diamond Sponsor (One Available) (\$3,000)**

**Platinum Sponsor (\$2000)**

**Gold Sponsor (\$1000)**

**Silver Sponsor (\$500)**

❖ Due to the limited space of our venue for this inaugural event, registration will be limited to the first **250** attendees.

❖ Ticket prices are valued at \$69

❖ Deadline for sponsorships will be January 26, 2018.

Sponsorship Benefits	Diamond	Platinum	Gold	Silver
Social Media Presence	•	•		
Your business logo on all summit marketing materials	•	•		
10 Tickets to the event	•			
5 Tickets to the event		•		
2 Tickets to the event			•	
Opportunity to provide inserts in attendee welcome bag	•	•	•	•
Recognition in program	•	•	•	•

Name of Business \_\_\_\_\_

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City, State Zip \_\_\_\_\_ Phone \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail Address \_\_\_\_\_

Company Website \_\_\_\_\_

**Please fill out this form and mail/fax/email to:  
 Northeast Wisconsin Technical College-SBI  
 Attn: Michelle Madl-Soehren  
 2701 Larsen Rd., Green Bay, WI 54303  
 Email: [sbi@nwtc.edu](mailto:sbi@nwtc.edu).**

**[Please note: WOMEN'S BUSINESS SUMMIT SPONSOR FORM in SUBJECT line of email. Thank you!]**