



Business Babes Society

PO Box 330
Richmond, KY 40476

Joyce Green, President
(859) 623-8282

www.businessbabessociety.org
www.facebook.com/businessbabessociety
<http://businessbabessociety.blogspot.com/>
<https://twitter.com/businessbabesky>

Dear Prospective Sponsor:

We are writing you concerning our Sponsorship opportunity with Business Babes Society. I know that your company has as its mission a desire to give back to your community as well as local small business growth.

Our organization, started in 2009, is a support and networking group that promotes business women in our community and town. Our goals are (1) to encourage prospective business women through encouragement, advice, and friendship; and (2) to support existing business women who want to maintain and grow their businesses by networking and sharing resources and relationships; (3) and collectively support our community's growth and outreach efforts.

Your support of our organization will enable us to:

1. Reach a greater audience and extend our efforts to support local small businesses of Madison County and surrounding counties, as well as economic development in our community.
2. Help us support our community outreach efforts in giving our time and contributions to non-profits, local charities, especially causes that support women and their development.
3. Third, your donations will further support our Scholarship Program, where we give out \$1000 Scholarships to qualified female Madison County graduates each year.

And in turn, we will show our appreciation to our sponsors by showcase their support at our annual events and media outlets. (Please see the attached Sponsorship Levels table to see specific examples of the various benefits you could receive.)

Our Corporate Sponsors are offered many opportunities to obtain visibility and representation with the business sector and possibly gain access to women owned businesses as clients, suppliers, and contractors. With Business Babes Society's growing impact on our local and state level, our collaboration will bring your company a positive public and community relations image. If you have any questions, we'd love to send a representative to meet with you or take you to lunch. Please contact us at info@businessbabessociety.org or call us at (859) 623-8282 or (859) 624-2981.

Thank you,

Nicole Mueller
Communications Chair





Business Babes Society's Contributions to Women Owned Businesses

- 1. Founded by women to support fellow women entrepreneurs and business owners.** We understand the challenges and rewards of being a women-owned business in our local market. As a group, we share knowledge and provide support and encouragement to help start and grow our members' businesses.

"Women's business organizations have been instrumental in shaping the nature of contemporary networking organizations. With the proliferation of women business owners in the 1970s and '80s and the difficulties they had in joining the 'old-boys' networks' in place, many women formed structured, well-organized groups that met to network and provide professional support." – Ivan Misner, Founder and chairman of BNI
- 2. Professional Development: Education and Inspiration = Growth.** We have ten guest speakers per year that provide practical tips, advice and instruction on how to start and/or grow their business from financial management to navigating social media to time management to marketing on a budget to professional coaching and so on. We also encourage our speakers to tell their "story" because their professional journey and their triumph over challenges inspires others. (Guest speakers are discouraged from making 'sales pitches'.)
- 3. Regular Networking Opportunities.** At each meeting, members are encourage to come a half-hour prior to the start of the meeting to network, and naturally members stay after to continue that networking. The introduction starts during the meeting when each attendee (whether member or guest) is asked to stand, introduce themselves and their business. That way, you not only break the ice but are able to begin marketing your business in that 20-30 second introduction.
- 4. Community Outreach.** *"One woman can make a difference but together we can Rock the World."* – Anonymous. With time constraints on business owners today, we provide community outreach opportunities that is a group effort, rather than having to take it on all by yourself. We also applaud and advertise the individual efforts of our members who serve their community as to encourage and inspire others.
- 5. Investing in our Future Female Entrepreneurs.** Our Business Babes Scholarship awards scholarships to several exemplary and high-achieving female Madison County seniors who are pursuing a degree in Business Administration. Through our sponsorships, a portion of our membership fee, and our June Junk Jamboree (auction), we raise money for our scholarship fund. As of 2015, we have awarded \$5000 in scholarships to Madison County female graduates.
- 6. Friendship and Support.** Our slogan is: *"No Stress...It's all about the friendships... the rest will follow."* By sharing our knowledge and resources, supporting and encouraging each other, and genuinely applauding our fellow Babes' successes, we make new friends. As fellow women business owners, we understand our unique challenges and those commonalities develop bonds within our society.

Business Babes Society – Programs and Events

Business Babes Annual Events:

- June Junk Jamboree and Crab Feast** Every June, we host our annual auction where each member is encouraged to bring 5-10 items*, where members and guest bid on the items to raise money for our Scholarship Fund. After the auction, a Maryland crab feast dinner is served.
- *Items can be gently used or new from gifts never used or items/gift certificates from your business.
- Diva Destinations:** Several times a year the Babes plan group trips and events that give the Babes an opportunity to get together and share good times!
- Make S'more Friends:** Business Babes offers this networking event twice per year (Spring & Fall) for local business owners, professionals and community leaders (MEN & WOMEN) to meet new friends, expand your networks and make new connections. Drinks, light refreshments, and of course s'mores will be served.
- Chocolate Soiree:** Our Annual Membership Drive where Chocolate is the Theme of the Night! All Babes are encouraged to attend and to bring their friends, clients, colleagues to learn more about the Babes, network and meet inspiring fellow female entrepreneurs in your community. There will be drinks, light refreshments and of course, chocolate! We have a couple interesting presentations, as well as door prizes and giveaways.
- Unwind & Mastermind:** Monthly outings to a local restaurant or Babes home to give the Babes an opportunity to unwind, relax and network. The purpose of these casual outings would be to (1) Discuss & resolve specific challenges one or more Babes are facing in their business, (2) to introduce a specific Babe's business to the group, and/or (3) to bond with other women in business.
- Pink Door Contest** In October, the Babes support the Paint the Town Pink breast cancer awareness with their **Pink Door Contest**. Participating local businesses will decorate their front door or window to help promote Breast Cancer Awareness in a pink and creative way. In mid-October, a panel of judges from the Business Babes Society will visit each business to judge their door and front window. Prizes will be given to the first, second & third place winners which will be donated by the Business Babes member businesses.
- Small Business Saturday** The Babes have a unique way of participating in the national Small Business Saturday. Our members who have a brick-and-mortar or retail space host one or two members who have home-based businesses, allowing them to have an opportunity to expand their customer base and participate in this national program to support small business.
- End of the Year Awards Banquet** We close out our year at our End of the Year Awards Banquet, where our members celebrate our years' accomplishments and applaud our members who have stepped up to the plate in taking our group to the next level.

Business Babes Membership Programs:

BBS Scholarship Drive: Business Babes Scholarship, started in 2014, was created to provide an incentive and reward for budding female entrepreneurs. Our Business Babes Scholarship awards scholarships to several exemplary and high-achieving female Madison County seniors who are pursuing a degree in Business Administration. Through our sponsorships, a portion of our membership fee, and our June Junk Jamboree (auction), we raise money for our scholarship fund. As of 2015, we have awarded \$5000 in scholarships to Madison County female graduates.

We have a Presentation Dinner annually to honor the Scholarship recipients and their family, along with the Scholarship Committee and Business Babes Society board members.

Deals On Heels: Each month, businesses will advertise their specials, discounts, coupons and sales through our website, social media and our email newsletter. Check back often to view these great buys!

Babe-to-Babe Member Discounts: Business Babes offer discounts and specials for fellow Babes exclusively. Participating and offering Babe-to-Babe Member Discounts is another benefit to being a *Babe!*

New Member Coffee This program is to welcome and get to know our new members. A member of our board will take a new member to coffee to introduce them to the benefits of being a Babe, our regular events, our programs and how to get the most of their membership, as well as getting to know the new Babe, their business and their goals. Comment below to sign up and one of our board members will contact you!

Community Outreach: The Community Outreach committee actively looks for opportunities that Business Babes Society members can participate in to give back to the community, including one chosen non-profit per year that the Babes will focus time and energy in promoting and supporting.

Community events that we have participated in the past are the Downtown Richmond Association, Hope's Wings, New Opportunity School for Women, God's Outreach Food Bank and our BBS Scholarship Fund.

Through our unique member programs (Diva Destinations and Unwind & Mastermind), the Babes relax, unwind and strengthen those bonds.

Current Demographics

Current Membership:	51 (as of 8/15)
Counties Represented:	Madison, Fayette, and Estill
Year Started:	2009
2015-2016 OFFICERS:	
President:	Joyce Green
Vice-President:	Melodie Lincavage
Secretary:	Anita Henson
Treasurer:	Amanda Bischof
Events Chairs:	Celeste Gabbard Byrd
Communications Chair:	Nicole Mueller
Membership Chair:	Carolyn Price
Community Outreach Chair:	Tress La'Rue
Scholarship Chair:	Pam Murphy
Sponsorship Chair:	Nicole Mueller
Founders:	Cindy Teague-Kelley Linda West Joyce Green Kimberly Woosley
2015 Sponsors:	Dana Overall, CPA (Platinum) Startup Production (Platinum) David Gannon, Edward Jones (Bronze) Karen Hood, EKU Marketing (Bronze)



Business Babes Society's Testimonials

"I love how the Babes are on the move and making a difference one day at a time in our community." - **Rose Rex, DRA Coordinator**

"What I like most about being a Business Babe is the friendships and how we support each other. It is amazing to experience. In addition, I know from leadership and coaching experience that research shows that relationships and social support is one of the most important determinations of your future success." - **Carla Walter, Leading Edge Focus LLC**

"As a Babe, I like the feeling that I am connected professionally and personally. I know this group is changing the way our community views women in business and I know they 'have my back'!" - **Cindy Teague-Kelly, EZ Care**

"It's all about women, not competition. It's about friendship and networking." - **Linda West, The Boutique at Merle Norman**

"BBS is an opportunity for growth and advancement of my small business through networking. I have met serious and professional women business owners that share common goals and give back to our community." - **Pam Murphy, Cute Betty's Gold Emporium**

"Many groups focus on networking and you just show up and hand out a card. The real way to attract business is through reaching out to become a trusted friend outside of meetings. BBS is a perfect opportunity for savvy women business owners to discover their human connection to others." - **Lizette Fitzpatrick, Lizette Realty**

"When I moved to this area, BBS was a great place to develop new relationships and network my business. All the women are business owners, and thus understand the unique challenges and rewards we face and are there to support each other." - **Nicole Mueller, Startup Production**



Business Babes Sponsorship Benefits

	Bronze \$250	Silver \$500	Gold \$750	Platinum \$1000
Corporate Logo and link to your organization's website (BusinessBabesSociety.org), our monthly email newsletter (Chick Chatter), our BBS Blog, and listed on Facebook / Twitter profiles, as well as logo on display on our PowerPoint presentation playing at our meetings and events.	X	X	X	X
Free attendance and invitation to attend our meetings and select special events (Chocolate Soiree, June Junk Jamboree, and Make S'mores Friends).	X	X	X	X
Eligibility for all Babes-to-Babes Discount (advertised on our website)	X	X	X	X
Free ads placed in our Deals on Heels monthly specials (on email newsletter, Website and Facebook)		X	X	X
"Friends of the Babes" Sponsor Spotlight at one monthly meeting per year – opportunity to have an exhibitor table and a 5-10 minute presentation about your business or organization.		X	X	X
"Friends of the Babes" Sponsor Spotlight on our monthly advertising – once per year your business will be featured in our (1) Email Newsletter, (2) Website, (3) Social media networks, and (4) our Blog		X	X	X
Opportunity to showcase your services, program or benefits in our membership packet			X	X
Company Name announced and recognized as a BBS Sponsor at our monthly meetings, and special events.			X	X
Opportunity to give a 1-minute (Gold) or 2-minute (Platinum) presentation at the following special events: Chocolate Soiree, June Junk Jamboree, and Make S'mores Friends			X	X
Logo displayed on any advertising we do in local media outlets (newspapers, online ads, magazines, etc.)			X	X
Logo displayed on all our Scholarship Ads (website, social media, blog, email newsletter), invitation to Scholarship Awards Presentation where your business name will be announced as Scholarship Sponsor, an opportunity to give a 2-minute presentation and be introduced to Scholarship Winners.				X
Personal Liaison from Business Babes Society to inform your organization of special events, programs and our mission, assist you at our events, and get you acquainted with our organization.				X
Opportunity to host one Unwind & Mastermind per year to showcase your business and services and how they can benefit our members. The sponsor also provides the venue, along with drinks and refreshments.				X



Business Babes Society's Sponsorship Agreement

Contact Name: _____

Business Name: _____

Website URL: _____

Address: _____

Business Address: _____

Display Address on Public Directory

Phone: _____ *Business Phone: _____

*Will be displayed on your sponsorship listing

Email: _____

Short Business Description: _____

Sponsorship Levels:

_____ Bronze \$250

_____ Silver \$500

_____ Gold \$750

_____ Platinum \$1000

Make Check Payable to: **Business Babes Society**

Mail to: PO Box 330

Richmond, KY 40476

Or pay online at: **www.businessbabessociety.org**

How did you hear about Business Babes Society? _____

*Sponsorship term is for one year from the date payment of the Sponsorship Level Fee is received or the date of the board approval for In-Kind Sponsorships.

Signature _____ Date: _____