



THE **WOMEN** ENTREPRENEURS NETWORK

# SPONSORSHIP PACKAGES 2020/2021

# THE ORGANISATION



**The Women Entrepreneurs Network** focuses on established women business owners who have owned their business for at least three years and provide them with valuable education, support and knowledge in order for them to scale up their business and increase their value.

We have achieved great loyalty with our uniquely designed **Circle Events**. WEN Circle Events take place five times each year and consist of panels of carefully selected experts to discuss a certain topic, after which in-depth break-out circle sessions help our members have direct access to the experts' knowledge to solve individual issues and benefit from the other participants' feedback and experiences.

Each year, WEN also aims to organise a high-level event, such as a **Business Masterclass** or **Elite Business Forum**, which targets a specific need for the experienced female founder, such as Exit Strategies or Strategic Planning.

Aside from these events, WEN runs **Workshops** throughout the year which provide constructive feedback on a variety of topics such as marketing, branding, sales, legal and more. Our Workshops are open to all women entrepreneurs, regardless of their seniority or experience.

WEN Events are specifically designed to help women entrepreneurs scale up, increase their value and potentially sell and exit their business.



# THE SPONSOR PACKAGES



## 1 Affiliate Package

**Fee: HKD750**

A one-off Spotlight section within a general WEN EDM (e.g. event promotion, seasonal newsletter etc). featuring a profile/Q&A interview with a WEN member. Admin will limit the spotlights to one per general EDM, unless it is the seasonal newsletter, in which the number of spotlights is limited to two.

The full article will be published on the WEN website blog and linked to the summary within the newsletter. The newsletter will feature one question, an image and a quote within the newsletter and a link to the full article on the site.

A quote from the interview and an image of the WEN Member will be used on all our social media pages with a link to the article and the WEN Member and their company tagged across all platforms.

To avoid overlap of industries, Admin will spread out posting of profiles and spotlights, as and when necessary, if two affiliate sponsors represent a similar company.



# THE SPONSOR PACKAGES



## 1 Affiliate Package – Extra

**Fee: HKD1,500**

A one-off dedicated WEN EDM featuring a profile/Q&A type interview with a WEN member. Admin will limit to sending two such affiliate profile Newsletters per month.

A one-off Spotlight section within a general WEN EDM (e.g. event promotion, seasonal newsletter, etc.). Admin will limit the spotlights to one per general EDM, unless it is the seasonal newsletter, in which the number of spotlights is limited to two.

The full article will be published on the WEN website blog and linked to the summary within the newsletter. The newsletter will feature one question, an image and a quote within the newsletter and a link to the full article on the site.

A quote from the interview and an image of the WEN Member will be used on all our social media pages with a link to the article and the WEN Member and their company tagged across all platforms.

To avoid overlap of industries, Admin will spread out posting of profiles and spotlights, as and when necessary, if two affiliate sponsors represent a similar company.



# THE SPONSOR PACKAGES



## 2 Event Package

**Fee: HKD5,000**

**Time:** 1 September 2020 to 31 August 2021

### **PACKAGE INCLUDES**

This package includes everything from the **Affiliate Package - Extra**, as well as:

#### **Event Presence**

1 Circle Event or Business Masterclass.

Sponsors are given the opportunity to engage in one-to-one sessions with attendees, 30 minutes before the start of one Circle Event or Business Masterclass Event. Members will be notified about sponsor availability prior to the event.

Sponsors are encouraged to have marketing materials at hand at the event.

#### **Marketing**

Name on all Invitations and Announcements, through social media and EDMs for one event.



# THE SPONSOR PACKAGES



## 3 Elite Package

**Fee: HKD25,000**

**Time:** 1 September 2020 to 31 August 2021

### **PACKAGE INCLUDES**

This package includes everything from the **Affiliate Package - Extra**, as well as:

#### **Event Presence**

All Circle Events and Business Masterclasses.

Sponsors are given the opportunity to engage in one-to-one sessions with attendees, 30 minutes before the start of each Circle Event and Business Masterclass Event. Members will be notified about sponsor availability prior to each event. Sponsors are encouraged to have marketing materials at hand at each event.

#### **Marketing**

Name on Event Banners

Name on all Event Invitations and Announcements, through social media and EDMs

Sponsor details on WEN Website

Monthly Facebook mention



# THE BENEFITS



What you will gain by being a WEN Sponsor:

**1000**  
PLUS

WOMEN  
ENTREPRENEURS  
REACHED

OPPORTUNITY  
TO  
**HELP**

SOLVE PROBLEMS  
AND SCALE UP  
WOMEN OWNED  
BUSINESSES

**1-ON-1**  
ENGAGEMENT

WITH  
TARGET  
AUDIENCE



# ADDITIONAL INFORMATION



## SPONSOR PACKAGE POLICY

Sponsors are allowed to attend the panel discussion at the start of the Events but are not allowed to attend the Break-out Circles unless they are specifically invited as an expert or if they are Woman Business Owner who has paid to attend the event.

Sponsors are allowed to submit names and details of persons to be considered as expert for an Event. The final decision whether or not this person will be invited lies with the WEN Event Facilitators and WEN Exco.

No hard sale pitch is permitted by Sponsors. Any complaints by members of this action will be discussed and immediate correction will need to be made.

## CIRCLE EVENTS 2020/2021

10th September 2020  
10th November 2020  
26th January 2021  
18th March 2021  
26th May 2021

## DEFINITIONS

**WEN Member:** a female business owner who has registered, paid for and attended at least one WEN Event.

**WEN Event:** Any event organized by WEN, including WEN Circle Event, WEN Workshop, WEN Business Masterclass, Elite Business Forum, WEN 1:1 Sessions, WEN Book Club and WEN Social and Networking Events that required booking and payment.

