



THE **WOMEN** ENTREPRENEURS NETWORK

Supporting

WEN

2023/24

THE ORGANISATION



The Women Entrepreneurs Network (WEN) focuses on established women business owners who have owned their business for at least three years and provides 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 3-5 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 to scale up, through knowledge & networking & therefore increase their value and potentially sell and



THE SPONSOR PACKAGES



1 Gold Sponsorship

HKD 150,000 (per year)

- Logo placement on all event, marketing and promotional materials including WEN banner.
- 2 complimentary tickets to WEN gala.
- Opportunity to speak at two WEN events per year.
- 2 x Customized social media post promoting your company.
- 4 x Dedicated email blast to WEN members promoting your company.
- 4 x postings on WEN premium member WhatsApp group.
- Opportunity to display promotional materials at all WEN events.
- 2 x Inside front cover advert in WENTrepreneur magazine.
- 2 x articles in WENTrepreneur magazine (topic to be approved by Exco)
- Recognition as a Gold Sponsor on the WEN website.



THE SPONSOR PACKAGES



2 Silver Sponsorship

HKD 75,000 (per year)

- Logo placement on all event, marketing and promotional materials including WEN banner.
- 1 complimentary tickets to WEN gala.
- Opportunity to speak at one WEN event per year.
- 2 x Customized social media post promoting your company.
- 2 x Dedicated email blast to WEN members promoting your company.
- 2 x postings on WEN premium member WhatsApp group.
- Opportunity to display promotional materials at selected WEN events.
- 2 x full page advert in WENTrepreneur magazine.
- 1 x articles in WENTrepreneur magazine (topic to be approved by Exco).
- Recognition as a Silver Sponsor on the WEN website.



THE SPONSOR PACKAGES



3 Bronze Sponsorship

HKD 25,000 (per year)

- Logo placement on select marketing and promotional materials.
- 1 x complimentary ticket to one WEN event.
- 1 x Customized social media post promoting your company.
- 1 x Dedicated email posting to WEN members promoting your company.
- 1 x postings on WEN premium member WhatsApp group.
- Opportunity to display promotional materials at selected WEN events.
- 2 x Half page advert in WENtrepreneur magazine.
- Recognition as a Bronze Sponsor on the WEN website.



THE SPONSOR PACKAGES



4 In-Kind Sponsorship

In-kind sponsorships are also welcome and appreciated. These may include:

- Venue sponsorships for WEN events
- Catering sponsorships for WEN events
- Printing and marketing materials sponsorships
- Photography and videography sponsorships

In-kind sponsors will receive recognition on the WEN website and social media channels, as well as on event promotional materials, based on the value of their sponsorship.



THE BENEFITS



What you will gain by being a WEN Sponsor:



WOMEN
ENTREPRENEURS
REACHED



SOLVE PROBLEMS
AND SCALE UP
WOMEN OWNED
BUSINESSES



WITH
TARGET
AUDIENCE

By sponsoring the Hong Kong Women Entrepreneurs Network, you will be supporting a community of women who are making a difference in the business world. Your sponsorship will help us provide more resources and opportunities to our members, and help them achieve their goals. Thank you for considering this opportunity to support women entrepreneurs in Hong Kong.

Other Benefits:

Increased brand visibility and recognition

New business opportunities (to partner or become a client and networking).

Can be seen as a brand ambassador for women empowerment and growth.

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 sales pitches are permitted by Sponsors. Any complaints by members of this action will be discussed and immediate correction will need to be made.

2023/24 Events: (event dates maybe subject to change)

Speed Dating - 28 Aug
Gala - 21 Sept
Lunch n Learn - 7 Sept
Social Junk - 27 Oct
Lunch n Learn - 15 Nov
Christmas Social - 1 Dec

Wellness Talks - 11 Jan
Business Getaway 23/24 Feb
Power of Outsourcing - 19 Mar
Expert Chat - 24 Apr
Selling Your Business - 23 May
Meet up - 1 June

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.

