



Hosted by



Sponsorship Package

**2020 BUSINESSWOMEN OF THE YEAR AWARDS
& JUDY HEFFERNAN AWARD**

(Photo: Bianca Nucaro / kawarthaNOW.com)





Photos by Heather Doughty Photography



Photo: Christina Robertson



About the Awards

The Businesswomen of the Year Awards recognizes women who demonstrate leadership in local business. The Judy Heffernan Award recognizes a woman who empowers other women to succeed. The Female Business Student Awards honours one business student from Trent University and one from Fleming College.

The awards event is hosted by the **Women's Business Network of Peterborough**. Both awards are open to women in the City or County of Peterborough. All nominations are reviewed and scored by a Judging Committee. Nominees will be announced February 27, 2020.

BUSINESSWOMEN OF THE YEAR AWARDS

In its 17th year, the Businesswomen of the Year Awards recognizes women who demonstrate business leadership within their organization or company that has led to job creation, innovation or increased business acumen. It also recognizes the recipients' impact on the community at large, including fundraising, volunteering, and other contributions.

JUDY HEFFERNAN AWARD

Created in 2015, the Judy Heffernan Award recognizes a female entrepreneur, mentor, or student who embodies Judy's legacy of humbly helping others succeed. Judy was a well-respected leader of the local business community and a tireless promoter of the entrepreneurial dreams and passions of women. She passed away in 2013.



JANUARY 20
Nominations Open



FEBRUARY 24
Nominations Close



FEBRUARY 27
Nominees Announced



APRIL 23
Awards Event



From the **WBN Awards Director**

The annual Businesswomen of the Year Awards (formerly Women in Business Award) and the Judy Heffernan Award, presented by Women's Business Network of Peterborough (WBN), is a celebration of Peterborough's most accomplished female role models, who represent a variety of sectors, career stages, and contributions to women's advancement in the region. Established in 2003, this event has provided a platform to honour outstanding businesswomen and industry achievers in our region.

Over the past four years, the Judy Heffernan Award has recognized local women who mentor and empower other women to succeed. Together, these are some of the best and brightest people in our community – many of whom are leading the way in innovation, overcoming adversity, and giving back to their community in extraordinary ways.

This event features a formal dinner, entertainment and networking opportunities. Connect with regional business owners, civic leaders, governmental officials and executives from local companies as a sponsor of this special tribute to female executives, entrepreneurs, non-profit leaders, and trailblazers. There are several sponsorship level opportunities available. Each one provides a myriad of benefits ranging from your business name and logo displayed on numerous platforms to presenting an award on stage.

WBN could not plan and execute this event without the support of our valued sponsors. We greatly appreciate the past, present and future support of all sponsors. We do hope you will work with us to make our 2020 awards banquet an event to remember.

Sincerely,

Paula Kehoe
2020 WBN Awards Director
Businesswomen of the Year Awards

BUSINESSWOMEN OF THE YEAR AWARDS



Photos by Clifford Skarstedt / Peterborough Examiner



Photo: Heather Doughty Photography





2019-20 WBN Board of Directors
Photo: Heather Doughty Photography

Benefits of **Sponsorship**

CONNECT WITH YOUR CUSTOMERS

Communicate your values by sponsoring an event that matches your customers.

INCREASE SALES

Get unparalleled access to the area's leading businesswomen when you become an integral part of the Businesswomen of the Year Awards and Judy Heffernan Award. Through our Event Presentation, Entrepreneurship Category and Organization Category Sponsorship packages, have your brand featured on stage and through many other customer-reaching channels.

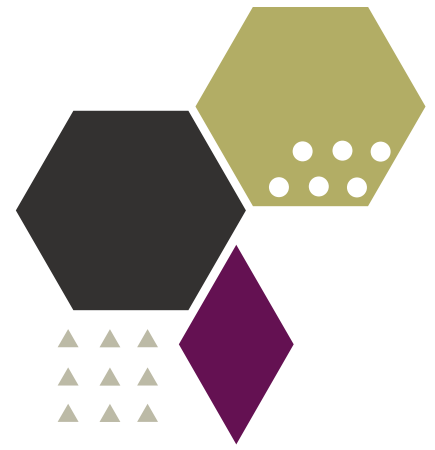
BOOST BRAND AWARENESS

Event sponsorship gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.

TELL YOUR STORY AND WIN NEW CUSTOMERS

Tell a whole new audience how much your company cares about the women of our region. The awards event offers packages for a range of target audiences.

Sponsorship Opportunities



EVENT PRESENTATION SPONSOR – \$2,500 EXCLUSIVE OPPORTUNITY

- 4 complimentary tickets
- Verbal recognition by Master of Ceremonies as the Event Presentation Sponsor
- Introduction of company representation (includes 2 minutes to speak on stage about why this event is important to you as a sponsor)
- Your logo with a link to your website on the WBN website for one year as 2020 Businesswomen of the Year Awards Event Presentation Sponsor
- Recognition on WBN social media platforms pre- and post-event (5 posts on Instagram, Facebook, and Twitter)
- Recognition as an Event Presenting Sponsor in an article on WBN's blog
- Mention in event media releases
- Signage at event (banner supplied by sponsor)
- Name and logo recognition on own slide in slideshow during event
- Name or logo on all marketing materials for Businesswomen of the Year Awards event

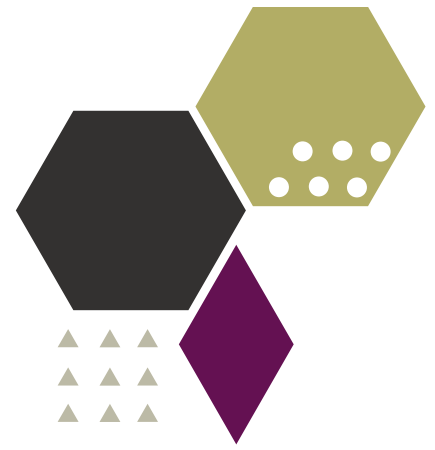
**TO DISCUSS
SPONSORSHIP
OPPORTUNITIES,
PLEASE CONTACT:**

Paula Kehoe
WBN 2020 Awards Director
Women's Business Network of Peterborough
647.637.8969
awards@womensbusinessnetwork.net

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Sponsorship Opportunities



ENTREPRENEUR CATEGORY SPONSOR – \$1,500

- 2 complimentary tickets
- Verbal recognition by Master of Ceremonies as the Entrepreneurship Category Sponsor
- Present Businesswoman of the Year Award (Entrepreneurship Category) along with previous year's winner on stage
- Your logo with a link to your website on WBN website for one year as Entrepreneurship Category Sponsor
- Recognition on social media platforms pre- and post-event (3 posts on Instagram, Facebook, and Twitter)
- Mention in event media releases
- Signage at event (banner supplied by sponsor)
- Name and logo recognition in event slideshow presentation as Entrepreneurship Category Sponsor
- Name or logo on all marketing materials for Businesswomen of the Year Awards event

ORGANIZATION CATEGORY SPONSOR – \$1,500

- 2 complimentary tickets
- Verbal recognition by Master of Ceremonies as the Organization Category Sponsor
- Present Businesswoman of the Year Award (Organization Category) along with presenter on stage
- Your logo with a link to your website on WBN website for one year as Organization Category Sponsor
- Recognition on social media platforms pre- and post-event (3 posts on Instagram, Facebook, and Twitter)
- Mention in event media releases
- Signage at event (banner supplied by sponsor)
- Name and logo recognition in event slideshow presentation as Organization Category Sponsor
- Name or logo on all marketing materials for Businesswomen of the Year Awards event

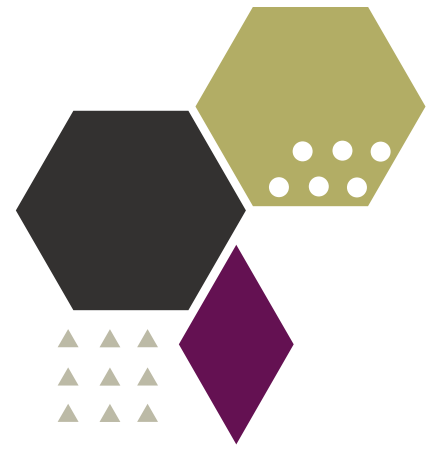
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Sponsorship Opportunities



TRENT BUSINESS STUDENT AWARD SPONSOR – \$500

- Verbal recognition at the event by the Master of Ceremonies
- Opportunity to present the award on stage to student recipient
- Your company logo with a link to your website on WBN website for one year as Trent Business Student Award Sponsor
- Recognition on social media platforms (2 posts on Instagram, Facebook, and Twitter)
- Recognition in event slideshow presentation as Student Award Sponsor
- 1 complimentary ticket to awards event

FLEMING BUSINESS STUDENT AWARD SPONSOR – \$500

- Verbal recognition at the event by the Master of Ceremonies
- Opportunity to present the award on stage to student recipient
- Your company logo with a link to your website on WBN website for one year as Fleming Business Student Award Sponsor
- Recognition on social media platforms (2 posts on Instagram, Facebook, and Twitter)
- Recognition in slideshow at event as Student Award Sponsor
- 1 complimentary ticket to awards event

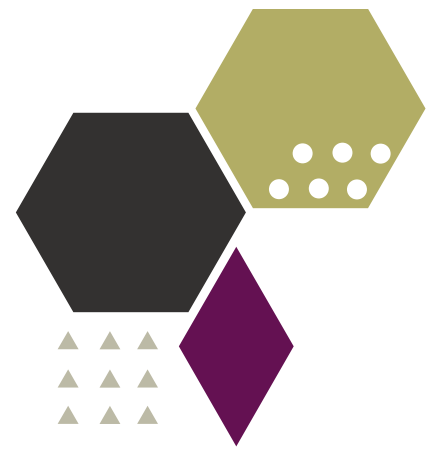
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Sponsorship Opportunities



WINE SPONSOR – \$1,000

- Verbal recognition at the event by the Master of Ceremonies
- Opportunity to provide wine sleeves with your logo on table wine
- Opportunity to do a toast at the event
- Your company logo with a link to your website on WBN website for one year as Wine Sponsor
- Recognition on WBN social media platforms (2 posts on Instagram, Facebook, and Twitter)
- Name and logo recognition in event slideshow presentation as Wine Sponsor
- 2 complimentary ticket to awards event

SUPPORTING SPONSOR – \$250

- Your company logo with a link to your website on WBN website as Supporting Sponsor
- Recognition on WBN social media platforms (1 post on Instagram, Facebook, and Twitter)
- Name and logo recognition in event slideshow presentation as Supporting Sponsor

CHAMPAGNE SPONSOR – \$500

- Verbal recognition at the event by the Master of Ceremonies
- Your business logo on tabletop poster at welcome station at event
- Your company logo with a link to your website on WBN website for one year as Champagne Sponsor
- Recognition on WBN social media platforms (1 post on Instagram, Facebook, and Twitter)
- Name and logo recognition in event slideshow presentation as Champagne Sponsor

GIFT IN-KIND SPONSOR

- Your company logo with a link to your website on WBN website as a Gift -In Kind Sponsor
- Recognition on WBN social media platforms (1 post on Instagram, Facebook, and Twitter)
- Name and logo recognition in event slideshow presentation

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2019 Event SPONSORS



Fleming College



Peterborough
ECONOMIC DEVELOPMENT



EAST CITY
FLOWER SHOP



FOSTERWEBWORKS
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