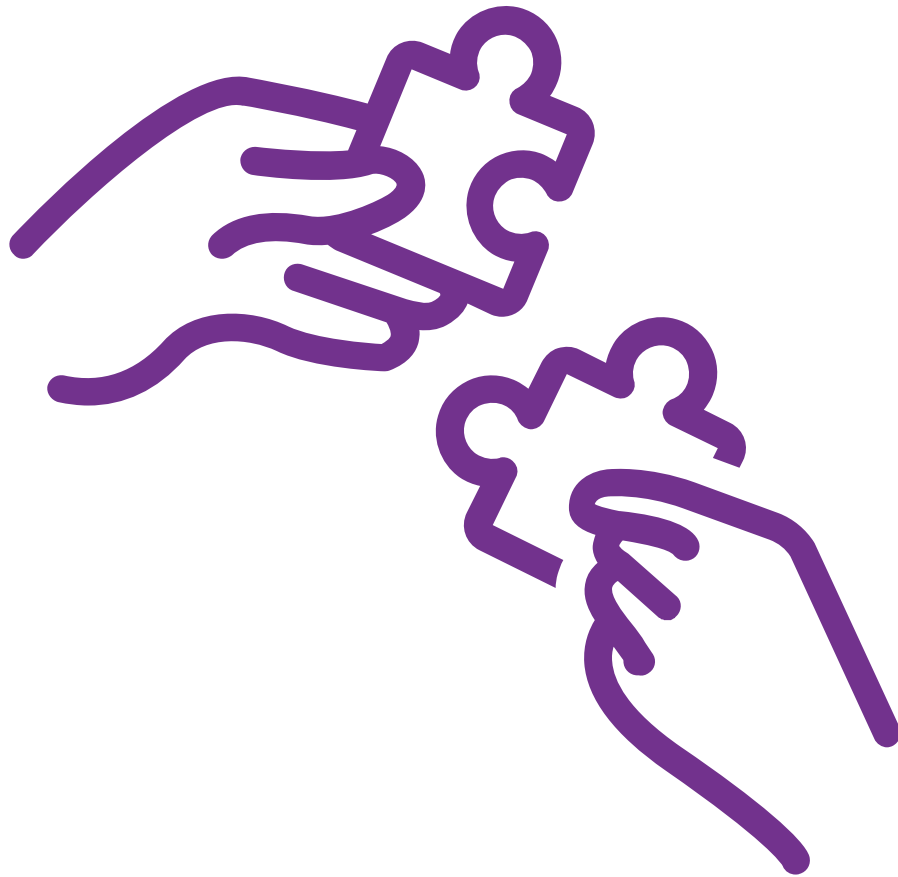




# **BUSINESS PARTNERSHIP PROGRAM**

A YEARLONG alliance to pair YOUR company with Business Women of Fayette & Coweta to PROMOTE YOUR brand while serving the community.



## History & Purpose

### Business Women of Fayette & Coweta

Business Women of Fayette & Coweta (“BWFC”), is a 501(c)(3) organization chartered February 1, 2010. The purpose of BWFC is giving back for a better community. Since its inception, BWFC has raised over \$650,000 helping thousands in Fayette and Coweta counties.

Business Women of Fayette & Coweta offers support for women in business by providing empowerment through networking and participation in community outreach. BWFC seeks to carry out its mission by:

- Connecting with other organizations and members to create worthwhile opportunities for giving back to the community
- Building awareness of women-owned or women-led businesses, both profit and nonprofit, in Fayette and Coweta counties through our profile-raising activities
- Providing leadership development and growth for BWFC members
- Creating innovative and effective change in the business culture

### Why Partner With Us?

- Hundreds of attendees at our events GUARANTEES EXPOSURE, with your brand being front and center. That means more SALES and COMMUNITY AWARENESS.
- Your role as a leader and your partnership with us will be recognized, FURTHERING GOODWILL and ultimately ADVANCING YOUR BUSINESS.
- It is ONE TRANSACTION with little effort on your part. We will manage the entire process for the full year.

# BWFC Fundraising Events



## Denim & Diamonds Thursday, May 9, 2024

A lively event featuring dancing, games, food, and fun!



## Connect & Conquer Leadership Summit Fall 2024

A business development and leadership workshop for women in business in the local community. Speakers will share information on networking, sales, team building, and challenges.



## Music BINGO Giving Tuesday, December 3, 2024

A fun filled evening of food, fellowship, and fundraising through music bingo.



# EXPOSURE at all BWFC Meetings and Events

Since 2009, our collaborative efforts with nonprofit partners have had a profound and positive effect on the lives of numerous individuals within our community. Below are the 2023/24 causes we will be supporting through our fundraising events, providing an opportunity to PROMOTE YOUR ORGANIZATION.



## Bloom Our Youth

The mission of Bloom Our Youth is to strengthen children in foster care and empower the families who care for them.



## ClearWater Academy

The mission of ClearWater Academy is to create a safe, inclusive, and inviting environment as we strive to discover the individual strengths of every student and create hope for the future.



## Harts of Teal

Harts of Teal exists to help healthy women identify early warning signs of ovarian cancer.



## Miss Shirley's Place

Miss Shirley's Place is here to forever change the future for rescues. We fight for dogs and cats in need and work to prevent future unwanted litters, surrenders and abandonments.



## More Music Foundation

Committed to providing music education programs to at-risk youth and cultivating community through the unifying art of learning to play music.



## Newnan-Coweta Habitat for Humanity

Brings people together to build homes, communities, and hope in Coweta County, Georgia.



## RiverLife

RiverLife exists to transform lives by equipping volunteers to grow deep in compassion and reach wide in service to others through community outreach.



## Southside Support

Connects families of children with special needs and individuals living with disabilities in south metro Atlanta with valuable resources in our community and also with each other.



## Two Sparrows

Provides a supportive living environment for adults with intellectual disabilities within an inclusive community promoting greater independence and exceptional quality of life.

# The Partnership

We will promote and honor YOU in numerous ways throughout the entire BWFC year of April 1-March 30. In exchange, we will take your generous partnership funds to support our selected causes to create a stronger community.



## Strategy

Grow our fundraising efforts to impact thousands of people in need in our community with the funds provided by our PARTNERS .



## Goals

Collaborate with YOU to pool our resources to significantly increase our local impact, while bringing additional exposure to YOUR COMPANY.



## Success

Success is the transformation that is possible with our nonprofits and the additional goodwill and business that will be generated for YOUR COMPANY.

In addition to BWFC promoting and advertising your organization, you will have opportunities to participate in the events for which we are affiliated as well as the events we conduct in our community. Also, you can receive bonus perks that will increase the value of your support.



## Promotion

Our partners will be promoted and honored for an entire year at every event in which we gather.



## Participation

Our partners will have opportunities to participate in all of the events we hold throughout the year.



## Perks\*

In addition to the valuable advertising of your business, we will also throw in bonus perks to add an extra layer of value.

\*Only available to Advocate, Hope Giver, and Champion levels

# Partnership Options

All of our partners will be recognized at each of our BWFC meetings and events, along with our highly-attended fundraising events. This equates to thousands of advertising impressions. All net proceeds go directly to our causes.



## Champion Partner

Investment \$10,000

1. Year-Long Promotion at all BWFC Meetings and Events:
  - PowerPoint recognition at all business meetings & verbal thank you at all meetings
  - Tabletop recognition for members and guests to see at all monthly meetings (logo)
  - Banner recognition at all fundraising events
  - Exposure on BWFC's website as well as physical and digital programs
  - One-minute verbal commercial each meeting
2. Sponsorship Credit of \$3,000
3. Three Bonus Perks (valued up to \$3,000)\*\*\*



## Hope Giver Partner

Investment \$5,000

1. Year-Long Promotion at all BWFC Meetings and Events:
  - Tabletop recognition for members and guests to see at all monthly meetings (logo)
  - Banner recognition at all fundraising events
  - Exposure on BWFC's website as well as physical and digital programs
2. Sponsorship Credit of \$1,500
3. Two Bonus Perks (valued up to \$2,000)\*\*\*



## Advocate Partner

Investment \$3,000

1. Year-Long Promotion at all BWFC Meetings and Events:
  - Tabletop recognition for members and guests to see at all monthly meetings (logo)
  - Banner recognition at all fundraising events
  - Exposure on BWFC's website as well as physical and digital programs
2. Sponsorship Credit of \$1,000
3. One Bonus Perk (valued up to \$1,000)\*\*\*



## Community Builder Partner

Investment \$2,000

1. Year-Long Promotion at all BWFC Meetings and Events:
  - Tabletop recognition for members and guests to see at all monthly meetings (logo)
  - Banner recognition at all fundraising events
  - Exposure on BWFC's website as well as physical and digital programs
2. Sponsorship Credit of \$500



## Supporter Partner

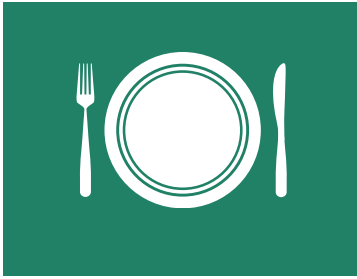
Investment \$1,000

1. Year-Long Promotion at all BWFC Meetings and Events:
  - Tabletop recognition for members and guests to see at all monthly meetings (name of business)
  - Banner recognition at all fundraising events
  - Exposure on BWFC's website as well as physical and digital programs
2. Sponsorship Credit of \$250

The Business Women of Fayette & Coweta does not provide tax, legal, or accounting advice. This material has been prepared for informational purposes only and is not intended to provide, nor be relied on for, tax, legal, or accounting advice. You should consult your own tax, legal, and accounting advisors.

# \*\*\*Bonus Perk Options

Great for Team Building and Client Relations  
For one-time use and valued up to \$1,000 each



## Dining Experiences

A variety of local dining experiences are available. These are evolving often and can be customized.

Here are some ideas:



# \*\*\*Bonus Perk Options (cont.)

Great for Team Building and Client Relations  
For one-time use and valued at up to \$1,000 each



## Marketing Strategy Power Session by Dirt1x

Choose from four sessions:

- Brand Messaging
- Recruitment Marketing
- Advertising Placement
- Packages & Pricing



## Magazine Business Spotlight by Fayette County Lifestyle Magazine

Photo along with a short article showcasing what is important with your business.



## Radio Ad Package by 92.5 The Bear

Completely customized based on needs.



## Monthly Floral Delivery Package by Gracie's Garden

Designate a floral arrangement each month throughout the year to a special client, vendor, team member, or the office.



## Corporate Celebration by DChristine Events

Planning services to create a memorable experience with your custom-themed event, such as employee birthday celebrations, employee appreciation, holiday event, team building, or private wine tasting event.





# \*\*\*Bonus Perk Options (cont.)

Great for Team Building and Client Relations  
For one-time use and valued up to \$1,000 each



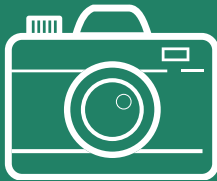
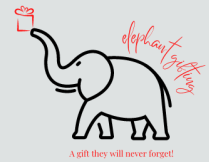
## Spa Package by The Skin Society

Create a custom experience for a wide range of spa treatments for one or a group.



## Monthly Custom Basket Package by Elephant Gifting

Designate a specialty basket each month throughout the year to a special client, vendor, team member, or the office.



## Photography Package by Chey Photography

Choice of two packages or credit toward a custom package

- 2 Headshot Mini Sessions (can include a team shot)
- A Custom Session in the studio for an individual, couple, or immediate family

Includes professional hair & makeup artistry if needed plus pre-consultation



## Logo/Branding Package by Country Fried Creative

Logo Design with 5 custom concepts, 2 revisions and 1 final logo design with all files



## Perk Exchange

Bonus Perks can be exchanged for Sponsorship Credits that can be used toward tickets and tables at BWFC events AND BWFC Membership dues

# Next Steps

## Step 01

Choose your Partnership Option and commit for one year.

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## Step 02

Get us all the information required + your high quality logo so we can begin promoting you.

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## Step 03

Assign your Sponsorship Credits and choose your Bonus Perks and we will take care of the rest.

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## Step 04

Enjoy the year as a partner with BWFC and experience additional exposure, goodwill, and increased sales.

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Thanks for your consideration to partner with  
**Business Women of Fayette & Coweta**  
**For More Information**

Email: [info@bwfcc.org](mailto:info@bwfcc.org)