

YwIB *build your story...*
presents

beyond p!nk 2010

CUS SPONSORSHIP PROPOSAL

MAKE YOUR BRAND
LEAVE YOUR MARK
MAKE YOUR BRAND/LEAVE YOUR MARK

Young Women In Business / Beyond Pink 2010

The **Young Women in Business [YWiB]** network is a non-profit society for emerging female leaders in Western Canada. The network acts as the central forum to connect ambitious young women from a variety of careers, industries, and backgrounds. YWiB hosts a variety of events that provide our members with opportunities to develop relevant skills and knowledge, so that they have the insight, support, and capability to reach their fullest personal and professional potential.

Founded by

- Claire Frazer
- NJ Thompson
- Nina Turkiewicz
- Elizabeth Young
- Paulina Lipska
- All Executive & Directors of YWiB: Sauder Alumni
- Have a UBC & SFU chapter as well
- Approximately 750 members, 200 Sauder Alumni/Students
- More information at www.ywib.ca

Our Advisory Board

- **Judy Brooks** | Founder, Blo Blow Dry Bar
- **Bob Elton** | CEO, BC Hydro
- **Frieda Granot** | Senior Associate Dean, Sauder School of Business
- **Michelle Pockey** | Partner, Fasken Martineau
- **Heather White** | GhostCEO & 2020 Communications
- **Maili Wong** | Vice President, HSBC

Beyond Pink is a two day conference taking place on November 19th & 20th aimed at providing real world skills that are applicable to individuals from all walks of life. We aim to discover and strengthen each delegate's talents to help them "make their own brand and leave their mark" as their story continues.

- Organizing Committee of eleven: three current Sauder students, two Sauder alumni
- 100 Sauder students participated last year , 30 Students from other schools, 100 Young Professionals
- Partnering with ExCo this year
- More info at www.ywib.ca/beyondpink2010

Benefits of Supporting Us

What We're Asking:

- \$2,000 for YWiB Tier Two "Connect" Sponsorship
 - \$4,000 for Beyond Pink's Event Partner
-

Benefits of Supporting YWiB • *For the following three events*

Health & Wellness [January 19th]

Negotiations [March 23rd]

Sustainability & Philanthropy [May 25th]

all events include the following:

- 4 Complimentary Tickets to all events (\$350 face value)
 - Corporate Logo on all at-event promotional materials
 - Medium Corporate Logo & Link on website (www.ywib.ca)
 - Medium Corporate Logo on Monthly E-Newsletter (Readership 650)
-

Benefits of Supporting Beyond Pink • *Choose one of the below opportunities*

[all events include interaction time with hundreds of delegates & speakers and marketing exposure – including conference materials, website, delegate communication & delegate bag takeaways for attendees to use during the weekend]

Tradeshaw

[a creative tradeshow encouraging successful entrepreneurs to share their personal stories with delegates]

- Speaking Opportunity (1 minute) to announce the opening of the event
- Featured booth at tradeshow event
- Opportunity to distribute promotional material

Mentor Dinner

[a group mentoring environment is the ideal setting for a night of sharing, advice & inspiration]

- Speaking Opportunity (1 minute) to welcome delegates
- Company logo featured on the centerpiece of all tables

Power Couple Brunch [a unique spin on a keynote presentation hosted by a successful power couple to share their secrets]

- Speaking Opportunity (1 minute) to introduce the mentors
- Company banner in event room

Case Competition [delegates are broken into smaller teams to tackle a case and present to the group at large]

- Speaking Opportunity (1 minute) to introduce recipients of awards
- Company banner in case presentation rooms

Rough Budget

EXPENSES

Room Rental	\$6,160
F&B	\$21,621
AV	\$4,000
Tradeshow	\$700
Gala	\$700
Mentor Dinner	\$8,500
Brunch-Subeez	\$5,700
Printing	\$800
Delegate Packages	\$500

Total Expense \$48,681.60

REVENUES

Sales

Student 100 @ \$110	\$11,000
YWiB Member 70 @ \$120	\$8,400
Young Professional 65 @ \$160	\$10,400

Sponsorship

Secured	\$8,000
Requested from CUS	\$4,000

Total Revenues \$41,800

Total Expenses \$45,681

Deficit - \$6,881

AND/LEAVE YOU
MAKE YOUR BRAND/LEAVE YOUR MAR
MAKE YOUR BRAND/
R BRAND/LEAVE YOUR MARK
YOUR BRAND/LEA
MAKE YOUR BRAND/LEAVE Y
BRAND/LEAVE YOUR MARK MAKE YOUR
/LEAVE YOUR MARK/MAKE YOUR BRAND/
MAKE YOUR BRA

www.ywib.ca

www.ywib.ca/beyondpink2010