

2014 Sponsorship Packet

January 2014 – August 2014
Greater Washington, D.C.

commit to
grow

Co-developed by a joint venture between
HER CORNER and **TAYLORMADE EXPERIENCE**

THERE ARE
8.6
MILLION
women-owned
businesses

THAT GENERATE NEARLY
1.3
TRILLION
in revenue

AND EMPLOY OVER
7.6
MILLION
people

but...

ONLY
2%
OF women-owned
businesses
break the
\$1 MILLION
revenue mark.

and would
you believe...

ONLY
4.2%
OF venture
capital is
awarded
to **WOMEN'S**
ventures.

(we've even heard that overall men pay lower interest rates than women do!)

What do you say we
change this game?

Her Corner LLC (HC) and **TaylorMade Experience LLC (TME)** are committed to the success and growth of women-owned businesses and believe that this success can in part be achieved or accelerated through additional financial resources. We believe that other companies share this same desire to see women-owned businesses grow; the program outlined below is an opportunity for all of us to come together to help accelerate the growth for motivated and ambitious women business owners who have already demonstrated a commitment to growth by becoming a member of Her Corner.



HER CORNER is an organization that offers its members a community of fellow women entrepreneurs in which the members can collaborate, network, and leverage one another's expertise in order to grow their businesses. The face-to-face groups are professionally facilitated and members are encouraged to share their business goals and objectives, discuss progress and hurdles, and to request specific help from one another in order to achieve their goals. Her Corner provides networking and learning opportunities such as the bi-monthly Speaker Series in order for members to meet the broader group of Her Corner members and to learn about topics which they have voted on as most relevant to their businesses. Her Corner also provides two (2) social networks and platforms for the women to continue to network and collaborate 24/7 with questions about business growth.



TAYLORMADE EXPERIENCE is a women-owned, full-service business consultancy specializing in event management, fundraising, strategic planning and creative business management solutions for large non-profit organizations and corporations. TME delivers positive outcomes for clients by producing exceptional events and raising millions of dollars – all while keeping every event under budget. With over 30 years of combined experience the TME team goes the extra mile to deliver the hallmark qualities for which they are known: professional personal service, clear and open communication, and excellence in all they do.

The **“COMMIT TO GROW”** program is co-developed and offered by a Joint Venture between Her Corner and Taylor Made Experience to allow the members who are committed to growth this year to **achieve their goals**, not only through the support of the Her Corner community, but also to potentially **receive a significant financial award** at the end of this program.

The **Commit to Grow** program will:

1. Encourage members to think big and to set stretch goals for their company that they would like to achieve in 2014
2. Allow up to twenty (20) approved participants to leverage their Her Corner membership and community to compete to achieve these goals
3. Require program participants to set, monitor, track and report on their progress to the program committee (made up of program sponsors)—as well as to provide an opportunity to pitch and present why their company made the most progress
4. Allow one, maybe two, of the program participants to win a financial reward at the end of the year to help them continue to grow and to further their goals through a financial capital infusion

In addition, the “Commit to Grow” program will allow Her Corner and TaylorMade Experience to track progress on the size, growth, and revenue achievements that participants can make through the combination of this program and the Her Corner membership. This information will be shared with sponsors to demonstrate the impact that they had on these women-owned businesses.

A case-study demonstrating the results and impact of the program will be shared with our sponsors.

Commit to Grow Program

In their 2013 report on the state of women-owned businesses, American Express OPEN (AMEX) emphasizes, “in the six years since the beginning of the recession in 2007, private sector job growth in the US has come from two main sources: large, publicly traded corporations and privately owned majority women-owned businesses”. As of 2013, AMEX estimates that there are over 8.6 million women-owned businesses in the U.S., generating over \$1.3 trillion in revenue and employing nearly 7.8 million people. What’s more, the number of women-owned businesses with \$10 million or more in revenues has grown by 57% between 2002 and 2012, a rate 47% faster than all \$10M+ businesses. In short, women-owned enterprises are, to borrow a phrase from AMEX, the “unsung heroines of the small-business sector.”

However, in comparison to their male counterparts, female entrepreneurs also face marked challenges when it comes to financing growth. Because women-owned firms tend to be small, they have trouble attracting the attention of external equity investors such as angel investors or venture capitalists. In addition, studies have found that investors are more likely to invest in firms run by entrepreneurs of the same sex. Because the number of female angel investors is small and because women constitute less than 10 percent of the decision makers in venture capital firms, this presents a problem for female entrepreneurs. (A Rising Tide)

By supporting the Her Corner and TaylorMade Experience “Commit to Grow” program, your company can play an important role both in the country’s economic recovery and in the push for female leadership and success in the private

sector. But it gets better. Numerous studies show that women are among the most loyal consumer groups in the twenty-first century economy. Winning their good graces by supporting women-owned businesses isn’t just a noble mission. It’s also a smart business strategy.

Several major companies have set noteworthy precedents for sponsoring women-owned businesses. Marriott’s Fairfield Inn & Suites have established a program called “Elevate”: selecting 20 women business-owners, the program offers them three-months of access to workspace, connectivity, and events they can use to build their businesses, and awards a \$5,000 grant to one deserving participant for continued business growth. Similarly, leaders at Ernst & Young have created “Entrepreneurial Winning Women,” a national competition and executive leadership program, now in its sixth-year running, that identifies a select group of high-potential female entrepreneurs and helps them realize that potential.

Disney has also recognized the value of supporting female entrepreneurs. Their “Mompreneurs” program aims to empower women with educational content focused on business growth in addition to an exciting networking forum. Creative initiatives like Disney’s put these companies at the forefront of national movements to drive economic growth and female leadership in the private sector. Disney understands that women aren’t just one of the fastest-growing segments of entrepreneurs. They’re also the chief financial decision makers in their families: they choose what products to keep in the house, what vacations to go on. In short, it pays to ensure that women think fondly of your brand.

SOURCES:

The 2013 State of Women-Owned Businesses Report (commissioned by American Express OPEN)

Elevate by Marriott/Fairfield: <https://www.elevatefueledbyfairfield.com/>

Ernst and Young: <http://www.ey.com/US/en/Services/Strategic-Growth-Markets/Entrepreneurial-Winning-Women>

Disney’s Mompreneurs: www.disneymommoms.com

Susan Coleman and Alicia Robb, A Rising Tide: Financing Strategies for Women-Owned Firms

Sponsorship Tiers

Presenting Sponsor – \$50,000

- Exclusive Presenting Sponsor at the 2013-14 Speaker Series
- Recognition throughout the 2013-14 year as Presenting Sponsor
- Invitation for senior executives to participate in Two (2) Speaker Series
- Invitation for senior executives to present the Commit to Grow Award at the awards reception
- Logo featured on Hercorner.org and Committogrow.org for one year
- Signage with corporate logo prominently displayed at each Speaker Series with a dedicated table for display materials
- Logo recognition on all electronic and print materials
- Honorary attendance for six (6) guests to each Speaker Series
- Opportunity for product distribution to all Her Corner member companies, and all participants in each Speaker Series
- Two committee member spots on the judges' panel

Corporate Sponsor – \$25,000

- Recognition throughout the 2013-14 year as a Corporate Sponsor
- Invitation for senior executive to participate in One (1) Speaker Series
- Logo featured on Hercorner.org and Committogrow.org for six months
- Signage with corporate logo displayed at each Speaker Series with a dedicated table for display materials
- Logo recognition on all electronic and print materials
- Honorary attendance for four (4) to each Speaker Series
- Opportunity for product distribution to all Her Corner member companies, and all participants in each Speaker Series
- One committee member spot on the judges' panel

Platinum Sponsor – \$15,000

- Recognition throughout the 2013-14 year as a Platinum Sponsor
- Logo featured on Hercorner.org and Committogrow.org for three months
- Logo recognition on all electronic and print materials
- Honorary attendance for three (3) to each Speaker Series
- Signage with corporate logo displayed at each Speaker Series with a dedicated table for display materials
- Opportunity for product distribution to all CTG participating companies
- One committee member spot on the judges' panel

Gold Sponsor – \$10,000

- Recognition throughout the 2013-14 year as a Gold Sponsor
- Logo recognition on all electronic and print materials
- Honorary attendance for two (2) to each Speaker Series
- Product giveaway in gift bags at one Speaker Series event

Silver Sponsor – \$5,000

- Recognition throughout the 2013-14 year as a Silver Sponsor
- Logo recognition on all electronic and print materials
- Honorary attendance for one (1) to each Speaker Series
- Product giveaway in gift bags at one Speaker Series event

In-Kind/Promotional Sponsor

- Logo recognition on all electronic and print materials
- Table display/placement for in-kind donation at one Speaker Series
- Product giveaway in gift bags at one Speaker Series event

Commit to Grow Program Sponsorship Commitment Form

Sponsorship Level (please check one):

- ☐ Presenting Sponsor – \$50,000
- ☐ Corporate Sponsor – \$25,000
- ☐ Platinum Sponsor – \$15,000
- ☐ Gold Sponsor – \$10,000
- ☐ Silver Sponsor – \$5,000
- ☐ In-Kind Sponsor (please write in): _____

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Company Name (as you would like it to be listed):

Contact Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

Website: _____

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Please return completed form (with company logo) to Christina Taylor at
Christina@TaylorMadeExperience.com.

If you have any questions please contact me at **240-603-8913.**

Thank you for your support!

Frederique Irwin, Her Corner
Christina Taylor, TaylorMade Experience