



The Richmond Area Council of the American Business Women's Association (ABWA) invites you to promote your company and your product to hundreds of businesswomen at the 2010 celebration of American Business Women's Day in Richmond.

ABWA is a national association of working women in diverse occupations, providing them opportunities to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition. ABWA is devoted to advancing working women through the development of individual skills, leadership abilities and business relationships. There are ABWA chapters across the country; Richmond area membership is over 200. ABWA also helps thousands of women realize their educational goals through local and national scholarships.

The first ABW Day was celebrated in 1982 by the members of the American Business Women's Association. It is a national day to recognize the achievements and contributions of millions of women in the American work force. In 1983 and 1986, joint congressional resolutions were passed designating September 22 as a national day of observance. President Ronald Reagan issued a presidential proclamation following each resolution.

The Richmond area 2010 ABW Day celebration will bring together Richmond area businesswomen at the Sheraton Richmond West Hotel on September 10. A reception will begin at 6:00 pm and the Awards Dinner will start at 6:30 pm.

The event will include the Richmond STAR awards, to be presented to outstanding local women in the fields of the arts, education, law, media and small business management.

We invite you to become a corporate sponsor for this year's event. Your company will be promoted as a sponsor in news releases and event promotions. You will be recognized at the event and in our souvenir program. More detailed information about ABWA, sponsorship levels and benefits is enclosed.

You may use the enclosed form to register as a sponsor. Please note that ABWA is a 501(c)6 business league. The Richmond ABWA Area Council's Federal ID # is 54-1851532. We appreciate your support of our mission and look forward to your company's involvement in this special event.

Sincerely,

Arlene Randolph-Williams
2010 ABW Day Committee Chair
Arlene.Randolph@richmondgov.com

Sponsored by the Richmond Area ABWA Council ~ www.RichmondABWA.org



YES!

Count me in as a sponsor for the 2010 Richmond area celebration of American Business Women's Day.

Company/Business
Name

Mailing Address

Contact Person

Phone

Email

Please indicate your participation level:



DIAMOND STAR: \$2,000 _____



PLATINUM STAR: \$1,500 _____



STERLING STAR: \$1,000 _____



GOLD STAR: \$500 _____



SILVER STAR: \$250 _____



BRONZE STAR: \$100 _____

Please note that the American Business Women's Association is a 501(c) 6 business league. The Richmond ABWA Area Council's Federal ID # is 54-1851532.

Mail this form, with your check made payable to **Richmond Area Council ABWA**, to:

Richmond Area Council, Attn: Arlene Randolph-Williams, P. O. Box 12322, Richmond, VA 23241

To pay online with your credit card, go to www.richmondabwa.org and follow the link to *American Business Women's Day*.

To be acknowledged in advance advertising and promotional articles, your payment must be received by August 1, 2010.

A Legacy of STARS



Sponsorship Levels for American Business Women's Day event

<u>Diamond Star Presenting Sponsor</u>	\$2,000
<ul style="list-style-type: none">★ Four (4) event tickets★ Full-page ad (4.5" w x 6.5" h) in event program★ Name and logo on all collateral materials for event★ Name and logo on welcome poster at event★ Opportunity to present gifts to Richmond STARS★ Introduction at dinner as Sponsor, including opportunity for one-minute remarks by sponsor representative	
<u>Platinum Star Reception Sponsor</u>	\$1,500
<ul style="list-style-type: none">★ Four (4) event tickets★ Full-page ad (4.5" w x 6.5" h) in event program★ Name and logo on all collateral materials for event★ Name and logo on welcome poster at event★ Recognition on reception materials★ Introduction at dinner as Sponsor	
<u>Sterling Star Signature Sponsor</u>	\$1,000
<ul style="list-style-type: none">★ Four (4) event tickets★ Full-page ad (4.5" w x 6.5" h) in event program★ Name and logo on all collateral materials for event★ Name and logo on welcome poster at event★ Opportunity to present gift to Richmond ABWA Woman of the Year★ Introduction at dinner as Sponsor	
<u>Gold Star Supporting Sponsor</u>	\$500
<ul style="list-style-type: none">★ Three (3) event tickets★ ½ page ad (4.5" w x 3" h) in event program★ Name and logo on all collateral materials for event★ Name and logo on welcome poster at dinner★ Introduction at dinner as Sponsor	
<u>Silver Star VIP Sponsor</u>	\$250
<ul style="list-style-type: none">★ Two (2) event tickets★ ¼ page ad (2.125" w x 3" h) in event program★ Name and logo on all collateral materials for event★ Name on welcome poster at dinner★ Introduction at dinner as Sponsor	
<u>Bronze Star Event Sponsor</u>	\$100
<ul style="list-style-type: none">★ One (1) event ticket★ Name on all collateral materials for event★ Name in event program listing★ Introduction at dinner as Sponsor	

Association Facts

ABWA's Mission

To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

History

In the 1940s, workingwomen were making new inroads to the business world. Women were changing the face of industry and having a positive economic impact. Hilary A. Bufton Jr., a Kansas City businessman, recognized women's potential, and saw the need for an organization to support and empower them to reach their career goals. As a result, in 1949, Bufton founded the American Business Women's Association. ABWA has dedicated 60 years to women's education and provided workplace skills and career-development training. Professional development remains the cornerstone of ABWA today.

Leadership Structure

The National Board of Directors represents the Association's membership, governing the affairs, policies and business of ABWA on behalf of its members. Board members also serve as trustees of the Stephen Bufton Memorial Educational Fund (SBMEF), the Association's national scholarship trust.

ABWA National Headquarters is located in Kansas City, Mo., where a team of professionals develops products, plans national and regional events and administers SBMEF. The team also works closely with the National Board of Directors on all aspects of the Association.

Membership

ABWA is a prestigious organization made up of thousands of professionals across the nation. The majority of members belong to one of hundreds of local chapters and Express Networks, providing additional opportunities for professional development and networking on a local level via monthly meetings.

Membership in ABWA is open to all levels of employment. More information on membership and an online application are available in the "Membership" section at www.abwa.org.

Women's Instructional Network™

An interactive online community designed especially for the American Business Women's Association, WIN delivers professional development courses, ABWA tools and resources, as well as a specialized communication vehicle to keep individual members and local chapters and Networks up-to-date on the latest Association news. ABWA members' dues provide exclusive access to the network, connecting them 24/7 to dynamic, market-relevant professional development opportunities, local leagues and the national Association.

Leadership

After joining ABWA, members have the opportunity to hone their leadership skills through running for local and national offices or simply contributing to the success of their local league by participating in committee work or speaking at monthly meetings. Opportunities for starting new local groups exist for those interested in networking and sharing ABWA in their communities.

Networking Support

ABWA members have seven opportunities each year to connect with fellow members by attending district and national conferences. In addition, members can expand their local professional network by joining one of hundreds of dynamic chapters and Express Networks across the country and online through the Women's Instructional Network.

Education/Resources for Our Members

The Association supports professional development by providing continuing education programs and products, which enhance members' business skills and provides opportunities for national recognition within the Association.

One outstanding and exclusive opportunity is the ABWA-KU MBA Essentials program, a product of a special partnership between the University of Kansas School of Business and ABWA.

Each MBA Essentials course delivers critical business subjects at a master's degree level and is only offered at the ABWA National Women's Leadership Conference. In addition, *Women in Business*[®], the award-winning national magazine of ABWA, offers articles on a blend of personal and professional development topics. Other specialized communications include newsletters which focus on different types of ABWA membership. ABWA Company Connection subscribers receive advertising discounts as well as communications focused on the entrepreneurially focused professional.

ABWA also supports education through scholarships. The Stephen Bufton Memorial Educational Fund (SBMEF) is the national scholarship fund of ABWA. Since its inception, SBMEF has awarded more than 15,250 scholarships totaling more than \$15.4 million.

National Recognition

Exemplary and/or distinct members and groups are recognized at ABWA conferences, in ABWA publications and on the ABWA Web site at www.abwa.org. Such outstanding members and groups include (and are not limited to):

- Best Practices chapters and Express Networks. These are groups that provide the highest standard in chapter/Network management.
- The Top Ten Business Women of ABWA, one of whom is chosen as the American Business Woman of ABWA. These women demonstrate how their involvement in the Association has contributed to significant career achievement.
- Inner Circle members. These members have shown extraordinary achievement in sponsoring new members.
- Entrepreneurs and successful business owners. Such members are featured in ABWA publications, including *Women in Business* magazine. Company Connection members are regularly featured in the *Company Connection Newsletter*.

Annual Events

Members have the opportunity to experience ABWA on a grand scale at ABWA District and National Conferences. More information is available at www.abwa.org.

Schedule of 2010 District Conferences

District I	Naples, Fla.	May 21-22
District II	The Woodlands, TX.	March 19-20
District III	Itasca, Ill.	April 16-17
District IV	Annapolis MD.	May 14-15
District V	Indianapolis IN	April 30-May 1
District VI	Reno, Nev.	April 9-10

2010 ABWA National Women's Leadership Conference Oct. 28-30; Chattanooga, Tenn.

Sept. 22, the founding date of the Association, was recognized as American Business Women's day in 1983 and 1986 by Congressional resolution and a proclamation issued by President Ronald Reagan. ABWA groups celebrate this date by holding events across the country.

For more information about the American Business Women's Association, visit www.abwa.org, or contact abwa@abwa.org.

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