



Dear Community Partner,

I write to you with great pride and excitement as we release our upcoming events for 2010.

Pittsburgh Professional Women began in November 2004 as an online chat group for local businesswomen to keep in touch with one another, share good news about their businesses, and to let one another know about networking meetings and other business opportunities. We began with 8 members. In 2008 we became an official organization.

When I wrote to you last year, I told you how we grew from 35 members in 2008 to 155 paid members in 2009 and we are now on track to exceed 250 members in 2010.

Our members are sophisticated, college educated businesswomen who enjoy their membership benefits because they enjoy being able to attend workshops where they learn practical business tips and have the opportunity to network with other professional women.

I hope you will consider partnering with us in 2010 by sponsoring one or more events and help Pittsburgh Professional Women to continue to bring quality, affordable programming to businesswomen in Western Pennsylvania. A complete schedule and sponsorship information is enclosed.

I look forward to our partnership,

A handwritten signature in red ink that reads "Beth Caldwell". The signature is written in a cursive, flowing style.

Beth Caldwell
Executive Director
Pittsburgh Professional Women

ABOUT OUR MEMBERS

Our membership is comprised of a diverse group of professional business women in the Western Pennsylvania Region. Members benefit from business exposure, doing business with one another, classes and workshops specifically designed to support women business owners, and from our unique networking meetings called **Clever Connections™**, a small structured group of women who are intentionally brought together because their businesses are complimentary, not competitive.

65% of our members are business owners. 100% of our members own a computer. The average age of our membership is 42 years old and over 90% of our members are college educated.

New in 2010—Sponsors will now be listed on our website for an entire year on our newly designed yearly **EVENTS PAGE**, instead of just on the “register for events” page.

HERE IS WHAT ATTENDEES HAVE TO SAY ABOUT OUR WORKSHOPS:

Today's workshop was time well spent. Not only did I learn from the presenter, I was sitting with a dynamic group of women at my table. Today was a gift, and I look forward to future PPW Events. Belinda Flick, Dr. Flick's Wellspring.

Beth, I wanted to take a minute to thank you for all the valuable information contained in the Publicity Seminar. It's nice to know that we have experts in our organization to come to when we need information to help with business growth. I look forward to future seminars. Thanks again, Sincerely, Eileen Marzullo, Agel Enterprises.

Beth—Today's event far FAR exceeded my expectations. Your panel was a perfect mix of and VERY interesting to hear all the different perspectives from your panel. David Groh, Automotive Consultant.

ABOUT OUR 2010 EVENTS

The workshops and events provided by **Pittsburgh Professional Women** are designed to keep business professionals up to date with business tools as well as provide practical, affordable and informative workshops. Our members are women business owners, executives, managers, mentors and employees from Western PA, Eastern Ohio and West Virginia. In 2009 we had people attend from as far away as York, Harrisburg, and even Baltimore. Workshop attendees include small business owners, sole proprietors, consultants, and middle management staff, usually women, but all programs are open to professional men and women. If you are interested in getting your business message to professional women and decision makers, then this is the perfect opportunity.

Friday, February 26, 2010

The Best of the Coaches: a Panel of Business Coaches to Inspire you to Success! We have tremendous business coaching available right here in Pittsburgh, and I've noticed that not everyone takes advantage of their services. So, I am bringing together a panel of coaches to help you find success. Attendees will learn how and why working with a business coach can make a tremendous impact on business and personal growth.

Thursday, April 8th, 2010

Am I Googleable? How to Get Your Business Found Online

Now that you have a website ready, learn to maximize your exposure. Wondering about keywords, search engine optimization, URL Strategies? The mysteries will be explained in this interactive and informative workshop. Attendees will leave with a list of practical and free or affordable ways to increase their Google rankings.

Wednesday, June 16, 2010

Breaking the Profit Barrier!

How to Connect in an Over-Communicated World

Presented by best selling author Jill Lublin. With the electronic clutter of email, cell phones, and the Internet, people have forgotten how to really connect—and the value of it! Combining her trademark "Connecting from the Heart" expertise with bottom-line results, Jill Lublin is armed with proven strategies, tips, stories, success secrets, role-playing techniques, and more—all based on her international Bestselling Book **Networking Magic**. No organization should be without these tools or these results!

Thursday, August 19, 2010

Yes You CAN Write a Book Author's Panel

Becoming a published author can catapult your career. This popular workshop brings more than 100 local women and men who are anxious to learn the ins and outs of the book business. A panel of local women authors, some published by big publishing houses, others self published share their experiences and help others find their path to becoming published.

Thursday, November 4, 2010

The Professional Women's Guide to Getting Paid What You're Worth

According to a recent study conducted by the Institute for Women's Policy Research, if current wage patterns continue, a 25-year-old woman, working full time, will earn \$523,000 less than the average 25-year-old man by the time they both retire at 65. Often this is due to women not expecting equal pay, offering services for free or at deep discounts. This workshop will present women with strategies on setting fees, billing techniques, and getting paid for services in a timely manner.

Wednesday December 1, 2010

Women of Integrity Awards Luncheon

Our 3rd Annual event, the Ann T. Oliver Women of Integrity Awards luncheon is a holiday treat that will leave you feeling uplifted and re-energized. Each year we honor 4 businesswomen from Western PA who have operated their business with integrity and have impacted their community. Nominations begin in June 2010. This popular luncheon attracted more than 200 attendees in 2009. This year's event will be hosted at the Pittsburgh Athletic Association. The emcee is Jennifer Antkowiak from KDKA TV 2 News.

Your sponsorship and support can help Pittsburgh Professional Women to continue to provide quality workshops at affordable prices for local businesses. Our mission is to Support and Empower ALL professionals and businesses in our region. I hope you will consider partnering with us. The following page includes a breakdown of our different sponsorship levels.

I look forward to working together!



Beth Caldwell
Executive Director
Pittsburgh Professional Women
412.202.6983

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PITTSBURGH PROFESSIONAL WOMEN

2010 SPONSORSHIP LEVELS

\$500 PRESENTING SPONSORSHIP

Company Logo on Invitation, Website, Program and Correspondence
 Full Page Program Ad
 Vendor table & Speaking Opportunity at the Event
 2 complimentary tickets

\$300 PARTNERSHIP SPONSORSHIP

Company Logo on Program & Website
 Full page Program Ad
 Vendor Table at the Event

\$200 SUPPORTING SPONSORSHIP

Half Page Program Ad
 Vendor Table at the Event

\$100 RECOGNITION SPONSORSHIP

Full Page Program Ad or a Vendor Table at the Event

Circle the Dates of the Workshops and the level that you want to sponsor:

February 26

April 8

June 16

August 19

November 1

December 3

___\$500 Presenting Sponsor

___\$300 Partnership Sponsor

___\$200 Supporting Sponsor

___\$100 Recognition Sponsor

Company Name/Contact Person _____

Address _____

Phone _____ Email _____

Card # _____ Expiration Date _____

Signature _____

___ Check Enclosed (mail to address below)

Credit Card Orders Return this form by Fax to (412) 928.4951 Attn: Beth Caldwell

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