



651 HOLIDAY DRIVE ■ FOSTER PLAZA FIVE ■ SUITE 300 ■ PITTSBURGH, PA
15220 412.928.3663 ■ WWW.PITTSBURGHPROFESSIONALWOMEN.COM

Dear ,

I was looking over last years sponsor letter and realized that our goal in 2010 was to stretch to 250 members. We well exceeded that expectation and now enjoy over 300 professional members of our organization. We started as a yahoo group with 8 members who met monthly at local Panera's. In 2008 we became an official organization with 35 members, grew to 155 in 2009 and now have surpassed 300. What is in store for 2011? Another year of quality workshops to help local professionals succeed.

Pittsburgh Professional Women is a resource for local women. We provide quality, affordable workshops to keep professionals up to date with the latest business tools and techniques, and help women to develop as leaders and innovators in the region.

We provide these resources so professionals don't have to fly to Chicago, Dallas or New York for expensive workshops. Our workshops average 85-100 professional women, and the growth in membership shows that we are filling a need.

Recent studies show that women are the most dynamic and fastest-growing economic force in the world today. In the United States, women-owned businesses account for nearly \$4 trillion dollars in GDP.* This equals the fourth-largest economy in the world. Only the U.S., Japan and China have larger economies than women-owned business today.**

If you are interested in getting your marketing message to professional women in Western PA, then please consider partnering with us for one or more of our 2011 workshops. I am determined to keep the costs as affordable as possible, and need your support to do this.

2011 Workshops

Friday, February 11th:	Should My Business Be Certified?
Friday, March 18th:	Creating Success Using Your Strengths
Thursday, April 14th:	Let's Get Organized
Thursday, June 16th:	The Professional Women's Guide To Golf
Friday, September 16th:	Meet The Media! Learn How to Get Your Story Told
Monday, December 5th:	The Fourth Annual Women of Integrity Award

Please review the options on the following pages, and call me to discuss, or simply choose your sponsorship levels and mail or fax in the last two pages of this letter. I appreciate your support and look forward to partnering together in 2011.


Beth Caldwell, Executive Director
Pittsburgh Professional Women

*The Post American World **National Public Radio, October 2010

2011 Sponsorship Levels

\$500 Presenting Sponsorship

- Speaking Opportunity at the Workshop
- 2 Complimentary Tickets
- VIP Seating
- Display Table at the Workshop
- Full Page Program Ad
- Attendee Follow Up List
- Company Logo on Invitation, Website Home Page, Events Page, Registration Page, Program Cover and all Correspondence

\$350 Supporting Sponsorship

- 1 Complimentary Ticket
- VIP Seating
- Display Table At the Workshop
- Company Logo on Website Registration Page

\$150 Recognition Sponsorship

- A Full Page Program ad and a Display Table

*What a wonderful and informative meeting today. I loved the interview format and the concise way the panel answered questions. Really interesting! I look forward to attending more events. --Susan Merrie
English OSB, EdD, CPC, PCC
2010 President, Pittsburgh Coaches Association*

*Thank you for the fantastic workshop last week. The presentation on social media was excellent and I want to thank for sharing the information about how to use social media, be effective, and still professional. --Megan Russitano, Recruiter
First Commonwealth Financial Corporation*



Additional Ways to Partner with Pittsburgh Professional Women



These are additional ways to support our organization we do as well as promote your message to professional women and innovative leaders in Western Pennsylvania.

CleverConnections Luncheon Partner

Become a luncheon partner for \$150 per lunch or \$1000 for eight lunches. Pittsburgh Professional Women hosts eight networking lunches per year which are open to members and non-members. Partners receive one ticket to the lunch, a display table and an opportunity to speak for up to three minutes.

Website Partner

Your company or organization can add a logo presence with a live link to your website on the Pittsburgh Professional Women website page of your choice for \$100 per month or twelve months for \$1,000.

Email News Partner

Your company logo or message in each email newsletter from Pittsburgh Professional Women. \$500 for twelve months.

Individual News Blast

Your company message sent in an individual email to members and subscribers up to four times per year. \$150 per news blast (subject to content approval)

Recorded Resource

Your tips or training in a 30-40 minute recorded interview style audio on our "Helpful Resources and Recordings" page. \$250 per recording, limit one per year. This recording can also be placed on your website for additional promotion.

Postage Partner

Would you like to direct mail our 350+ members? Include your marketing message with one of our three annual mailings...Calendar of Events, Women of Integrity Awards Announcement, and "Save The Dates". Cost: your envelopes and postage

Membership

We invite you to become a member of our organization! **Individual Membership is just \$99 and Corporate Membership is only \$350 for twelve months.**

As you know, it is very difficult to justify taking time out of a work day to attend events like this ~ no matter HOW much we know we need it! However, I must say, that this was well worth the time, and worth ten times the cost! I truly learned so much, and have already implemented some of the valuable tips.. Of all the networking groups that I've participated in throughout my many years as a professional woman in Pittsburgh, this is 'The One'.

--Debbie Mancini Wilson, Harmony Publications



2011 Partnership Opportunities

- Friday, February 11th: Should My Business Be Certified?
- Friday, March 18th: Creating Success Using Your Strengths
- Thursday, April 14th: Let's Get Organized
- Thursday, June 16th: The Professional Women's Guide To Golf
- Friday, September 16th: Meet The Media!
- Monday, December 5th: The Fourth Annual Women of Integrity Awards

Sponsorship Levels

- Presenting Sponsor \$500
- Supporting Sponsor \$350
- Recognition Sponsor \$100

Partnerships

Clever Connections™ Luncheon Partnership

- One Lunch \$150
- Eight Lunches \$1000

Website Partner Logo With Live Link

- Monthly \$100 per month
- Annually \$1000 per 12 months

Email News Partner

- Annually \$500 for 12 months

Individual Email Blast

- News Blast (subject to approval) \$150

Recorded Resource

- Recorded Interview \$250

Membership

- Individual \$99
- Corporate \$350

*I applaud you for your work with Pittsburgh Professional Women, its outreach, and how it has grown – amazing blessings! You are really bringing a great connection for the women of Pittsburgh – Kudos!--Erroline M. Williams, Ed.D.
School of Leadership and Professional Advancement Duquesne University*

PLEASE ENCLOSE THIS PAGE AND THE FOLLOWING WITH YOUR PAYMENT



**PLEASE ENCLOSE THIS PAGE AND THE PREVIOUS
WITH YOUR PAYMENT**

Company Name _____

Company Representative _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Total Amount Due: \$ _____

Form of Payment:

_____ Check (to Pittsburgh Professional Women)

_____ MasterCard

_____ Visa

_____ Discover

_____ American Express

Card

Number: _____

CVV/Security Code: _____ Expiration Date: _____

Signature: _____

Return this form by fax to 412.928.4951
or mail to:

Pittsburgh Professional Women

651 Holiday Drive, Suite 300

Foster Plaza 5

Pittsburgh, PA 15220

**Pittsburgh Professional Women...We Help Business Women Succeed!
Your Support Makes a Difference!**