

Venue Partnership

with the

Society of Women Business Owners



What is SOWBO?

Nashville's Society of Women Business Owners ("SOWBO") is comprised of sophisticated female entrepreneurs who are utilizing their God-given talents to pursue their passions and change the world. The majority of the members are business owners who have been in business for more than a year along with those who are trying to grow their side-hustles into a full-time gig. We currently have 70 active members and 40 members who attend our monthly meetups in the Nashville area.

SOWBO provides women with an opportunity to learn effective business strategies, communication techniques, marketing hacks, sales funnels, and SO MUCH MORE. We share the platform with established professionals in the Nashville area, but also allow our members to take the stage to share their expertise to the group.

Our society is all about building a solid community of women that lends support to one another while positively impacting our city. We are not in the business of "passing business cards", but we are in the business of forming intentional and authentic relationships because we believe that our member's success is necessary to make the world a better place. You will often find us laughing, crying, learning, leading, and holding each other accountable. We are a real community of women who are on a mission to change the world with our products and services!

Business Types Represented

- Massage Therapists
- Chiropractors
- Doulas
- Personal Trainers
- Business Coaches
- Life Coaches
- Health Coaches
- Photographers
- Event Planners
- Wedding Coordinators
- Direct Sales
- Makeup Artists
- TV & Film Production
- Freelance Writers
- Interior Designers
- Insurance Agents
- Professional Organizers
- Notaries
- Legal Service Providers
- Coffee Roasters
- Bloggers
- Writers / Speakers
- Video Production
- Interior Decorators
- Realtors
- Artist Management Companies
- Singer-Songwriters
- Publicists
- Web Designers
- Social Media & Marketing Organizers
- Salon Stylists / Wax Specialists
- Virtual Assistants
- Business Management Companies
- Certified Public Accountants
- Legal Services
- Retail Store Owners

What does *Venue Partnership* mean for you?

First of all, venue partnership is highly regarded by our leadership team and members. The meetings would not be possible without a space to learn and grow. Outside of special events, we are limited to twelve meeting times per year (*once per month*). That means being a venue partner holds a higher value among all the other partnership opportunities and it is necessary for our success.

Members pay to be apart of our community and they love experiencing not only the educational element, but the fun new spaces that we introduce at these events. The most valuable element that we bring to your table is foot traffic to your space. As of right now, we cap our monthly educational events at 40 attendees, but it is possible to have 100+ members for special events such as conferences, workshops, or parties.

However, your reach goes beyond the people coming in the door on the day of the event. We live stream each event for female entrepreneurs from all over the country to participate and grow alongside of us.

Your consideration and willingness to partner in such a capacity directly impacts the success of our members. We are truly grateful to even discuss this opportunity with you and hope you realize the impact you would have on the members of the Nashville community.



The *Partnership* Details

In exchange for use of your meeting space, we would like to recognize you as our main sponsor for the event. Here are a just few ways that we can promote your venue space to our members:



- Name you as the main sponsor of the event
- Your logo on our “Partnership” page
- Encourage those in attendance to “check in” on Facebook and tag your venue
- You may provide marketing materials of your space to those in attendance
- Allow a 5-minute spotlight at the beginning of the event for you to share the details of the space
- Provide photos taken during the event for your own future marketing needs
- Provide free access passes to you, your team, and two other female entrepreneurial friends (who are not already SOWBO members)
- We are open to other ideas of how we can better promote your unique venue to our attendees as we want you to experience equal or greater value

What our *members* are saying...

"The SOWBO is hands-down the most helpful and supportive networking group I've been a part of as a business owner. It's a safe place to genuinely connect with other women business owners and lift each other up." - Amanda Bennett, Realtor

"SOWBO has added such value to my business - beyond even the great speakers, lessons, and business guidance is the opportunity to meet like-minded women who will challenge and support you as we cheer each other on to greater success." - Meg Taylor Mills, Travel Consultant

Our *Unique* Event Structure

- 5:00 p.m. - Leadership team arrives to set up
- 5:30 p.m. - Speaker arrives
- 6:00 p.m. - Members arrive to check-in, network, & fill cups with coffee, wine, or water
- 6:30 p.m. - Introduction of SOWBO, Partners, Sponsors, & Members
- 6:45 p.m. - Announcements
- 6:50 p.m. - Live Stream begins
- 6:55 p.m. - Introduce Speaker
- 7:00 p.m. - Educational presentation begins
- 7:45 p.m. - Live Q&A on topic discussed
- 8:00 p.m. - Members dismissed

Items Needed for a *Successful* Event

Each event need is different based on the topic discussed, the speaker's request, and sponsorships given. For the most part, we will always need the following:

- Public Restrooms
- Space for 50 attendees (at least 40 chairs)
- Designated area for speaker
- Podium / Stand
- Presentation Board (dry erase, flip chart, and/or projector screen)
- Sound System (*we can provide if needed*)
- Sign in area near main entrance (we charge non-members for our events - a place for ladies to "check in" is necessary)
- Area for self-serve refreshments
- Water dispenser, bottles, or fountain for at least 50 attendees (*we can provide if needed*)
- Coffee pot, cups, napkins, coffee condiments (*we can provide if needed*)
- Wine bottle opener & cups (*we can provide if needed*)
- Trash cans and any supplies needed for post-event cleaning

Contact *our* Team

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