



Partner With Us

Hudson Valley
Women in Business



About the Founder

Lauree Ostrofsky founded Hudson Valley Women in Business (HVWiB) in December 2014 as a welcoming space for seasoned and aspiring business owners, and all women and people of gender minorities inclusive of race, class and ability, to lean on and learn from one another.

Because Women Do Business Differently.

Who We Are

HVWiB is the largest community of women business owners in the region with nearly **3,000 active members as of March 2021**:

- Nearly half are more than five years in business
- 24% have been in business more than 10 years
- 25% of members are running six to seven+ figure businesses
- Representation in a broad range of industries



What We Do

We convene events, expand networks, develop resources, support each other and share intellectual capital so members build businesses faster, better and for the long haul through:

Weekday Retreats

invitation-only
for the most
driven members
of the
community

Monthly Meetings

hosted by the
founder with
educational
content and 30+
attendees

HVWiB Coffees

informal chats
held weekly or
monthly by
members for
members

Anniversary Party & Fundraiser

celebrated every
December for
members and
supporters

What We Do *(continued)*

We convene events, expand networks, develop resources, support each other and share intellectual capital so members build businesses faster, better and for the long haul through:

**Partnerships
with respected
organizations**
throughout the
Hudson Valley
region

**Social Media
engagement**
on Instagram
(4,400+),
LinkedIn and
Twitter (950)

**Facebook
community**
with daily posts
garnering
50-100
comments

**Email
newsletters**
consistent
connection with
2,000
subscribers



Making a Difference

Your support ensures
HVWiB is an impactful
resource for the
Hudson Valley's
women business
leaders.

Entrepreneurs are the driving force of our local economy and no organization is more important to women business owners in the Hudson Valley than HVWiB.

Through our partnership, your brand will be highlighted to women – key decision makers in their businesses, households and communities – and elevated through their respect and trust for our organization while being featured across a broad spectrum of our social media and in-person events.

Annual Partnership Opportunities

Sponsorship on an annual level provides unparalleled ongoing benefits, and exposure to HVWiB members and the Hudson Valley community.

Your commitment as an Annual Partner places you at the forefront of our events, online activities and outreach.



Premiere
Mentor
Connector

Annual Partnership Levels



Premiere Partner

- **Most prominent logo** with 30-word description and live link on HVWiB website's About and Membership pages for a full year
- **Announced as Premiere Partner** on all of HVWiB's social media platforms including Facebook, Instagram, Twitter and LinkedIn with an image and description of your business
- **Featured once in the monthly newsletter** as a Premiere Partner
- **Listed as Partner on ALL event related collateral** throughout the year (announcements, event pages and event specific materials) with logo and live link
- **Opportunity to offer a special benefit to “In It Together” and “Dedicated & Driven” members** who are among HVWiB's most active
- **and more...**

Premiere Partner (continued)

- **Recognized verbally at all events** as our Premiere Partner
- **Opportunity to host one monthly meeting** at your location (if suitable) or offsite
- **Opportunity for two to attend and one to speak** at two events plus the annual HVWiB Anniversary Party & Fundraiser in December (per event guidelines)
- **Opportunity to brand** the Anniversary Party swag bag

Mentor

- **Prominent logo with live link** on HVWiB website's About and Membership pages for a full year
- **Announced as Mentor** on all of HVWiB's social media platforms including Facebook, Instagram and LinkedIn with an image and brief description, and in one monthly newsletter
- **Listed as Mentor on ALL event related collateral** throughout the year (announcements, event pages and event specific materials) with logo and live link
- **Opportunity to offer a special benefit to “In It Together” and “Dedicated & Driven” members** who are among HVWiB's most active
- **and more...**

Mentor *(continued)*

- **Recognized verbally at all events** as our Mentor Sponsor
- **Opportunity for two to attend and one to speak** at one event plus the annual HVWiB Anniversary Party & Fundraiser in December (per event guidelines)
- **Opportunity for inclusion** in the Anniversary Party swag bag

Connector

- **Logo with live link** on the HVWiB website's About and Membership pages for a full year
- **Announced as Connector** on all of HVWiB's social media platforms including Facebook, Instagram and LinkedIn, and mentioned in one monthly newsletter
- **Listed as Connector on ALL event related collateral** throughout the year (announcements, event pages and event specific materials) with logo and live link
- **Opportunity to offer a special benefit to "In It Together" and "Dedicated & Driven" members** who are among HVWiB's most active
- **Opportunity for one to attend and speak** at one event plus one associate to attend the annual HVWiB Anniversary Party & Fundraiser in December (per event guidelines)
- **Opportunity for inclusion** in the Anniversary Party swag bag

Promoting Your Business

Sponsorship Benefits

Annual Sponsorship Opportunities	Premier Partner	Mentor	Connector
Logo on HVWiB website's About and Membership pages for one full year	Most prominent logo + live link + 30-word description	Logo + live link	Logo + live link
Announcement of partnership in social media	FB, IG, Twitter and LI with live link + image + your boilerplate	FB, IG and LI with live link + image + one-line of text	FB, IG and LI with live link + image
Monthly newsletter (for one year)	Feature story + mentioned four times	Mentioned five times	Mentioned twice
Listing on event related collateral all year with logo and live link	Listed as Partner	Listed as Mentor	Listed as Connector
Recognized verbally at all events	Yes	Yes	Yes

Reaching Our Members

Sponsorship Benefits

Annual Sponsorship Opportunities	Premier Partner	Mentor	Connector
Opportunity to host one monthly meeting	Yes, at your location (if suitable)	Yes	No
Opportunity for direct engagement with members	Two can attend, one can speak at two events + the annual Anniversary Party	Two can attend, one can speak at one event + the annual Anniversary Party	One can attend and speak at one event + one can attend Anniversary Party
Opportunity to offer special benefit/discount to members	Yes	Yes	Yes
Anniversary Party Swag Bag	Opportunity to brand bag + include item	May include item	May include item

Event Sponsorship Opportunities

Showcase your brand to HVWiB members as an event sponsor.

Your support will be highlighted across all of our platforms before, during and after the events!



Anniversary Party &
Fundraiser

Retreat

Monthly Meeting

Promotional Partner

Event Sponsorship Opportunities



Anniversary Party & Fundraiser Sponsor

- **Opportunity for two associates** to attend in December
- **Live link on HVWiB** website Event page
- **Announced as Sponsor** on that meeting's Event page in the Facebook community and on our Instagram, Facebook and LinkedIn pages, including a logo and live link
- **Mention of your Sponsorship** in one newsletter to the HVWiB mailing list
- **Opportunity to offer a door prize** at the meeting, and a swag bag item to all attendees
- **Our verbal thanks** during the festivities
- **If it's virtual, an opportunity to moderate one breakout room** to make direct connections with attendees

Retreat Sponsor

- **Live link** on HVWiB website Event page
- **Announced as Sponsor** on that meeting's Event page in the Facebook community and on our Instagram, Facebook and LinkedIn pages, including a logo and live link
- **Mention of your Sponsorship** in two newsletters to the HVWiB mailing list and two additional emails to retreat attendees
- **Our verbal thanks** during the event
- **Opportunity to attend and welcome** all guests for five minutes OR moderate a breakout room
- **Opportunity to offer a door prize** at the retreat or a giveaway to everyone in attendance

Monthly Meeting Sponsor

- **Opportunity for one associate** to attend and address guests for 3-5 minutes
- **Live link** on HVWiB website Event page
- **Announced as Sponsor** on that meeting's Event page in the Facebook community and on our Instagram, Facebook and LinkedIn pages, including a logo and live link
- **Mention of your Sponsorship** in three newsletters to the HVWiB mailing list
- **Opportunity to offer a door prize** at the event or a giveaway to everyone in attendance (discount code, PDF with tips, free session or product, etc.)

New Promotional Partner

- **One advertisement with live link** in our HVWiB newsletter to 2,000 subscribers
- **One Facebook promotion** posted by HVWiB founder Lauree Ostrofsky to the entire community **AND** on our public page on a date of your choosing
- **One of your Instagram posts** shared in HVWiB's Instagram stories feed
- **One tweet** from HVWiB about your organization



Thank You

Comments or Questions?
Email hello@hvwb.com to find out more

www.hvwb.com

