

Light Up the Night with STARS!

The 2009 Celebration of American Business Women's Day

American Business Women's Association
Richmond, Virginia - September 11, 2009

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 2009 celebration of American Business Women's Day in Richmond.

ABWA is a national association of 40,000 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 more than 700 ABWA chapters nationwide; 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 2009 ABW Day celebration will bring together Richmond area businesswomen at the Sheraton Richmond West on September 11. A reception will begin at 5:30 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 corporate management, education, media, medicine and small business ownership.

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,

Alisa L. Griffin
2009 ABW Day Committee Chair
alisa.l.griffin@verizon.net

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

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804-354-7115

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YES!

Count me in as a sponsor for the 2008 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:

ABW Day Sponsors
6713 Brookshire Drive
Richmond, VA 23234

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, 2009.

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Sponsorship Levels for American Business Women's Day event

Diamond Star Presenting Sponsor **\$2,000**

- ★ 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

Platinum Star Reception Sponsor **\$1,500**

- ★ 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

Sterling Star Signature Sponsor **\$1,000**

- ★ 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

Gold Star Supporting Sponsor **\$500**

- ★ 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

Emerald Star VIP Sponsor **\$250**

- ★ 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

Emerald Star Event Sponsor **\$100**

- ★ 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**

The mission of the American Business Women Association is 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. Professional development remains the cornerstone of ABWA today.

■ **The Board of Directors**

The National Board of Directors governs 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), ABWA's national scholarship trust.

■ **Membership**

ABWA is a prestigious organization made up of workingwomen across the nation. A majority of members belong to local chapters and Express Networks®. Nearly 850 chapters and networks throughout the U.S. offer networking and professional development programs via monthly meetings.

Whether you are actively seeking to advance to the next level, or to stay current with business trends and skills; whether you dream of breaking out on your own or are running your own business; whether you are looking to stay active in retirement, are a stay-at-home mom ready to reconnect or are a full-time student looking to explode onto the job scene - ABWA has a membership option that is right for you. Regardless of which you select, your first step is to join the Association as a national member. When you pay your national ABWA membership dues, a whole world of opportunity will open up to you!

■ **Professional Development:**

The American Business Women's Association offers learning opportunities for women who are taking their business careers to the next level.

Regional and National Conferences:

ABWA offers conferences led by professional speakers and educators from many industries. Quality seminars and workshops feature topics relevant to the needs of today's workingwomen.

ABWA-KU MBA Essentials:

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 including "Accounting Tools for Financial Success," "Organizational Behavior and Management Principles" and "Human Resources: Principles and Practices." This exclusive program is only offered at the ABWA National Women's Leadership Conference.

ABWA-KU Management Certificate Series:

The ABWA-KU Management Certificate Series is designed as a series of business concentrations, each with specialized courses. Faculty from the University of Kansas School of Business instruct professionals on the information they need to leverage their careers. In 2007, courses included "Six Sigma", "Steps to Becoming an Entrepreneur" and "The Lean Thinking Revolution." This exclusive program is only offered at ABWA's regional conferences.

■ **Scholarships**

The Stephen Bufton Memorial Educational Fund (SBMEF) has contributed to date more than \$15 million to women's professional success through education.

■ **National Publications**

ABWA offers a varied collection of informational tools to their members. *Women in Business*®, the award-winning national magazine of ABWA, offers articles on a blend of personal and professional development topics. Published six times a year, *Women in Business*® features a continuing education department focused on business and market-relevant topics.

Members also enjoy custom-designed online newsletters to serve the individual needs of different groups: Company Connection® for business owners, Leadership Edge for chapter and network officers, Express Network® for busy professionals and Council Communications for council officers. PrimeTime Connection® is mailed to retired and PrimeTime members.

■ **Annual Events**

Members have the opportunity to experience ABWA on a grand scale at the ABWA conferences. A schedule of upcoming events is listed below.

Schedule of 2009 ABWA Regional Conferences:

March 20-21	District VI	Tucson, AZ	The Hotel Arizona
April 3-4	District II	Shreveport, LA	Sam's Town Hotel and Casino
April 17-18	District IV	Lancaster, PA	Lancaster Host Resort
April 24-25	District I	Ft. Lauderdale, FL	The Westin
May 1-2	District III	Des Moines, IA	Marriott Downtown
May 15-16	District V	Midland, MI	Valley Plaza Resort

Schedule of Future ABWA National Women's Leadership Conferences:

2008	October 2 - 4	Covington, KY – the southern side of Cincinnati
2009	September 24 - 26	Kansas City, MO – ABWA's 60th Anniversary!

■ **Top Ten Business Women and American Business Woman Awards**

Every year, each ABWA group has the opportunity to nominate one of its accomplished members to represent it at the national level as a candidate for the Top Ten Business Women of ABWA. From the ten finalists, the American Business Woman of ABWA is chosen. The Top Ten are introduced to the membership at the National Women's Leadership Conference.

■ **National Event**

American Business Women's Day on Sept. 22 celebrates the important contributions more than 57 million American workingwomen and 7.7 million women business owners are making to this nation. This ABWA founding date was recognized in 1983 and 1986 by Congressional resolution and a proclamation issued by President Ronald Reagan.