

virtual women's  
business conference

4TH ANNUAL  
**SOAR**  
*seize opportunities and rise*  
CONFERENCE

Build Your Business & Seize Your Life!

2022  
sponsorship  
package



Women's  
Business Alliance

Anna Bailey,  
Co-Owner of Bailey Builds

---

# what is SOAR?

*seize opportunities and rise*

SOAR is a conference. It is also a **mindset**, an **action plan**, and a **community** geared at supporting women business owners, entrepreneurs, and leaders in our region take steps to make incredible things happen. In its fourth year, the SOAR Conference has evolved to include **virtual and in-person experiences** to connect, inspire and educate women in business across our region.

This year the SOAR Conference will include a **virtual inspiring keynote and engaging panel** with Jasmine Brett Stringer and local women entrepreneurs. All registrants will have access to a catalog of the resources, event recordings, and a digital networking space beyond the event.

**NEW this year**, the SOAR Conference will also include **two in-person networking events** that will feature a local entrepreneur speaker, small business resources and facilitated connection for women across the region. One event will be held in our Central region, the other in our North region.



---

# event highlights

- Keynote "Seize Your Life" with Jasmine Brett Stringer, MN-based award winning author, entrepreneur & TV personality.
- Engaging panel with 3-4 local women entrepreneurs speaking about the obstacles they have overcome and advice for fellow women in business
- Wellness session to provide time and space to recharge
- Community Connection Events hosted in-person
  - Central Region: Event will be hosted near Princeton, MN
  - North Region: Event will be hosted near Duluth, MN
- Deeper engagement opportunities beyond the conference including SOAR Success Circles, ongoing webinar series, and peer networks through in person and digital connections.

# event logistics

The conference will be held in October and will include virtual and in-person events.

- **Virtual Event:** Tuesday, October 11 (8:30AM - 11:30AM Central Time)
- **2 In-Person Events: One in Central Region and One in North Region**  
Wednesday, October 12 and Thursday, October 13 (4:30 - 6:30PM Central Time)

If participants are unable to attend the virtual session, they will have access to a recording and all resources referenced during virtual the session.



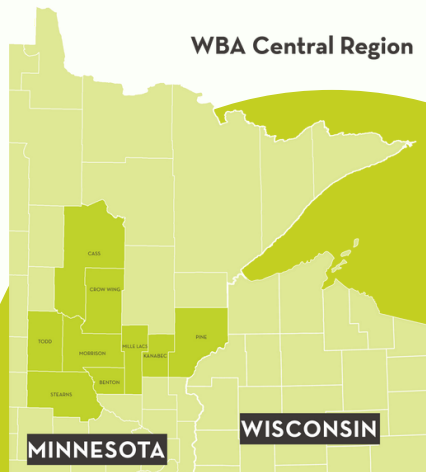
# the organizer



Women's  
Business Alliance

SOAR is hosted by the Central and North Women's Business Alliances, which are certified Women's Business Centers with the Small Business Administration (SBA) and hosted by the Entrepreneur Fund. The WBA's service area cover 17-counties across central Minnesota, northeast Minnesota, and northwest Wisconsin.

## WBA Central Region



- Counties:
- Benton
  - Cass
  - Crow Wing
  - Kanabec
  - Mille Lacs
  - Morrison
  - Pine
  - Stearns
  - Todd

MINNESOTA

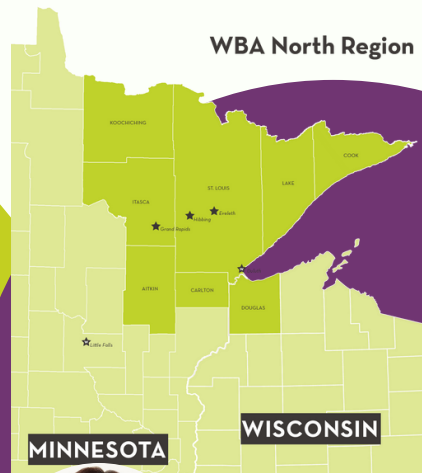
WISCONSIN



### CENTRAL CONTACT

Sandy Voigt  
Women's Business Alliance Central Director  
218-735-6033  
[sandyv@entrepreneurfund.org](mailto:sandyv@entrepreneurfund.org)

## WBA North Region



- Counties:
- Aitkin
  - Carlton
  - Cook
  - Douglas, WI
  - Itasca
  - Koochiching
  - Lake
  - St. Louis

MINNESOTA

WISCONSIN



### NORTH CONTACT

Sandi Larson  
Women's Business Alliance North Director  
218-623-5741  
[sandil@entrepreneurfund.org](mailto:sandil@entrepreneurfund.org)



Entrepreneur  
Fund

As the host organization for both WBAs, the Entrepreneur Fund is primary resource for entrepreneurs in northeast Minnesota and northwest Wisconsin. The Entrepreneur Fund has fueled more than 15,000 businesses with expert support and funded over \$67 million in loans since 1989. The mission of the Entrepreneur Fund is to actively partner with entrepreneurs to create growing businesses, thriving communities, and a diverse regional economy. We do this by providing flexible financing and strategic services to entrepreneurs.



POWERED BY

U.S. Small Business  
Administration

4TH ANNUAL SOAR CONFERENCE

2022



# partner with us

SPONSORSHIP OPPORTUNITIES



Women's  
Business Alliance

We are looking for partners that ***share our vision and passion*** for supporting women business owners, entrepreneurs, and leaders in Minnesota and Wisconsin to ***inspire action towards achieving their goals***. When women entrepreneurs thrive, so do our communities.

We are dedicated to providing a high-quality event at ***a low cost*** to ensure an ***inclusive and open learning space*** for women across our region. By becoming a SOAR Conference partner, ***you will play an important role*** in this by helping to alleviate costs for marketing collateral, operating costs, and the overall experience to ensure all women interested can access the resources and conference without making concessions.

Sponsorships will also allow us to ***invest in hosting exceptional in-person events*** in each our of our WBA regions. This year our hybrid approach prioritizes access to inspiration, resources and knowledge virtually and meaningful connections in-person.

---

4TH ANNUAL SOAR CONFERENCE  
2022

---

# sponsorship levels

## WBA Hero: \$5,000 - Quantity 1

- Headline sponsorship billing on all materials, promotions, and event webpage including community events.
- Opportunity to include promo item in conference registration mailer
- An email highlight of sponsor investment in women entrepreneurs.

### Virtual Event

- A 2-minute promo time - spokesperson or video clip about your company on the day of the virtual portion of the conference.
- Logo headline on welcome slides and other transitions times

### Two In-Person Community Events

- Sponsorship table for 8 people, registration included.
- A 2-minute promo time before the keynote speakers at each event
- A premier tabling space at each event - viewable upon entry
- Access to all photos taken at the event
- Logo headline as event co-host on welcome banner

## WBA Champion: \$3,000 - Quantity 2

- 2nd Tier sponsorship billing on all materials, promotions, and event webpage including community events.
- Opportunity to include promo item in conference registration mailer

### Virtual Event

- A 1-minute promo time - spokesperson or video clip about your company on the day of the virtual portion of the conference.
- Logo headline on welcome slides and other transitions times in the 2nd tier position
- Mention during welcome each day by facilitator(s)

### Two In-Person Community Events

- 4 seats at a sponsors table, registration included.
- A 1-minute promo time following the keynote speaker at each event
- A tabling space at each event
- Logo on welcome banner in 2nd Tier position

---

# sponsorship levels

## WBA Supporter: \$1,500 - Quantity 4

- 3rd Tier sponsorship billing on all materials, promotions and event webpage.

### Virtual Event

- Logo on welcome slides and other transitions times in 3rd Tier position
- Mention during welcome each day by facilitator(s)

### In-Person Community Events (2)

- A tabling space at each event
- Logo on welcome banner in 3rd Tier position

## WBA Friend: \$500 - Unlimited

- 4th Tier sponsorship billing on all materials, promotions and event webpage.

### Virtual Event

- Logo on welcome slides and other transitions times in 4th Tier position
- Mention during welcome each day by facilitator(s)

### In-Person Community Events (2)

- Logo on event welcome banner in 4th Tier position

# SOAR with us, become a sponsor

Questions about SOAR Conference sponsorship can be directed to

**Sandi Larson**, WBA Director - North  
sandil@entrepreneurfund.org

**Sandy Voigt**, WBA Director - Central  
sandyv@entrepreneurfund.org

4TH ANNUAL SOAR CONFERENCE  
2022



Women's  
Business Alliance

