



At the Helm **WOMEN IN BIZ**

presented by The Entrepreneur Connection

Saturday, October 29, 2011

NextSpace LA, Culver City, CA

www.ATHWomen.com



At the Helm: Women in Biz



What is At the Helm?

At the Helm: Women in Biz 2011, presented by The Entrepreneur Connection is a unique conference for women in business. Entrepreneurs, small business owners, and community leaders from across the Los Angeles area will join together for a powerful day of learning and business growth.

Recent studies show that women's incomes are steadily rising and that the majority of women are the primary shoppers in their households.*

ATH will be a powerful day as we bring together a diverse group of decision makers from around Los Angeles – and we're not just talking about the attendees. Our speakers are a dynamic group of professionals whose expertise runs the gamut from sales and marketing to personal and business finance, as well as health and legal experts. At this very special event, we will be addressing the whole woman and what it takes to grow and thrive in a challenging economy.

When and where is the event?

At the Helm takes place on Saturday, October 29, 2011 at NextSpace LA in Culver City, CA from 8:30am to 5pm.

Program

The At the Helm: Women In Biz event features the following:

- Engaging discussions and panels
- Critical advice for growth in today's economy
- Vital information on how to become more visible and profitable in a crowded marketplace
- Quality networking with an inspiring group of L.A. area entrepreneurs, small business owners, and community leaders

*Source: <http://www.catalyst.org/publication/256/buying-power>
<http://techcrunch.com/2011/03/20/why-women-rule-the-internet/>



Sponsorship Opportunities



	<i>Speaker Sponsor</i>	<i>Gold Sponsor</i>	<i>Supporting Sponsor</i>
Event Passes	6	4	2
Discount code for your community to attend the event			
Logo on the event page, linked on the The Entrepreneur Connection sponsor page and Meetup page, and in pre- and post-event email blasts			
50 word company profile on event sponsor page			
Social media mentions to an audience of over 25,000			
Recognition in printed program materials			
Opportunity to leave materials in attendee gift bags			
Verbal acknowledgement during the event			
Acknowledgement in press releases			
Opportunity to address event attendees			
Opportunity to be featured in a pre-event blog post and email blast about your company and the speaker			
Opportunity to provide a featured speaker			
	<i>\$2500</i>	<i>\$1250</i>	<i>\$750</i>



Media Sponsor

- 1 media pass
- Pre-event interview with speakers
- Logo on event webpage, link on The Entrepreneur Connection sponsor page
- 50-word company profile on event page
- Discount code for your community to attend
- Social media mentions to an audience of over 25,000
- Recognition in printed program materials
- Opportunity to leave materials in attendee gift bags
- Verbal acknowledgement during the event



Wine Reception Sponsor

The event closes with a networking wine reception. Present your wine, cheese, or other sampling foods for the post-event reception. Showcase your brand to a hard working, thirsty audience!

Suggested donation for wineries or beverage companies is 18-24 bottles to be included in the reception.



Custom Sponsorships

Have an idea for a sponsorship that's different than what we outlined above? Let us know!

Contact Alaia Williams, Founder of The Entrepreneur Connection at info@theentrepreneurconnection.com or 877.660.4738 ext 701