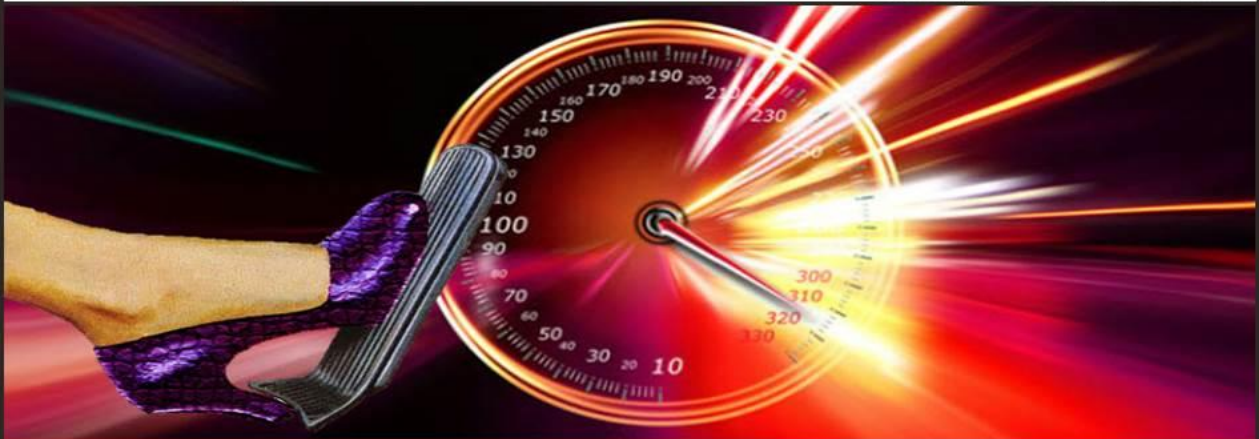


4TH ANNUAL
WOMEN CAN DRIVE BUSINESS CONFERENCE
SEPTEMBER 20, 12PM-6PM NOLA MOTORSPORTS PARK

ABWA
Express
Network
American Business Women's Association
Crescent City Connections Express Network



**ACHIEVING SUCCESS AT WORK
AND BALANCE IN LIFE**
FEATURED SPEAKER: LAUREN HAYDEL, BIG CHIEF FLEURTY GIRL

Professional Development – Power Panel – Networking
\$50 ABWA Members \$65 General Admission

Limited Seating, Lunch Provided – pre register today! abwaneworleans.org

Every year, the ABWA Crescent City Connections Express Network brings together 50 – 70 local businesswomen to spend the day networking and training to help enhance their professional lives.

In the past, our conference has been sponsored by organizations like Microsoft, the Port of New Orleans and NOLA Motorsports Park. We hope that you will join us on this mission as a sponsor of our 4th Annual Women Can Drive Business Conference on September 20, 2018 to be held at NOLA Motorsports Park. Our theme this year is “Achieving Success at Work and Balance in Life.”

Thank you for your consideration,

ABWA Board and Conference Team

ABWA Tax ID: 47-1280310



ABWA Mission: The mission of the American Business Women’s 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.

ABWA History: ABWA is a 501(c)6 organization that was founded on September 22, 1949 by Hilary A. Bufton Jr., a Kansas City, Missouri businessman with the vision of offering networking, support, recognition and training to professional women who had entered the business world during and after World War II to supplement the continuing shortage of working men.

Post World War II, Mr. Bufton recognized the positive impact women had on the economy. He and three Kansas City businesswomen incorporated the American Business Women’s Association and the American workforce was changed forever. “It was my feeling all women were seeking and deserved equal business opportunities.” Mr. Bufton later wrote, “They had gained tremendous business knowledge during World War II, through necessity, and I felt a new organization for all businesswomen was needed.”

Since that time, the organization continues its long tradition by providing business training and networking opportunities for women of diverse occupations and backgrounds. ABWA offers workplace skills and career development training for more than 545,000 members throughout its over 5,000 leagues in 300 U.S. cities, plus Canada and expanding internationally.

ABWA Crescent City Connections Express Network: Our local New Orleans chapter was formed in October 2014 with 40 Charter Members. Since being chartered we have grown to more than 70 business professional women in Greater New Orleans area. We host monthly business luncheons, an annual leadership conference, and professional development educational event on National Equal Pay Day.

***WOMEN CAN DRIVE BUSINESS CONFERENCE
GOALS***

- 1. Provide leadership training opportunities to local businesswomen***
- 2. Create a networking environment for businesswomen to share ideas about self-development and leadership goals.***
- 3. Create awareness in the community to support businesswomen.***
- 4. Raise \$2,500 in scholarship and professional development funds for ABWA***

SCHEDULE:

- 12:00pm: Doors Open/Open Networking/Lunch
- 1:00 pm: Welcome/Primary Sponsor Highlight/Ice Breaker
- 1:20 pm: Keynote Speaker: Lauren Haydel, Fleurty Girl
- 2:00 pm: Break
- 2:10 pm: Ulla Gaudin – Make Up in 5 minutes
- 2:20 pm: Women’s Panel – How to Achieve Success at Work and Balance in Life
- 3:30 pm: Break
- 3:40 pm: April Dupre – Quick Exercises to help relieve stress
- 4:00 pm: Recap/Housekeeping/Door Prizes
- 4:30 pm – 5:30 pm – Individual Kart Races, Crown Winner,
- 4:30 pm – 6:00 pm: Open Networking, Shop Local Invitation

***Christi Felder, ABWA President
Cindy Osmer, Jeanne Bergeron
Women Can Drive Business Conference Chairs***



2018 Women Can Drive Business Conference Sponsorship Package

Sponsorship Packages:

- Checkered Flag Sponsor \$1000
- Primary Sponsor, includes joint naming rights for the event and logo on all marketing material, including all social media, website and printed materials
 - 1 Reserved table with 8 admission tickets to the conference; each attendee to receive an ABWA Swag Bag
 - 1 Display table at conference and after hours networking event
 - 3 minute sponsor highlight at the beginning of the conference
- White Flag Sponsor \$500
- 4 admission tickets to the conference; each attendee to receive an ABWA Swag Bag
 - 1 Display table at either conference or after hours networking event (sponsor choice)
 - Sponsor logo included on all printed conference marketing materials
 - At least 3 mentions on social media pages
- Green Flag Sponsor \$250
- 2 admission tickets to the conference
 - Display table at either conference or after hours networking event (sponsor choice, based on availability)
 - Sponsor logo included on printed agenda given to all attendees
 - At least 1 mention on all social media pages
- Yellow Flag Sponsor
- Display table at conference or after-hours networking event (sponsor choice, based on availability)
 - \$100 for display table at conference
 - \$50 for display table at After Hours event
 - Sponsors who donate \$100 worth of product/service for the following needed items will receive sponsor recognition at the conference:
 - Food/Drinks – Lunch, snacks during conference and after hour, drinks for conference
 - Karting Awards (1 available)
 - Swag bag items valued at \$3 - \$7 each (25 items needed)
- Red Flag Sponsor (50 needed) Any Amount/In-Kind Donation
- Donate a door prize for conference attendees
 - Sponsor mention during giveaways

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