



FREE STATE

MPUMALANGA

NORTHERN CAPE

NORTH WEST

Good Day

Standard Bank Top Women Regional Conference would like to invite you to partner with our renowned women empowerment event.

Traveling to four key regions in 2019, to reach out to entrepreneurial women in **Free State, North West, Northern Cape**, and **Mpumalanga**, who can look forward to hearing first-hand from successful award-winning entrepreneurs.

WHAT IS IT? For women entrepreneurs, the biggest barrier to success is usually not business intelligence or innovative business models but simply access to trade or markets. This one-day conference is an event designed for women entrepreneurs to connect, share their barriers in business, get support and learn first-hand from successful award-winning Entrepreneurs on how to boost their business prospects.

In a survey, Standard Bank found that 43% of women cited access to markets as a key barrier to entry and 22% of them listed networking on their wish list. Central to the Top Women regional Conferences will be the 1 - hour Fast Track networking session, in which the entrepreneurial need for networking opportunities will be fully met. Participants will build up new meaningful personal networks, generate business interest or partnerships and gain even more business-building knowledge by sharing challenges, insights, and tips with other up-and-coming entrepreneurs.

A 2 - hour Pitching Den in which 8 pre-selected entrepreneurs with promising business models can outline them in a 3 -minute elevator pitch and get valuable advice and feedback on areas like investment, funding, new markets and new customers etc. from delegates and a well-rounded panel of high profile judges on their next steps

WHY GET INVOLVED? Starting up a new business can be daunting especially with little or no support. It makes it more difficult for women entrepreneurs when they do not have access to value chains, markets, network etc. Top Women, together with the bank that prioritizes support for women pursuing their “next” aims to curb these barriers by offering a platform for women in business to participate and boost their prospects.

Are you a leading business incubator? Does your organization create and expand opportunities for SMMEs? Is women empowerment a priority for your organization? If yes we have a sponsorship opportunity for you to gain a fantastic brand awareness to a very targeted audience. Sponsor a table of ten women entrepreneurs for an excellent marketing platform to create and maintain relationships within the business environment.

WHO IS IT FOR? Women entrepreneurs, business leaders, and game changers.

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VIP TABLE PACKAGE (x 10 seater) R20 000.00 Excl VAT**What are the benefits of attending the conference for (women entrepreneurs)?**

- They will be Involved in dynamic discussions to overcome barriers in entrepreneurship
- They will engage a broad cross-section of the business community at the highest level and generate new leads
- They will develop multifaceted partnerships with like-minded companies and business leaders
- The conference will deliver insights and influence towards advancing women in business
- They will meet and strategize with key players in SMMEs who support women empowerment

What's the benefit to you (sponsor)?

- Public Relations exposure in digital print, broadcast marketing (social media, website and press releases)
- One complimentary ad in the conference program
- Special acknowledgment by conference moderator
- Distribution of any marketing collateral at the event (the table sponsor will have the opportunity to insert branded promotional collateral in the goodie bags eg: flash drives, pens, lanyards/ power banks etc)for additional exposure
- Priority seating amongst exclusive VIP's
- The table signage will feature your company logo (table consist of 10 seats in total)
- Opportunity to be one of our panel judges for the **PITCHING DEN**

Best Regards

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