

# Women trading globally



RBC  
Royal Bank



GLOBAL BANKING ALLIANCE  
FOR WOMEN

Dear Potential Sponsor:

Trade Missions are an ideal way to bring together the energy and ingenuity of women entrepreneurs. As the presenting sponsor of "Women Trading Globally", and a founding member of the *Global Banking Alliance for Women*, RBC Royal Bank is delighted to support the success of women business owners by helping them access new markets.

On behalf of the Sponsorship Committee for the event, I am pleased to offer you an opportunity to join us in supporting this "first" multi-country businesswomen's trade mission focusing on increasing trade among the *Global Banking Alliance for Women* communities.

You have demonstrated your support of women business owners in the past and you will definitely want to be a sponsor of this event.... Here's why:

- Canada, USA, Australia, and Ireland have among the highest percentages of women entrepreneurs in the world and the numbers and sizes of businesses keep growing
- Women Entrepreneurs are changing the business paradigm globally at an accelerating pace
- Intelligent companies are revamping their marketing efforts to reflect the growing economic power of women
- Large and small businesses are including diversity as a key component to their success
- Women own at least a minority interest in 45% of all Small and Medium-sized Enterprises in Canada

The "Women Trading Globally" event will be high profile and powerful. Your sponsorship will demonstrate your support of this increasingly important market and introduce you to many growth-oriented companies led by women.

I look forward to welcoming you to the participating sponsor list!

Anne Sutherland  
Senior Vice President  
RBC Royal Bank

Betty Wood  
National Senior Manager  
Women Entrepreneurs Market  
RBC Royal Bank

[www.WomenTradingGlobally.com](http://www.WomenTradingGlobally.com)

# women trading & globally



GLOBAL BANKING ALLIANCE  
FOR WOMEN

## Event Details

Presenting Sponsor



RBC  
Royal Bank

**Vancouver, British Columbia ~  
March 31 – April 2, 2004**

The Women Trading Globally trade mission/forum is dedicated to the full spectrum of women entrepreneurs that operate and own small, medium, or large sized enterprises from all sectors. The main focus is to foster and support the economic empowerment of women by enhancing trading opportunities among the **Global Banking Alliance** communities of Canada, USA, Australia, New Zealand, and Ireland.

Business matching and sector specific visitations will be the program concentration for the attending delegates. Activities will comprise of:

- Business Matching Meetings
- Plenary Sessions
- Meet the Experts
- Round Table Discussions
- Sector Visits
- Gala Reception
- Networking
- City Tours

**Toronto, Ontario ~ April 5 – 6, 2004**

Continuation of activities:

- Business Matching Meetings
- Sector Visits
- Networking
- City Tours
- Closing Luncheon

[www.WomenTradingGlobally.com](http://www.WomenTradingGlobally.com)



## “Our G7 Summary” of Sponsorship Opportunities

The Global Banking Alliance’s Trade Mission and Forum — “*Women Trading Globally*”— is pleased to provide your company or organization with positive profile through your sponsorship involvement.

The benefits that make up your sponsorship are guaranteed to raise your profile with this important target market of International Women Entrepreneurs trading globally. Over 150 delegates are expected, with approximately 55% being Canadian entrepreneurs. The reach of the program will touch over 10,000 women entrepreneurs in Canada, plus reach an influential business audience of an additional 400 guests at the gala event.

We invite you to contact us to discuss all the possibilities of a GBA Sponsorship for your organization. We look forward to tailoring a sponsorship package to highlight your company, product or service.

Here are our **G7 Summary of Sponsorship Opportunities** for Women Trading Globally!

- Globalize ..... \$50,000.00
- Guide ..... \$30,000.00
- Give & Get ..... \$20,000.00
- Generate ..... \$10,000.00
- Goal-Set ..... \$ 5,000.00
- Gear-Up ..... in-kind
- GO For It! ..... Gala Dinner Speaker

In keeping with the goals of the Global Banking Alliance, which is to foster the economic empowerment of women, all profit generated from this gala dinner will be donated to UNIFEM to support a college/university fund for Women in Afghanistan.

*“The globe is the gateway to the giving and getting of goods!”*



## “Our G7 Summary” of Sponsorship Opportunities

### Globalize ~ \$50,000

- 5 full packages to the trade forum
- 8 additional banquet tickets to the Gala Reception
- 5 additional luncheon tickets
- Logo signage at trade forum
- Tabletop exhibit display at trade forum
- Full page advertising in Official Program Guide
- Written message to delegates in Official Program Guide
- Introduction of speaker
- Access to delegate mailing list
- Promotional material in Delegates Package
- Opportunity to have promotional give-away products at the official luncheon and gala dinner for 550 guests
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during trade forum
- Sponsor category exclusivity may be possible
- Prominent exposure and recognition as one of the leading sponsors

### Guide ~ \$30,000

- 3 full packages to the trade forum
- 4 additional banquet tickets to the Gala Reception
- 3 additional luncheon tickets
- Logo signage at trade forum
- Tabletop exhibit display at trade forum
- 3/4 page advertising in Official Program Guide
- Introduction of speaker
- Promotional material in Delegates Package
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during trade forum
- Prominent exposure and appropriate sponsorship recognition



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FOR WOMEN

## “Our G7 Summary” of Sponsorship Opportunities ...2

### Give & Get ~ \$20,000

- 2 full packages to the trade forum
- 2 additional banquet tickets to the Gala Reception
- 2 additional luncheon tickets
- Logo signage at trade forum
- Tabletop exhibit display at trade forum
- 1/2 page advertising in Official Program Guide
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Media coverage prior and during trade forum
- Prominent exposure and appropriate sponsorship recognition

### Generate ~ \$10,000

- 1 full package to the trade forum
- 1 additional banquet ticket to the Gala Reception
- 1 additional luncheon tickets
- Logo signage at trade forum
- Tabletop exhibit display at trade forum
- 1/4 page advertising in Official Program Guide
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Media coverage prior and during trade forum
- Appropriate exposure and sponsorship recognition

[www.WomenTradingGlobally.com](http://www.WomenTradingGlobally.com)

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Women  
trading  
& globally



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FOR WOMEN

## “Our G7 Summary” of Sponsorship Opportunities ...3

### Goal-Set ~ \$5,000

- 1 full package to the trade forum
- 1 additional luncheon ticket
- Logo signage at trade forum
- Business Card size advertising in Official Program Guide
- Promotional material in Delegates Package
- Company logo and hyperlink from website
- Appropriate exposure and sponsorship recognition

### Gear-Up ~ in-kind

- 1 package to the trade forum (excluding gala dinner)
- Logo signage at trade forum
- Company logo and hyperlink from website
- Exposure/name recognition in Official Program Guide

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## “Our G7 Summary” of Sponsorship Opportunities ...4

### GO For It! ~ Gala Dinner Speaker\*

Introduction of an internationally renowned speaker.

This event is open to the 150 international delegates plus an additional 400 business people and university students in a business program.

#### Plus

- 5 full packages to the trade forum
- 8 additional banquet tickets to the Gala Reception
- 5 additional luncheon tickets
- Logo signage at trade forum
- Tabletop exhibit display at trade forum
- Full page advertising in Official Program Guide
- Written message to delegates in Official Program Guide
- Access to delegate mailing list
- Promotional material in Delegates Package
- Opportunity to have promotional give-away products at the gala dinner
- Opportunity to include questions in forum exit surveys
- Company logo and hyperlink from website
- Extensive media coverage prior and during trade forum
- Sponsor category exclusivity may be possible
- Prominent exposure and recognition as one of the leading sponsors

\* Sponsor to be responsible for speaker's fees and travel costs.

***In keeping with the goals of the Global Banking Alliance, which is to foster the economic empowerment of women, all profit generated from this gala dinner will be donated to UNIFEM to support a college/university fund for Women in Afghanistan.***



## Sponsorship Form

Company \_\_\_\_\_

Contact / Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ PC \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### Commitment Level

- Globalize ~ \$50,000
- Guide ~ \$30,000
- Give & Get ~ \$20,000
- Generate ~ \$10,000
- Goal-Set ~ \$5,000
- Gear-Up ~ in-kind \_\_\_\_\_
- GO For It! ~ Gala Dinner Speaker
- Call me to discuss our sponsorship involvement in this historic event

### Payment Method

- Cheque enclosed
- Bill me

### Logo/Camera Ready Art

- Will e-mail EPS file
- Enclosed

Please make cheques payable to "Women Trading Globally"

Mail with this sponsor form to:

Women Trading Globally  
2625A Alliance Street  
Abbotsford, BC V2S 3J9 Canada

Questions? Contact Barbara Mowat at 604.854.5530 / 1.800.672.0103 or  
Barbara.Mowat@ImpactCommunicationsLtd.com