



DowntownWomensClub.com 2008 Sponsor & Advertiser Kit

Your direct link to businesswomen on the go!



DowntownWomensClub.com is a new media company for women in business providing networking, marketing and educational opportunities for members and sponsors who focus on business and careers. We attract both entrepreneurial and corporate members through our local club system (free members) and online services (DWC+ members). We've developed this sponsor and advertising kit to provide an overview of the different programs we have for corporations, retailers and organizations to capture the attention (and business!) of our audience:

- **Corporations** – Create a low-cost affinity program/employee benefit system and outreach program for new recruits including on-site seminars, customized teleclasses, and multiple job postings.
- **Retailers** – Reach a savvy group of consumers in your target market through advertisements and sample giveaways.
- **Organizations** (alumni clubs, networking groups & trade associations) – Become an affiliate and gain national exposure for your organization while providing your members with online benefits at a discount.



Members (free) – 10,000+

Our members receive our DWC Monthly Dish e-newsletter or attend our local club events in their region. We also have over 30,000 unique visitors to our websites and related blogs.

DWC+ Members (paid) – 1,000+

DWC+ Members take advantage of additional online networking, marketing and educational opportunities.



DowntownWomensClub.com Sponsor/Advertiser Kit

Advertising & Sponsorship - Your direct link to businesswomen on the go!

The Downtown Women's Club provides new media content and interactive networking, marketing and educational opportunities that adapt to all work styles and life stages of today's businesswomen. Founded in 1998, our innovative "clicks & mix" (click online and/or mix it up in person) model offers thousands of women an online and offline community using new and emerging technologies such as our DWC+ member directory, teleclass on demand library, and member-launched, custom-tailored local chapters. We also keep our members abreast of the latest technology trends by forming DWC Facebook groups and building blog networks. With our in-person clubs and online presence, members and sponsors from around the world can connect with our audience and access educational resources in a number of ways.

Our 10,000+ membership base consists of businesswomen who share a median age of 35; are highly-educated; and, on average, earn over \$75,000. They are from all over the world, but share our philosophy that "Downtown" is an attitude, and not a location. These women come together at the DWC to share networks and information, while having fun building their careers and businesses.

Our goal is to connect our members with service providers and retailers specifically catering to their career and lifestyle needs. To reach this coveted demographic, we've created a variety of opportunities for corporations, retailers and organizations to partner with the DWC.

Website

- In summer 2008, the Downtown Women's Club will be joining an online ad consortium with other websites catering to businesswomen. Sponsor ads will reach approximately one million page views.
- Employees of sponsors receive complimentary DWC + memberships including additional networking, marketing and educational opportunities.
- Sponsors can receive free job postings on our job board, and featured job postings in our e-newsletters.
- In 2008, we will be launching a blog network program, where we highlight sponsor and member blogs, as well as an awards program for various achievements in new media.

e-Newsletters

- Our DWC Monthly Dish circulates to 10,000+ members and includes a number of advertising opportunities.
- Our local club event alerts circulate to club members in selected markets and includes local advertising opportunities for sponsors, advertisers and members.

GoodyBags

- In 2007 we launched our successful "GoodyBag" giveaway program, where we mail all our new DWC+ members treats, coupons and sponsor materials.

Surveys, Contests & Direct e-Mail

- Periodically, we survey our members on relevant topics. Sponsored surveys can be broken down by generation and customized to a specific industry.
- Throughout the year we run membership drives including prizes donated by sponsors.
- Provided the content is advertorial and geared to our members, we can arrange for a direct e-Mail blast.

Events

- Local clubs are always looking for venues and event sponsors.



Corporate Sponsorship Opportunities

At the Downtown Women’s Club, we believe that a corporate sponsorship is much more than a logo and a link. We customize opportunities with sponsors so that it’s beneficial to their needs as a recruiter as well as a benefit for their employees. This is why we incorporate our “clicks & mix” philosophy of blending online and offline offerings into our corporate sponsorship opportunities. These include:

Online sponsorship opportunities

- Logo/links on our homepage
- Advertisements in national and local newsletters
- Dedicated emails or surveys
- Postings on our job board
- Free DWC+ memberships for employees which includes
 - E-Newsletter subscription
 - Online member profile
 - DWCLinkedIn network
 - DWC+ teleclasses (Sponsors can request customized content).

Offline sponsorship opportunities

- Event hosting
- DWC seminars – These can be exclusively for employees or sponsors can invite DWC members for added exposure. We bring our best speakers to your employees in either an onsite professional development seminar or by a teleclass. You request the format, we provide the content!

DWC Corporate Sponsorship Comparison	Platinum	Gold	Silver
Logo/Link - Homepage	x	x	x
Ads/sponsor listings in DWC Dish e-Newsletter	12	8	4
Sponsor listings in Local Club event alerts	12	8	4
Dedicated Emails/Surveys	2	1	
Job Postings	100	40	20
Participation in DWC Discounts & Freebies	x	x	x
DWC onsite seminars or teleconferences	4	2	1
Free DWC+ memberships for employees	x	x	x
Inclusion in Goodybag program	x	x	x
Provide/Brand programming and content (teleclasses, member directory, etc.)	x		

Note that this chart is just an outline, and that sponsor/advertiser needs can be customized to meet specific needs and budgets.



Corporate Sponsorship Opportunities (Cont'd).

The following programs begin from date of signing and run for 12 months. While we include packages below, we strongly believe in customizing our offerings to meet the unique needs of our sponsors.

Platinum Partner - \$15,000

- Logo/link on the DowntownWomensClub.com home page
- 12 ads in the DWC Monthly Dish in premium position
- 12 ads in all local club announcements and/or blogs
- Four dedicated emails or surveys
- 100 job postings on our job board
- Opportunities to brand/provide teleclass programming or content for our members.
- Free participation with prime positioning in our Discounts & Freebies program.
- Quarterly DWC seminars/teleclasses for employees/members at large
- Complimentary DWC+ memberships for employees

Gold Partner - \$10,000

- Logo/link on the DowntownWomensClub.com home page
- 8 ads in the DWC Monthly Dish e-newsletter
- 8 ads in all local club announcements and/or blogs
- Two dedicated emails or surveys
- 50 job postings on our job board
- Free participation in our Discounts & Freebies program
- Two DWC seminars/teleclasses for employees/members at large
- Complimentary DWC+ memberships for employees

Silver Partner - \$5,000

- Logo/link on the DowntownWomensClub.com home page
- 4 ads (2" x 4") in the DWC Monthly Dish
- 4 ads in all local club announcements and/or blogs
- 20 job postings on our job board
- Free participation in our Discounts & Freebies program
- One DWC seminar/teleclass for employees/members at large
- Complimentary DWC+ memberships for employees

Corporate Membership opportunities – Purchase memberships in bulk for your employees. Price varies by size of group.



Mix & Match Sponsor Advertising Opportunities

Event Partners. Donate a venue or create your own unique event. Contact local directors for more information.

GoodyBag Giveaways. Get your products and services directly in front of our members. Send a minimum of 100 giveaways (product samples or discount coupons) to:

Downtown Women's Club
P.O. Box 21
Cohasset, MA 02025

Samples need to be small enough to fit in a 9x12" mailing envelope and cannot be geographically limited. Goodybag sponsors receive recognition in our national newsletter and a link back to their site.

Contests. Have one big product/prize to donate? We can run a membership drive contest featuring your donated prize and company.

Advertising

- **Website: www.DowntownWomensClub.com.** In the summer of 2008, we'll be participating in an ad consortium with other women's business websites, which means our advertisers can reach over one million page views.
- **Blog: www.WomensDISH.com.** The Women's Dish is our DWC Blog, and at the moment, these ads are not part of the ad consortium and can be individually priced. Contact us for more information.
- **e-Newsletter: [DWC Monthly Dish](#).** \$400/ad (2" wide x 4" high).
- **e-Newsletter: [Local Club event alerts](#).** \$200/ad (Boston); \$150/ad (NYC); \$100/ad all other regions (Chicago, DC, LA, Pittsburgh, Providence, Worcester). Advertise in all regions for \$500. Individual ads by DWC+ Members in any event alert is just \$50.00/ad.
- **Dedicated email:** \$2,500. Send advertorial email to our membership.

Customized survey: \$5,000. Send a survey to our members

Teleseminar: \$250/each, or sponsor a year's worth (18 or 20) for \$3,000 – does not include sponsorship of any teleclasses already sponsored by a Corporate Sponsor.



Organization Opportunities (Networks, Alumni Groups, Trade Associations)

Affiliate chapters

Do you have an existing networking or business club? Become a DWC affiliate chapter and keep your identity and structure in place, while greatly expanding your reach and exposure. In exchange for advertising the DWC as your affiliate via links within your email blasts as well as from your webpage, we will list your events on our online calendars and provide all your members with discounted DWC+ memberships (20% off), making them eligible to participate in our online member directory and teleclasses. The only requirement is that there is not an existing DWC local club in your immediate area.

Cohosting Events

Our local clubs are always open to co-hosting events. Contact our local club directors for more information.

For more information about Corporate Sponsorship contact:
Diane K. Danielson
Diane@DowntownWomensClub.com
781.923.1430

For more information about Advertising or Affiliate Clubs contact:
Nancy Loderick
Nancy.Loderick@DowntownWomensClub.com

For more information about hosting or sponsoring local events:
Please contact your local regional director.