



WEDO

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Our Mission

The Northwest Ohio Women's Business Council is dedicated to recognizing a diverse group of female entrepreneurs whose women-owned businesses have achieved success and contribute to the economic well-being of our community. We celebrate their accomplishments and support them by telling their encouraging stories.

nwowbc.com

  [@womensbusinesscouncil](https://www.instagram.com/womensbusinesscouncil)

WEDO
Awards
Annual Business Awards
Celebrating Women

Who We Are

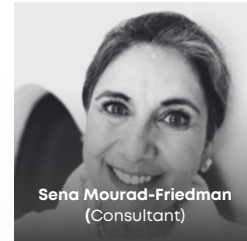
We are a diverse group of women committed to women entrepreneurs' status in our ecosystem. Under the governance of the Women of Toledo's Economic Development Initiative, we established the Northwest Ohio Women's Business Council (WBC). The Women's Business Council strives to promote, support, and celebrate entrepreneurship in our community.

Through the Women's Entrepreneurial Distinction Ovation Award (WE-DO Award), we;

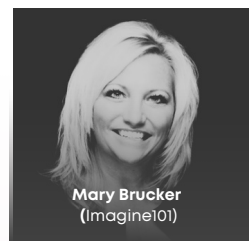
- Recognize excellence
- Provide a better narrative on the identity and storytelling of diverse women-owned businesses within our ecosystem.
- Increase visibility and opportunity to close the area's economic inequality (network gap).



Sandy Spang
(City of Toledo)



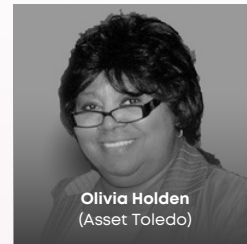
Sena Mourad-Friedman
(Consultant)



Mary Brucker
(Imagine101)



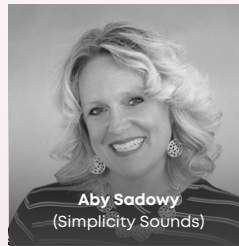
Linda Fayerweather
(Toledo Public Library)



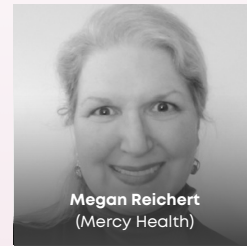
Olivia Holden
(Asset Toledo)



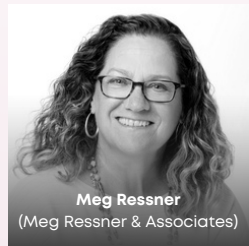
Stayce Fowler
(Office of Congresswoman Kaptur)



Aby Sadowy
(Simplicity Sounds)



Megan Reichert
(Mercy Health)



Meg Ressler
(Meg Ressler & Associates)

Our Founding Council Members

Save the date!

WE-DO AWARDS

Thurs. June 27th
4PM to 7:30PM



Huntington
Center

Meet our WOT-WBC Team



Nina Corder
Women of Toledo
Managing Director



Sierra Ortiz
Women of Toledo
Associate Director



Lisa Halsey
Women of Toledo
Program Associate



Aileen Mendoza
Creative Engagement
& Marketing Associate



Annora Harbick
Women of Toledo
Operations Associate

Why Support the WE-DO Awards?



Entrepreneurs merit equitable opportunities to nurture, launch, and expand businesses that fuel personal success and uplift their families and communities.

In 2021, Toledo's entrepreneurial services community united with **Forward Cities** to craft an equitable entrepreneurial ecosystem scorecard tailored to our region. This comprehensive evaluation encompassed four pivotal categories for cultivating a thriving entrepreneurial environment: people, programs, networks, and narratives.

The assessment identified a pivotal area for enhancement: the need to enrich narratives that authentically portray our ecosystem's distinctive essence and diverse spirit.

One impactful initiative driving this enhancement is the establishment of awards and recognition programs to honor the outstanding achievements of diverse entrepreneurs and ecosystem leaders.

We steadfastly believe that investing in gender equality, women's economic empowerment, and development catalyzes eradicating extreme poverty, nurturing robust economies, and unleashing the boundless potential of our community on a grand scale. With unwavering dedication, we are committed to championing these initiatives while advocating for diversity, equity, and inclusivity to bridge the gap in our community's marketplace and workforce.

AWARD CRITERIA

1. A Woman
2. Must be at least 50% owner of the business
3. From Northwest Ohio in the following counties: Allen, Crawford, Defiance, Fulton, Hancock, Hardin, Henry, Lucas, Paulding, Putnam, Sandusky, Seneca, Ottawa, Van Wert, Williams, Wood, Wyandot

AWARD DEFINITIONS

Rising Star - A woman, age 30 years or younger, who has founded a successful business with promise for the future.

Legend - A woman we celebrate for a lifetime of entrepreneurial achievement, community impact, and support of the success of others.

Second Act - A woman who draws from a previous life and work experiences to find success as an entrepreneur.

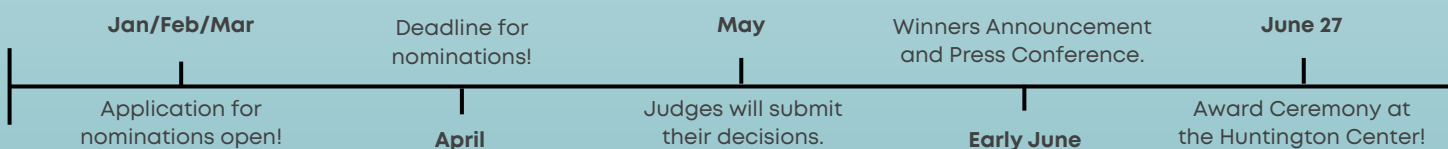
Trailblazer – An innovator, creator, and leader, who has broken new ground as a woman entrepreneur.

Thriver - A woman whose entrepreneurial leadership has grown and sustained a business, meeting increasingly higher levels of achievement in revenue, job creation, and market share.

The Process

Our Nomination process is intended for the Nominator and Nominee to work together on the form. There are three sections:

1. Nominator Information
2. Nominee Information
3. Nominee Questions for Judging



Sponsorship Levels

	\$20000-\$5000	\$2500-\$500	\$25 - \$100
PRESENTING PARTNER \$20,000			
<ul style="list-style-type: none">• FIFTEEN (15) TICKETS FOR EVENT• SPEAKING OPPORTUNITY UP TO 5 MINUTES AT THE PODIUM AT THE CEREMONY OPENING• PRESENTING PARTNER WITH MENTION IN PRESS RELEASE• VIP SEATING ZONE ACCESS• ON-SITE RECOGNITION AND ANNOUNCEMENT• SIGNAGE/PROGRAM BOOK LISTING• FULL PAGE INSIDE FRONT COVER AD IN PROGRAM BOOK (7.5"X10")			
SUSTAINING SUPPORTER \$10,000			
<ul style="list-style-type: none">• TEN (10) TICKETS FOR EVENT• VIP SEATING ZONE ACCESS• ON-SITE RECOGNITION AND ANNOUNCEMENT• SIGNAGE/PROGRAM BOOK LISTING• FULL PAGE OUTSIDE BACK COVER AD IN PROGRAM BOOK (7.5"X10")			
PARTNER SUPPORTER \$5,000			
<ul style="list-style-type: none">• EIGHT (8) TICKETS FOR EVENT• VIP SEATING ZONE ACCESS• ON-SITE RECOGNITION AND ANNOUNCEMENT• SIGNAGE/PROGRAM BOOK LISTING• FULL PAGE INSIDE BACK COVER AD IN PROGRAM BOOK (7.5"X10")			
AWARD SPONSORS (5) \$2,500			
<ul style="list-style-type: none">• SIX (6) TICKETS FOR EVENT• ON-SITE RECOGNITION AND ANNOUNCEMENT• SIGNAGE/PROGRAM BOOK LISTING• HALF-PAGE HORIZONTAL AD IN PROGRAM BOOK (7.5"X5") - ENCOURAGE THEM TO HIGHLIGHT AWARDEE	<ul style="list-style-type: none">• LOGO AND RECOGNITION ON THE AWARDEE BIO PAGE• PRESENT AWARD TO WEDO AWARDEE		
BUSINESS LEADER \$1,000			
<ul style="list-style-type: none">• FOUR (4) TICKETS FOR EVENT• SIGNAGE/PROGRAM BOOK LISTING• QUARTER PAGE VERTICAL AD IN PROGRAM BOOK (3.5"X4.75")			
CIRCLE OF FRIENDS \$500			
<ul style="list-style-type: none">• TWO (2) TICKETS FOR EVENT• SIGNAGE/PROGRAM BOOK LISTING• QUARTER PAGE VERTICAL AD IN PROGRAM BOOK (3.5"X4.75")			
BUSINESS CARD AD \$100			
<ul style="list-style-type: none">• ONE (1) TICKETS FOR EVENT• BUSINESS CARD AD IN THE PROGRAM BOOK (3.5" X 2")			
INDIVIDUAL TICKETS \$25 / PERSON			
<ul style="list-style-type: none">• ADMISSION TO EVENT ONLY			

Partner with us here:





BECOME A PARTNER!

Visit us at: www.nwowbc.com

  @womensbusinesscouncil

CONTACT DETAILS:

Business/Organization:

Representative Name:

Representative Email:

Representative Phone #: Business Phone #:

Address line 1:

Address line 2: State: Zip:

CHOOSE YOUR SPONSORSHIP LEVEL:

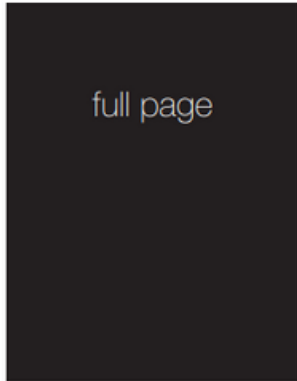
- | | |
|--|--|
| <input type="checkbox"/> \$20,000 PRESENTING PARTNER | <input type="checkbox"/> \$1,000 BUSINESS LEADER |
| <input type="checkbox"/> \$10,000 SUSTAINING PARTNER | <input type="checkbox"/> \$500 CIRCLE OF FRIENDS |
| <input type="checkbox"/> \$5,000 PARTNER SUPPORTER | <input type="checkbox"/> \$100 BUSINESS AD |
| <input type="checkbox"/> \$2,500 AWARD SPONSOR | <input type="checkbox"/> \$25 INDIVIDUAL TICKET |

PAYMENT TYPE:

- Online Payment: Make your online payment by visiting womenoftoledo.org
- Check: Please make checks out to NWO WBC and send with this form
- Invoice Me: This will allow you to pay by credit card. An invoice will be e-mailed to you.

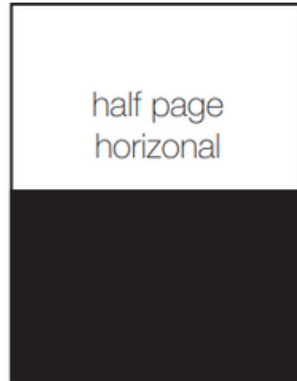


General information/specifications for print advertising based on a 8.5"x11" publication



full page

7.5" x 10" live area
or 8.75" x 11.25"
if publication
bleeds



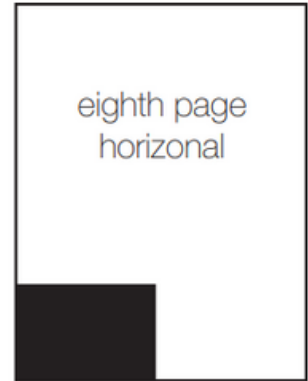
half page
horizontal

7.5" x 4.75"



business
card ad

3.5" x 4.75"



eighth page
horizontal

3.5" x 2.125"

Print ad specifications:

Advertising copy must be formatted in EPS or PDF, 300 dpi, with embedded fonts or fonts converted to outlines in the case of EPS files; JPG, TIFF or BMP files. No MS Publisher or graphics in Word documents can be accepted. Ads should be submitted in color space of the final print job (i.e.: 4/color process, greyscale or PMS spot color). Files may be emailed or placed on disk.

If it is necessary to submit ads in InDesign, Quark Xpress or Pagemaker, all fonts and graphics must be included on disk with the document.

Final version hard copy of all ads, as well as information on program, version and platform (MAC or PC) must also be included.

Be sure to consult with your publication editor on specific details before submitting advertising.

Thank you.

SUBMISSION OF ADS AND FORM

Partner form, logo, and digital AD artwork (PDF or JPEG) must be received by **May 20, 2024** at
Mktg@womenoftoledo.org



**Thank you for your interest in partnering
and supporting the NW Ohio Women
Business Council!**

For questions please, contact us at info@womenoftoledo.org.



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