



PITCH LETTER OR COVER EMAIL

Date

Contact Information

Dear (First Name),

Wealthy Bag Lady is a national year-long brand which connects your business to the strong demographic of women business owners. The brand consists of a series of media and events around the country including the Women's Small Business Expo in Los Angeles, California. Other benefits of the Wealthy Bag Lady brand are national media, speaking events, conferences, book tours, year-long coaching and webinars. The advertising and marketing campaign will reach over 500,000 people.

We are looking for sponsors and partners that want to reach the strong women's market. Women start businesses at twice the rate of men and make or influence over 85% of the purchases in America.

Our sponsors and partners get maximum brand exposure to entrepreneurial women 25-54 with tremendous consumer needs and purchasing power.

Some promotional opportunities can include, but are not limited to:

- Branding to NAFE (National Association of Female Executives) which has database of over 200,000. The average NAFE member is a college graduate with a personal income of \$72,100.
- Branding to membership of NAWBO (National Association of Women Business Owners) which has over 6,000 members
- Exposure on KRLA Radio with over 200,000 listeners
- Exposure on National Women's Calendar: database of 20,000 individuals and 7,000 organizations
- Cross promotions with Bags to Riches book in national retailers
- Fully loaded booth, signage and your company representatives at the events
- Branding on a national resource list
- Hyperlink to 2 web sites that get over 10,000 accesses per week
- Speaking opportunity at the events, free ad in program books, VIP passes for staff and special clients
- Promotion to highly targeted proprietary list of over 10,000
- Opportunity to do cross-promotions with other sponsors and strategic alliances

Comment [LH1]: If this is a hard copy letter, put your logo on the top of the page.

Comment [LH2]: Tell the prospective sponsor the benefits right away.

Comment [LH3]: Get to the point. Tell the reader what you are looking for.

Comment [LH4]: Here's a quick summary of sponsor benefits.

Wealthy Bag Lady and Women's Small Business Expo

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · (310) 337-1430
Fax (310) 641-5823 · Email: Success@WealthyBagLady.com

Articles and updates at www.WealthyBagLady.com



QUICK FACTS

Sponsors

Citibank
Fed Ex
Staples
American Airlines
Health Net
NAFE (National Association of Female Executives) and NAFE Magazine – 2000,000 members nationwide
Women's Calendar – database of 20,000 individuals and 7.000 organizations
NAWBO (National Association of Women Business Owners) over 6,000 members nationwide

Diversity

In order to promote diversity, Congresswoman Loretta Sanchez, Multicultural Associates, Latin Business Association and Sisterpreneur have been added to the advisory board to encourage the growth markets of Latina and African-American Women Business Owners.

Charitable Partner

Part of the proceeds from the event will be donated to our charitable partner, Women's Peace Campaign, to help victims of domestic abuse. This charitable partner is a 501C(3) non-profit organization, so sponsorship fees may be tax-deductible as charitable donations.

Comment [LH5]: Mention the charitable partner.

Comment [LH6]: You can add testimonials here.

The Wealthy Bag Lady is a strong national brand that will connect your company to the powerful women's market. We are looking for a long-term relationship and have many creative ideas that will help make a partnership with (Company) a success. Please feel free to look over the information I've enclosed and call me when you receive this. I look forward to talking with you on (date and time).

Comment [LH7]: If this is a cover email, the information would be "attached".

Comment [LH8]: In your initial phone contact, you should have scheduled a follow up call. Confirm it here in writing.

Comment [LH9]: Restate your benefits and tell them about the next step. You can also say that you'll call them or confirm an appointment.

Sincerely yours,

Linda Hollander

P.S. Please feel free to forward this to anyone who might be interested.

Comment [LH10]: Always add a P.S. on letters and emails to encourage forwarding of your information

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