



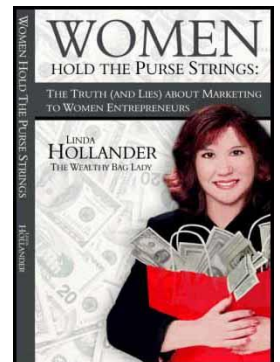
Sponsorship Report for Fed Ex

Goal: Connecting Fed Ex to the women's small business market, educating them about the range of affordable services and growing the Fed Ex customer base.

The target demographic is the growth community of women business owners (including the diversity markets) with tremendous consumer needs and purchasing power.

- Women are starting businesses at twice the rate of men.
- Women make or influence over 80% of the purchasing decisions in America.
- One in every 11 American women owns her own business

Media campaign will reach: 500,000
Total database with strategic partners: 300,000
Total in proprietary database: 17,000
Web site accesses per week: 10,000
Total attendees at live events: 5,000



Upcoming Book



Exclusivity is guaranteed at the Women's Small Business Expo

New this year for Fed Ex:

Spokespersons and media benefits
Promotion in upcoming book tour
Women's Small Business Month in October



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Fed Ex Sponsorship: Year Long Multi-Benefits Package	
Visibility as Strategic Community Sponsor to Women Entrepreneurs with Purchasing Power	The Fed Ex brand is widely propagated as a Strategic Community Sponsor on Wealthy Bag Lady and/or Women's Small Business Expo website, email, electronic newsletter, and print materials that will be disseminated at expos, mixers and other business events. Business Coaching Program, media and speaking tour will keep Fed Ex visible to attendees for at least 12 months.
Trade Show Booths	Trade Show Booth with premium at Women's Small Business Expo and other partner events that draw the target demographic of women entrepreneurs.
Luncheon Sponsor	Fed Ex sponsored Networking Luncheon at Women's Small Business Expo with banner exposure and speaker.
Speaking Opportunity	Janice Brown was the luncheon speaker at Women's Small Business Expo.
VIP Passes for Special Clients	VIP Passes for staff and special clients to events.
Ad in Program Book	Full size ad in official program book and national resource guide.
Press Releases	Dedicated press release sent to various media outlets that will 'tell the story' behind Fed Ex's support of women small business owners and highlight Fed Ex Small Business services.
Fed Ex at Women's Events	Fed Ex representatives were at Women Business Series and For You Network meetings.
Hyperlink on Web Sites That Get 10,000 Accesses Per Week	Fed Ex is featured as the Strategic Community Sponsor on the Wealthy Bag Lady and Women's Small Business Expo web sites.
Premium in Gift Bags	Fed Ex cookies distributed in gift bags to all attendees at Women's Small Business Expo and partner events.
Award Presentation	Making a Difference Award was given to Fed Ex representative for reaching out to the women's business community.



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What are the Benefits for Fed Ex?

- Increase your database through brand exposure to women small business owners 25-54 with tremendous consumer needs and purchasing power
- Attracting the growth community of women business owners with great events that empower women
- Educating women small business owners about affordable Fed Ex services
- Increased credibility and word of mouth referrals
- Enhance your cause-related marketing
- Access to diversity markets. Congresswoman Loretta Sanchez, Latin Business Conexion, Pan Asian Chamber of Commerce and Sisterpreneur have been added to the advisory board to encourage the growth markets of Latina, African-American and Asian-American women business owners.

Wealthy Bag Lady's Strategic Partnerships and Alliances

- National Association of Female Executives (NAFE)
- National Association of Women Business Owners (NAWBO)
- Small Business Administration
- For You Network
- Women's Calendar
- Relationship Building Network
- American Association of University Women
- Network of Empowering Women Entrepreneurs
- Shared Vision Network
- WomensCommunity.net
- Women CEO Network
- Latin Business Association

Wealthy Bag Lady's Media Partners

- NBC Television
- CBS Television
- CNN
- LA Business Journal
- Wright Place Television
- Entrepreneur Magazine
- Bloomberg Radio
- KRLA AM 870 Talk Radio
- Money Matters Television
- Women's Radio
- Mom Talk Radio
- Personal Wealth Journal
- Success Talk Radio
- Inland Empire Magazine
- Latina Style Magazine
- Woman's Day Magazine



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Media Opportunities Included:

- Los Angeles Times
- National Assn. of Female Executives Magazine
- Health Expo Television
- Women's Radio
- Daily Breeze
- The Argonaut
- Los Angeles Weekly
- Women's Calendar
- The Gazette
- The Wave
- Santa Monica Daily Press
- The Beach Reporter
- Wright Place Television
- Easy Reader
- Daily Bruin
- Palos Verdes Peninsula News
- Daily Trojan
- Santa Monica Daily Press
- The Front Page
- LA Watts Times
- Women's Community
- For You Magazine
- A Woman's Place Radio
- Los Angeles Business Journal
- KRLA AM 870 Talk Radio



Janice Brown accepts the Making a Difference Award for Fed Ex at the Women's Small Business Expo



Fed Ex Ad in the Program Book