



HEART OF MISSOURI

WOMEN'S SHOW 2025

Educate Empower Enjoy

FOUNDATION SPONSORSHIPS

MARCH 7-8, 2025

COLUMBIA MALL

BROUGHT TO YOU BY

Andrea Lynn 
EVENTS



HEART OF MISSOURI

WOMEN'S SHOW 2024

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THE PRESENTING SPONSORSHIP





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Presenting Sponsorship

Imagine your brand at the epicenter of mid-Missouri's most anticipated women's event of the year. As the **Presenting Sponsor** of the **2025 Heart of Missouri Women's Show**, you'll have unparalleled access to the region's most influential consumer demographic: women who drive 85% of all purchasing decisions.

This two-day extravaganza isn't just an event—it's a powerful marketing platform that puts your brand in the spotlight. With over 5000 expected attendees, you'll connect with thousands of engaged, ready-to-buy consumers in a high-energy environment designed for maximum interaction and brand exposure.



Your **Presenting Sponsorship** is more than just a logo placement—it's a strategic partnership that positions your company as a champion of women's empowerment and a leader in the mid-Missouri business community. From the moment attendees see your brand on pre-event marketing to the final celebration, you'll enjoy exclusive visibility that no other sponsor can match.



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Pre-Event Exposure

- **Featured** prominently on The 2025 Heart of Missouri Women's Show Website as the presenting sponsor
- **Showcased** across all social media platforms as the presenting sponsor
- **Exclusive** feature posts (at least three) leading up to the event
- **Highlighted** in all event marketing including radio, television, and digital campaigns
- **Participation** in media promotions prior to and during the event
- **Exclusive** recognition in all pre-event communications, including vendor and attendee outreach
- **Dedicated** email blast to our mailing list, spotlighting your brand



Day-of Exposure

- **Exclusive** presenting sponsor rights for the 2025 Heart of Missouri Women's Show
- **Premium** 10x20 booth strategically located facing The Secret Garden
- **Visibility** in the Kick-off Ceremony, including ribbon cutting, and the Closing Celebration with an opportunity to address attendees
- **Prominent** signage and branded displays throughout the event, especially in and around The Secret Garden
- **Introduction** privileges for each session speaker inside The Secret Garden, with a brief company spotlight
- **Top-tier** recognition as the Presenting Sponsor on all event materials including show map, event program & schedule
- **Right** to include marketing materials in all vendor welcome bags

Enhanced Value

- **Comprehensive** post-event report featuring attendance numbers and engagement metrics to quantify your ROI
- **First right** of refusal for the presenting sponsorship of next year's event
- **Access** to opted-in attendee contact list for post-event marketing opportunities (in compliance with privacy regulations)





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Your Sponsorship Valuation

Our event sponsorships are an investment in which you can **believe**. To that end, below you'll find the **value** of each sponsorship category your business will receive:

Perk Provided	Perk Value
Exclusive Branding Rights and Premium Exposure	\$3000
Comprehensive Multi-Channel Marketing	\$2000
Prime On-Site Presence and Engagement Opportunities	\$1500
Valuable Data and Insights	\$1000
Long-Term Partnership Benefits	\$500

Your Investment:

\$8000 cash

The sponsorship values presented here are carefully calculated based on comprehensive research and industry best practices. We're committed to providing transparent, justifiable valuations that deliver real ROI for our sponsors.



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THE COCKTAIL CRAWL & DANCE PARTY SPONSORSHIP



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Cocktail Crawl & Dance Party Sponsorship

Elevate your brand at the most anticipated evening of the **2025 Heart of Missouri Women's Show**. As the **exclusive** sponsor of the **Cocktail Crawl & Dance Party**, you'll have unparalleled access to a vibrant, engaged audience of women ready to indulge, celebrate, and connect.

This signature event isn't just a party—it's a powerful marketing platform that puts your brand in the spotlight. With hundreds of attendees expected, you'll connect with influential consumers in a high-energy environment designed for maximum interaction and brand exposure.



Your **Cocktail Crawl & Dance Party Sponsorship** is more than just logo placement—it's a strategic partnership that positions your company as a champion of women's empowerment and a leader in the mid-Missouri business community. From the moment attendees see your brand on pre-event marketing to the final dance, you'll enjoy **exclusive** visibility within this exciting part of the **Heart of Missouri Women's Show**.



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Pre-Event Exposure

- **Featured** prominently on The 2025 Heart of Missouri Women's Show Website as the Cocktail Crawl & Dance Party sponsor
- **Showcased** across all social media platforms with exclusive feature posts (at least three) leading up to the event
- **Highlighted** in all event marketing specific to the Cocktail Crawl & Dance Party, including radio, television, and digital campaigns
- **Participation** in media promotions prior to and during the event
- **Exclusive** recognition in all pre-event communications related to the Cocktail Crawl & Dance Party
- **Dedicated** email blast to our mailing list, spotlighting your brand and the Cocktail Crawl & Dance Party



Enhanced Value

- **Comprehensive** post-event report featuring attendance numbers and engagement metrics to quantify your ROI
- **First right** of refusal for the Cocktail Crawl & Dance Party sponsorship of next year's event
- **Access** to opted-in attendee contact list for post-event marketing opportunities (in compliance with privacy regulations)

Day-of Exposure

- **Exclusive** sponsorship rights for the Cocktail Crawl & Dance Party
- **Premium** branded booth at the entrance of the dance party
- **Visibility** in the kick-off toast and closing dance party, with an opportunity to address attendees
- **Prominent** signage and branded displays throughout the Cocktail Crawl route and Dance Party area
- **Branded** cocktail glasses or napkins for use during the event
- **Top-tier** recognition as the Cocktail Crawl & Dance Party Sponsor on all event materials including show map, event program & schedule
- **Right** to include marketing materials or branded items in all VIP bags



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Our event sponsorships are an investment in which you can **believe**. To that end, below you'll find the **value** of each sponsorship category your business will receive:

Perk Provided	Perk Value
Exclusive Branding Rights and Premium Exposure	\$2000
Comprehensive Multi-Channel Marketing	\$1500
Prime On-Site Presence and Engagement Opportunities	\$1500
Valuable Data and Insights	\$750
Long-Term Partnership Benefits	\$250

Your Investment:
\$6000 cash

The sponsorship values presented here are carefully calculated based on comprehensive research and industry best practices. We're committed to providing transparent, justifiable valuations that deliver real ROI for our sponsors.