



HEART OF MISSOURI

WOMEN'S SHOW 2025

Educate Empower Enjoy

MAXIMIZING YOUR BRAND IMPACT

BROUGHT TO YOU BY

Andrea Lyn 
EVENTS



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CONNECT WITH THE MOST INFLUENTIAL CONSUMER SEGMENT

Partnering with the 2025 Heart of Missouri Women's Show not only aligns your brand with a powerful mission but also connects you with the most influential consumer segment in the United States: women.

Consider these compelling statistics:

- Women control or influence 85% of all consumer purchases in the U.S.
- Annually, women spend between \$5 trillion and \$15 trillion
- Women control more than 60% of all personal wealth in the U.S.
- 89% of all banking decisions are made by women
- Women make 80% of all travel decisions
- 75% of women identify as the primary household shoppers

By sponsoring the Women's Show, you'll gain access to this powerful demographic and have the opportunity to showcase your brand, products, and services to a highly engaged, influential audience.

REVOLUTIONIZE YOUR ROI

At Andrea Lyn Events, we're transforming the sponsorship game! Forget outdated "logo farming" – we're all about delivering explosive ROI through immersive, tailored experiences. We craft sponsorships that work as hard as you do, packed with tangible, interactive benefits that will skyrocket your visibility and engagement.

TAILORED TO YOUR MARKETING GOALS

We're committed to making your wildest marketing dreams a reality. Have a groundbreaking idea for a custom perk? Bring it on! We thrive on creativity and will move mountains to customize a sponsorship package that aligns perfectly with your unique goals.



EXCLUSIVE OPPORTUNITIES

Enjoy category exclusivity within your sponsorship level, ensuring that your brand stands out without direct competition. For higher-level sponsorships, we're open to negotiating event-wide exclusivity.

DEMONSTRABLE VALUE

We provide detailed event attendance and marketing data, including impressions, reach, and link clicks, to showcase the impact of your sponsorship. Most sponsorships include opportunities for direct engagement with attendees through branded activations, product demonstrations, and speaking opportunities.



WHY SPONSOR THE HEART OF MISSOURI WOMEN'S SHOW?

- Access to a diverse, engaged audience of women from various backgrounds, ages, and interests
- Alignment with the values and aspirations of women across mid-Missouri and beyond
- Opportunity to foster lasting relationships with a community of inspired, empowered, and influential consumers
- Customized packages designed to meet your specific marketing goals
- Exclusive sponsorship opportunities with category exclusivity
- Transparent reporting on sponsorship impact and ROI
- Direct engagement opportunities with attendees
- Potential for long-term partnership and first right of refusal for future years

At Andrea Lyn Events, we're not just offering sponsorships – we're creating unparalleled opportunities for your brand to connect, engage, and leave a lasting impression. Don't settle for ordinary when you can have extraordinary. Let's create something amazing together!

