



HEART OF MISSOURI

# WOMEN'S SHOW 2025

*Educate Empower Enjoy*

# PARTNER SPONSORSHIPS

**MARCH 7-8, 2025**

COLUMBIA MALL

BROUGHT TO YOU BY

*Andrea Lynn*  
EVENTS



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# **SPONSORSHIP**

*Take a Break - Enjoy the Day!*  
*- Local Florists Featured -*







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# Heart of Missouri Lounge Sponsorship

**Connect** with attendees in a relaxed setting at the **2025 Heart of Missouri Women's Show**. As the **exclusive** sponsor of our **Heart of Missouri Lounge**, you'll have **prime** access to a welcoming space where attendees gather to relax and recharge. Position your brand as an **integral** part of the show experience, engaging with visitors in a comfortable, low-pressure environment. From pre-event promotion to post-show insights, you'll enjoy valuable visibility and unique opportunities for meaningful interactions.

## PRE-EVENT EXPOSURE

- **Featured** on the Women's Show website and social media as the Heart of Missouri Lounge Sponsor
- **Receive** at least (2) feature posts leading up to the event, promoting the lounge and your presence there
- **Included** in select event marketing highlighting show amenities and attendee experience
- **Highlighted** in event communications to vendors & attendees

## DAY-OF EVENT EXPOSURE

- **Prominent** sponsor signage within the Heart of Missouri Lounge area
- **Dedicated** space within the lounge for your brand representatives to interact with attendees
- **Opportunity** to provide branded giveaways or samples to lounge visitors
- **Logo** placement on Show Map and event schedule, featuring the lounge as a key location
- **Marketing** materials placement in all vendor & VIP bags

## ENHANCED VALUE

- **Comprehensive** post-event report with lounge visitor metrics and engagement data
- **First right** of refusal for next year's Heart of Missouri Lounge sponsorship
- **Access** to opted-in attendee contact list (in compliance with privacy regulations)
- **Opportunity** to collect attendee feedback or conduct surveys within the lounge





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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
Presenting Sponsor Rights	\$600
Featured on Event Marketing	\$400
Featured on Event Posters, Fliers & Prominent Signage	\$500
Opportunity to give marketing materials to attendees & vendors	\$300
Prominent vendor booth with signage	\$200

**Your Investment:**  
**\$2000 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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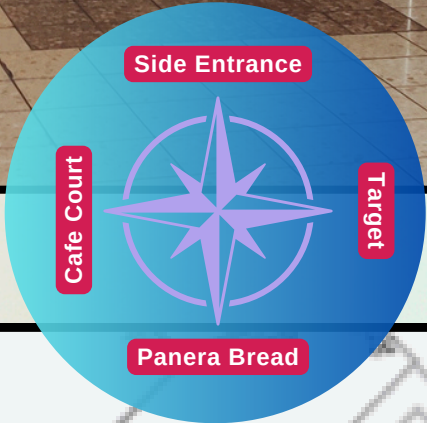
# MAKERS MARKET SPONSORSHIP

*Showcasing  
36 Women Entrepreneurs  
in our Community!*





**36  
LOCAL  
WOMEN  
MAKERS**



**Be a part of making this entrepreneurial area come to life and feel like a mini market in the midst of the huge Show.**

**We'll have fun decor, banners and your business showcased!**





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# Makers Market Sponsorship

Celebrate the spirit of entrepreneurship and empower local women-owned businesses as the exclusive Makers Market Sponsor at the Heart of Missouri Women's Show. This unique sponsorship opportunity puts your brand at the forefront of a curated showcase featuring 18 talented local women entrepreneurs per day.

Your sponsorship of the Makers Market isn't just an investment in an event—it's a powerful statement of your commitment to supporting and uplifting women makers in mid-Missouri. As the Makers Market Sponsor, you'll be intrinsically linked to one of the most vibrant and talked-about areas of the entire show.

## PRE-EVENT EXPOSURE

- **Featured** prominently on the Heart of Missouri Women's Show website as the Makers Market Sponsor
- **Showcased** across all social media platforms as the Makers Market Sponsor
- At least two (2) exclusive feature posts leading up to the event
- **Included** in select event marketing including digital campaigns
- **Highlighted** in all pre-event communications to Makers

## DAY-OF EVENT EXPOSURE

- **Prominent** signage placement at the entrance to the Makers Market Hallway
- **Logo** featured on Show Map, printed materials, and event schedule
- **Opportunity** to include marketing materials in all vendor welcome bags
- **Opportunity** to place marketing materials in the VIP bags
- **Premium** booth space in a high-traffic area near the Makers Market

## Enhanced Value

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





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Perk Provided	Perk Value
Exclusive Branding Rights and Premium Exposure	\$900
Comprehensive Multi-Channel Marketing	\$600
Prime On-Site Presence and Engagement Opportunities	\$750
Valuable Data and Insights	\$450
Long-Term Partnership Benefits	\$300

**Your Investment:**  
**\$3000 cash**

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# NON-PROFIT SPONSORSHIP

*Shed Light on Women-Impacting  
Non-profits in mid-Missouri*





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## Non-Profit Sponsorship

**Empower** community service and **local** impact at the **2025 Heart of Missouri Women's Show**. As the **exclusive** sponsor of our **Non-Profit Area**, you'll showcase your commitment to the **vibrant** non-profit sector of mid-Missouri. Position your brand as a **catalyst** for community engagement and social responsibility. From pre-event promotion to post-show connections, you'll enjoy meaningful visibility and opportunities to align your brand with **impactful** local causes.

### PRE-EVENT EXPOSURE

- **Featured** on the Women's Show website and social media as the Non-Profit Area Sponsor
- **Receive** at least (2) feature posts leading up to the event, highlighting participating non-profits
- **Included** in select event marketing promoting community engagement opportunities
- **Featured** on non-profit application forms and communications
- **Highlighted** in dedicated event communications promoting the Non-Profit Area to attendees & vendors

### DAY-OF EVENT EXPOSURE

- **Prominent** signage and branding at the entrance and throughout the Non-Profit Area
- **Opportunity** to provide welcome packets or branded items for non-profit exhibitors
- **Premium** booth space within or adjacent to the Non-Profit Area
- **Logo** placement on Non-Profit Area map, Show Map, and event schedule
- **Marketing** materials placement in all VIP & Vendor welcome bags

### ENHANCED VALUE

- **Comprehensive** post-event report with Non-Profit Area attendance and exhibitor feedback
- **First right** of refusal for next year's Non-Profit Area sponsorship
- **Access** to opted-in attendee and non-profit exhibitor contact lists (in compliance with privacy regulations)
- **Opportunity** to host a "Community Impact" award for participating non-profits



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Valuable Data and Insights	\$450
Long-Term Partnership Benefits	\$300

**Your Investment:**  
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