



iMEDIA

The Economy for Entrepreneurs

March 28, 2012

May 4, 2012



October 14, 2011

Key Event
Sponsorship

2012



The Business Network for Entrepreneurial Women

www.bossmama.ca

About the Organizers

Despite the humorous name, Bossy Mama is a serious business network for entrepreneurial women. The organization gives a strong voice to the female business community and strives to encourage more entrepreneurial women to follow their dreams of owning their own business. Through monthly networking evenings, as well as large semi-annual events, Bossy Mama is passionate about connecting, empowering and inspiring women in business.

Bossy Mama was created as a way to bring these like-minded women together for cross promotion, education and support. The network works in collaboration with many other business networks, has a partner network (Women in Biz Network) in Toronto, ON and has a diverse Advisory Board made up of seven dynamic women. Two years later, Bossy Mama has more than 190 members in Edmonton, AB and holds monthly events (workshops & seminars) as well as larger scale events.

In 2012, we will execute three major events:

The Economy for Entrepreneurs: Speaker Event – March 28, 2012

iMedia: Social Media Conference – May 4, 2012

Flaunt: Tradeshow event featuring entrepreneurial women – October 14, 2012

The Economy for Entrepreneurs

Three Entrepreneurs and their success stories; Cameron Herold, Ben Casnocha & The Cupcake Girls. The event is being held at the Shaw Conference Centre and 500 tickets will be sold. The evening will begin at 7pm with each of the entrepreneurs speaking to the audience for 20 minutes. At 8pm, there will be a live question and answer period for the audience and speaker panel, which will be professionally moderated. The evening will end with a book signing (both Ben Casnocha and Cameron Herold are best selling authors) as well as photo opportunities with the Cupcake Girls who are reality TV stars .

www.bossymama.ca/economy-entrepreneurs

iMedia

Over the last five years, several North American social media conferences have been created to really engage and connect bloggers and social media enthusiasts to each other as well as major brands. We often hear that enthusiasts residing in Western Canada feel that there aren't enough local opportunities for these types of conferences. iMedia will be a smaller scale, more localized conference that will not only attract women (which many of the popular conferences are designed for women) but also men. There will also be a stronger general focus of all things social media, rather than just bloggers. There will be a maximum of 250 attendees and the conference is being held at the Fantasyland Hotel

www.imediaconference.ca

Flaunt

The third annual Bossy Mama Flaunt will be held at the brand new and renowned Enjoy Centre located in St. Albert. 70 vendors and 4 sponsors will be house in the glass enclosed Moon Flower Room on Sunday October 14, 2012. In 2010 more than 1200 people attended the first Flaunt and in 2011 the show had more than 2400 visitors. This year's show will be better than ever offering vendors a gorgeous venue and visitors a fabulous day out not only attending the show, but also taking a stroll around the Enjoy Centre.

www.bossymamaflaunt.ca

Bossy Mama has created an extensive network in the Edmonton and Area business community. We have worked with brands such as Lexus of Edmonton, Merge Magazine, Pandora Jewelry, Phoenix Renewal Centre & Spa, West Edmonton Mall, Rayacom, Epson, Yo Mama, Barefoot Wine, Yellow Tail, Alley Kat, Lindisfarne Productions, Wildrose Communications and more. Leverage your brand with our growing network of business men and women.

Title Sponsor

Economy for Entrepreneurs \$10000
iMedia \$10000
Flaunt \$8000
Title Sponsorship of All Three \$25000

Premier Sponsor

Economy for Entrepreneurs \$5000 (three available)
iMedia \$2500 (two available)
Flaunt \$4000 (two available)
Premier Sponsor of All Three \$10000

Supporting Sponsor

Economy for Entrepreneurs \$2500 (three available)
iMedia \$1500 (seven available)
Flaunt \$1000 (three available)
Supporting Sponsor of All Three \$5000

Print Sponsor (In-Kind)

Economy for Entrepreneurs - approximate value is \$2500
iMedia - approximate value is \$2500
Flaunt - approximate value is \$5000
All Three - approximate value is \$10,000

If any of these opportunities interest you, or if you would like a detailed sponsorship package on any of the events, please contact:

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