

**NAWBO/EXCEL**

A 501(c)(3) Subsidiary of  
NAWBO Greater Detroit



NAWBO/EXCEL  
26677 W. 12 Mile Road  
Southfield, MI 48034

January 13, 2018

I am the President of NAWBO EXCEL and am writing this letter to ask if you would be interested in becoming a NAWBO EXCEL Champion to support our educational events – GirlBiz, YEA! and others being developed. We hold these events throughout the year to satisfy our mission:

*Provide on-going education, support and mentoring  
to girls and women  
wanting to start or grow a successful business.*

NAWBO EXCEL is a nonprofit affiliated with the National Association of Women Business Owners in Detroit that empowers, equips, and supports girls and women throughout their entrepreneurial journey.

GirlBiz introduces teen women (13 to 18 years old) to entrepreneurship as a career option and financial independence as a life-goal. GirlBiz connects girls one-on-one with women business owners and women professionals at all-day conferences that serve 100 girls each who attend at no charge. Some topics covered are saving money, using credit wisely and starting on the path to opening a business.

YEA! is a structured 30 week after school program for teen women who must apply and pay a portion of their tuition at acceptance. These women will leave the program with a mentor and an actual running business. The 30 week program ends with a pitch contest and actual funding awarded.

We expect an estimated audience of 100 girls at 3-4 GirlBiz events and a maximum of 25 girls can join the YEA! 30 week program. We are sure that all of them would benefit greatly from your support to the event. The support levels are highlighted on the attached sheet.

Your generous contribution to the event can be highlighted in a number of ways. Please see the attached list of what is needed and what you will receive with your support.

NAWBO/EXCEL is a nonprofit 501c3 organization.

Thank you in advance for your support.

Sincerely,

*Michele Robinson*

President, NAWBO/EXCEL

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## *What's GirlBiz?*

### About GirlBiz

NAWBO/EXCEL is the educational arm of the National Association of Women Business Owners Greater Detroit Chapter. After recognizing the need to reach back and share our business experiences with the younger generation, GirlBiz was created.

### Overview

- The GirlBiz program provides an exciting educational opportunity for teenage women by introducing engaging key concepts that will lead to both their personal and financial independence.
- Through one-day conferences and a variety of workshops, the program expands the horizons of high school girls and introduces them to possibilities that they may not learn through traditional means.
- The programs provide a unique opportunity for women business owners, women in business, corporations and others to take part in introducing teen women to the world of business, corporations, independent thinking and financial well-being. Becoming involved opens up a whole new world of possibilities for teens and adults!

### One-Day Conference

Three to four conferences will be held throughout 2018. The young women attending the conference will spend the morning learning how to “build” four key skills: **Purpose, Passion, Power, and Profit** to see how to become *personally independent*. The afternoon of the conference will show the group how to apply those same four key skills toward *building a business*.

These morning and afternoon sessions will be facilitated by prominent women within the Michigan business community.

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# **NAWBO/EXCEL** *Championship Opportunities*

### **\$25,000+ DIAMOND CHAMPION**

- Full page ad in Brochure/Program
- Recognition on NAWBO/EXCEL Website (front page) and Annual Report
- Business link and logo on NAWBO/EXCEL Website
- Recognition on Social Media: Facebook and LinkedIn
- Opportunity to be on the YEA! Shark Tank Panel, if a women business owner or venture capitalist
- 8 tickets to the YEA! Shark Tank presentations
- NAWBO Annual Membership paid for the YEA! Winner (May be 2 students as they can partner)
- Two complimentary foursomes to the NAWBO Golf outing (held in September)

### **\$10,000+ EMERALD CHAMPION**

- Full page ad in Brochure/Program
- Recognition on NAWBO/EXCEL Website and Annual Report
- Business link on NAWBO/EXCEL Website
- Recognition on Social Media: Facebook and LinkedIn
- Opportunity to be on a Girl Biz Panel or Presenter, if a women business owner
- 6 tickets to the YEA! Shark Tank presentations
- One complimentary foursome to the NAWBO Golf outing (held in September)

### **\$5,000+ RUBY CHAMPION**

- Half page ad in Brochure/Program
- Recognition on NAWBO/EXCEL Website and Annual Report
- Recognition on Social Media: Facebook and LinkedIn
- Opportunity to be a Mentor to a middle school or high school student in the YEA! Program, if a women business owner
- 4 tickets to the YEA! Shark Tank presentations

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### **\$2,500+ SAPPHIRE CHAMPION**

- Quarter page ad in Brochure/Program
- Recognition on NAWBO/EXCEL Website and Annual Report
- Recognition on Social Media: Facebook and LinkedIn
- Opportunity to be a Mentor to a middle school or high school student in the Girl Biz Program, if a women business owner
- 2 tickets to the YEA! Shark Tank presentations

### **\$500+ Individual PEARL CHAMPION**

- Quarter page ad in Brochure/Program
- Recognition on NAWBO/EXCEL Website and Annual Report
- Recognition on Social Media: Facebook and LinkedIn
- Opportunity to Sponsor a young lady at Girl Biz, getting a T-shirt for yourself and giving a T-shirt to the girl you sponsor
- 2 tickets to the YEA! Shark Tank presentations

### **\$100 - \$500 Individual Champions**

- Recognition on NAWBO/EXCEL Website and Annual Report
- Recognition on Social Media: Facebook and LinkedIn

### **In-Kind Donations**

- I-pads
- I-tunes gift cards
- Pens
- Notepads
- Portfolios
- Favors for Girl Biz (Business Card Holders?)
- Printing (Agenda's / Brochures / Programs / etc.)

