

elevate

WOMEN'S BUSINESS SUMMIT

SPONSORSHIP PROSPECTUS

ROCHESTER NY
APRIL 3, 2025

Our Mission

At Elevate, we're not just hosting an event – we're creating a powerful platform for Founders, Dreamers, Doers, Investors, Ecosystem Builders, and Advocates. This event is designed to feature world-class speakers and talent whose aim is to inspire and foster a genuine sense of community among women in business.



2% VC capital goes to women-led startups



40%
new businesses
started by women

Progress Starts Now

Despite **women starting nearly 40% of new businesses, only around 2-3% of venture capital** funding goes to women-led startups annually. Statistics from the National Women's Business Council reveal a substantial contribution by women-owned firms to entrepreneurship in the U.S., with a 16.7% growth rate between 2012 and 2019. However, disparities persist, with women-owned businesses accounting for only 20.9% of all businesses with employees, and women of color facing additional hurdles in accessing opportunities and resources.

The small business landscape in New York reflects a significant contribution to the state's economy, with 2.2 million small businesses comprising 99.8% of all businesses and employing 47.1% of New York's workforce. Between March 2021 and March 2022, there was a notable increase in small business establishments and employment, indicating dynamic growth within this sector. Despite these positive trends, challenges persist, particularly concerning female entrepreneurs. While women make up 48.4% of the workforce, they only own 39.6% of businesses. This ownership gap underscores the need for targeted support and investment in female-led ventures to harness their full economic potential.

Source: <https://hbr.org/2021/02/women-led-startups-received-just-2-3-of-vc-funding-in-2020>



Theresa Mazzullo
EXCELL PARTNERS



Danielle Blount
BOLD VENTURES



Eboni Henderson
URBAN LEAGUE OF
ROCHESTER



**Mary Bisbee-
Burrows**
LEGACY DRAMA HOUSE



Lindsay Ward
SBDC



Virginia Smith
SBA



Nedine Yagan Veltre
UPSTATE VENTURE CONNECT



Colleen Heidinger
43 NORTH



Alyssa Whitfield
LOOK BETTER DRESSED



Natalie Grigg
WOODS OVIATT



Carolyn Spencer
STARTUP GRIND, COPIVOT



Sara Vescio
WOMEN'S BUSINESS CENTER



**Natalie Sinisgalli-
Kettavong**
EMBOLDEN



Nina Piccini
EMBOLDEN



Shannon Ealy
GREATER ROCHESTER
CHAMBER



Sheila Dunne
TOGGLE
COMMUNICATIONS



Rhonda Destino
COMMISSARY



Ebony Miller-Wesley
RIT

WNY Leading Speakers

316
Attendees

50
Speakers

20
Panels &
Breakouts

24
Exhibitors

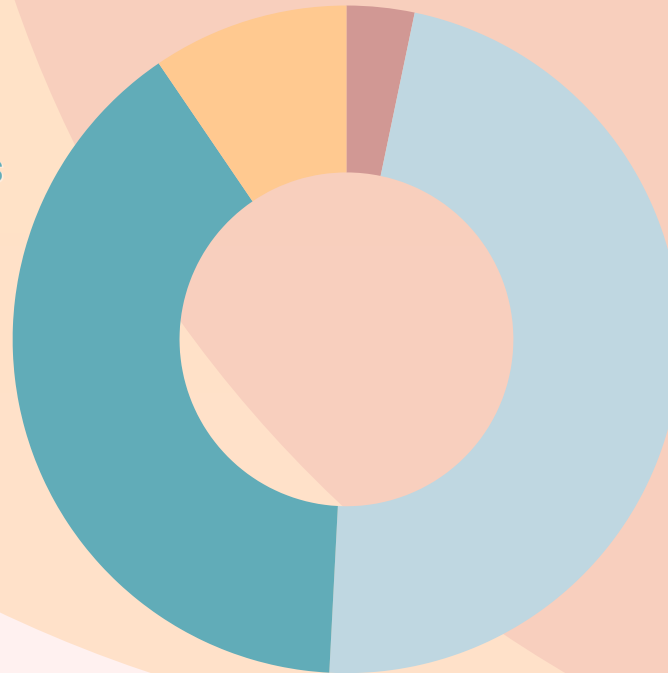
29
Entrepreneur/Community Resource

10
Investors/Entrepreneurs

10
Investors/VCs

121
Community
Members

145
Entrepreneurs



LEN BY WOMEN - FOR WOMEN

2024 By The Numbers

Main Levels

BRAND EXPOSURE



	UNIVERSE \$15K Limit 1	GALAXY \$10K Limit 1	CONSTELLATION \$7500 Limit 1
Presented by Naming Rights	◆		
Press Release Inclusion (by designated date)	◆	◆	◆
Website Placement	Top Tier	Middle Tier	Middle Tier
Exclusive Newsletter Blast	2	1	1
Event Presence	◆	◆	◆
Logo Visibility	Printed Materials, Select Swag	Printed Materials & Select Swag	Printed Materials & Select Swag
LinkedIn Articles	1	1	1
Social Media "Live" Sessions	1	1	0
Blog Posts	1	1	0
Bonus Perks	<ul style="list-style-type: none"> • (7) GA Tickets • (1) Exhibitor Table • Attendee List • Welcome Remarks • (1) Speaking Opportunity* • (1) planned and promoted partner event 	<ul style="list-style-type: none"> • (5) GA Tickets • (1) Exhibitor Table • Attendee List • (1) Speaking Opportunity* • (1) planned and promoted partner event 	<ul style="list-style-type: none"> • (3) GA Tickets • (1) Exhibitor Table • (1) Speaking Opportunity* • (1) planned and promoted partner event

a la carte

BRAND EXPOSURE



	MENTORING STATION \$5K Limit 1	Partner Event \$5K Limit 1	LUNCH \$2500 Limit 2	HAPPY HOUR \$1K Limit 2
Email Surveys	1	1		
Presented by Naming Rights	◆	◆	◆	◆
Press Release Inclusion	◆	◆	◆	◆
Website Placement	Middle Tier	Middle Tier	Lower Tier	Lower Tier
Exclusive Newsletter Blast	1	1	1	1
Event Presence				
Logo Visibility	Printed Materials	Printed Materials		
LinkedIn Articles	1	1		
Social Media "Live" Sessions	1	1		
Blog Posts	1	1		
Bonus Perks	<ul style="list-style-type: none"> (3) GA Tickets (1) Speaking Opportunity* 	<ul style="list-style-type: none"> (3) GA Tickets (1) Speaking Opportunity* (1) planned and promoted partner event 	<ul style="list-style-type: none"> (2) GA Tickets 	

	WHAT IS IT?	BRAND EXPOSURE
Welcome BREAKFAST \$2500	<p>Sponsoring the welcome breakfast provides a unique opportunity to engage with event attendees in a relaxed and inclusive setting, fostering a positive and memorable first impression.</p>	<ul style="list-style-type: none"> • Sponsor logo on signage • 50% Discount on Exhibitor Table • 50% coupon for team & guests • Logo on lower tier of website • Inclusion in press release
Lanyard \$2500	<p>The Lanyard Sponsorship level is a unique opportunity to showcase your brand in a way that leaves a lasting impact on event attendees. Don't miss out on this chance to elevate your visibility, connect with your target audience, and make a statement as a leader in your industry.</p>	<ul style="list-style-type: none"> • Sponsor logo on lanyards • 50% Discount on Exhibitor Table • 50% coupon for team & guests • Logo on lower tier of website
Vendor SHOWCASE \$250 *FCFS 10 Slots Avail.	<p>Sponsoring a vendor table offers a strategic platform to showcase your business and connect directly with women entrepreneurs, providing valuable exposure and networking opportunities within the vibrant ecosystem of women-led startups.</p>	<ul style="list-style-type: none"> • 1 6ft Table • Space for signage • Materials included in Swag Bag • Logo on Vendor Page
Sponsor a SCHOLARSHIP TICKET \$120	<p>Sponsoring a scholarship ticket for a woman-owned business not only removes economic barriers but also empowers and diversifies the entrepreneurial landscape by providing an opportunity for talented women to attend without financial constraints.</p>	

Interested? Have questions?

Contact us to explore custom sponsorship possibilities. Let's work together to accomplish the same mission! Contact Flossie Hall at flossie@stella.co or (805) 575-4099.

Planning Team



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Andrea Holland

Founder at Andrea
Holland Communications



Yahaira Zapata

Deputy Director
Pathstone



Rylie Jennings

Events Director
Stella Foundation

Partnerships



	WHAT IS IT?	BRAND EXPOSURE
Community Partnership	<p>A community partnership entails our organization collaborating with the event organizers to offer our services or resources in exchange for complimentary attendance to the woman-owned startup event. This mutually beneficial relationship fosters community engagement, supports the empowerment of women entrepreneurs, and exemplifies our commitment to contributing positively to the growth and success of the startup ecosystem.</p>	<ul style="list-style-type: none"> • Social Sharing Kit <ul style="list-style-type: none"> ◦ Customized with headshot and logo showing "activation" of support ◦ Swipe copy • "Activator" Badge for Digital Sharing • 1 - 6ft Table • Space for signage • Materials included in Swag Bag • Logo on Partner Page • (1) GA Ticket
In-Kind Sponsor	<p>In-kind sponsors supporting women-led startups can expect prominent recognition through event promotions, showcasing their donated services to a targeted audience, and acknowledgment in various event materials. This invaluable support not only enhances brand visibility but also positions the sponsor as a champion of women in business, fostering goodwill and potential future collaborations within the dynamic startup community.</p>	<ul style="list-style-type: none"> • Social Sharing Kit <ul style="list-style-type: none"> ◦ Swipe copy • 1 - 6ft Table • Space for signage • Materials included in Swag Bag • Logo on Sponsor Page • Logo on Printed Materials • (1) GA Ticket

WNY Leading Resource Partners

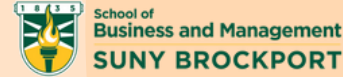


BootSector



43NORTH

Bold.



M&T Bank



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