

*virtual*  
WBC  
LEADERSHIP  
CONFERENCE  
2021

**THE POWER  
OF WOMEN**  
**NOVEMBER 3-5**

Changing the World. One woman, one  
business at a time.



ASSOCIATION OF  
WOMEN'S  
BUSINESS  
CENTERS

# THE POWER OF WOMEN

Changing the World. One woman, one business at a time.

Rooted in our mission since being founded in 1998 by a volunteer group of Women's Business Center leaders, the Association of Women's Business Centers exists to support the national network of SBA-funded Women's Business Centers by building their capacity to serve more women, especially economically and social disadvantaged women, seeking to start or grow a business, and to make greater economic impacts with their clients.

The past three years have seen explosive growth in capacity building activity and outcomes. Attendance to the Annual Leadership Conference, whether live or virtual continues to grow and remain strong with 10% growth in organizations represented in 2020 vs. 2019. Likewise, the Women's Business Center community is growing at record-breaking speed as we can now count 135 total Women's Business Centers with a presence in every state, except Alaska.

The 2021 Leadership Conference aims to leverage the Power of Women to *Change the World. One woman, one business at a time* by supporting the development and growth of the people that power Women's Business Centers and fuel America's economy with women-owned businesses leading the way.



[www.awbc.org/event/2021-leadership-conference](http://www.awbc.org/event/2021-leadership-conference)

# THE POWER OF WOMEN

Unleashed by Women's Business Centers

AWBC examined the impact of WBCs on businesses served in 2019 and 2020. Not only did WBC services increase, but these largely micro businesses thrived, sustaining operations, creating new jobs and leveraging new sources of capital. WBC services helped small businesses start and grow:

- Launched/sustained 30,000+ new businesses, up 43% from 2019
- 31% increase in small business owners reached with services, 187,000 total
- 33% increase in jobs created and retained for owners and others
- 128% increase in capital accessed: PPP and EIDL loans, grants, and more

Meanwhile, most importantly, WBCs are reaching the traditionally under-served. In 2020, WBC clients were:

- 70% Women, compared to 51% women in the national census
- 56% People of Color (race and ethnic origin):
  - 31% Black/African Americans, compared to 13% African Americans in the U.S. census results
  - 14% Latino/Hispanic (ethnic origin), compared to 18.5% nationally
  - 6% Asian, compared to 6% nationally
  - 2% Native American/Alaska Native, compared to 1% in the general national population
  - 0.7% Native Hawaiian/Pacific Islander, compared to 2% nationally



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*Platinum* \$30,000

- 4 min recorded or live address on Main Stage
- Custom e-blast to attendees
- Encore webinar, following event
- Branding in event promotions
- Branding on event platform
- Opportunity to include promotional gift item in attendee swag box

*Gold* \$15,000

- Custom e-blast to attendees
- Encore webinar, within 30 days following event
- Branding in event promotions
- Branding on event platform
- Opportunity to include promotional gift item in attendee swag box

*Silver* \$10,000

- Custom special promotion to attendees
- Branding in event promotions
- Branding on event platform
- Opportunity to include promotional gift item in attendee swag box

*Bronze* \$5,000

- Branding in event promotions
- Branding on event platform

*Exhibitor* \$2,500

*Sponsorship ignites*  
**THE POWER  
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