

DANCING BACKWARDS IN HIGH HEELS 2023

Jumping Over Business Hurdles!

**BELIEVE IT!** 

**CONQUER IT!**

**STAND BY IT!**

19TH ANNUAL INTERNATIONAL  
WOMEN'S BUSINESS SYMPOSIUM  
**THURSDAY, MAY 25, 2023**

# SPONSORSHIP GUIDE

## 2023

THE MOST REMARKABLE WOMEN'S BUSINESS  
SYMPOSIUM IN THE REGION

**SPONSORSHIP OPPORTUNITIES ARE LIMITED, BE SURE TO  
REGISTER BEFORE IT IS TOO LATE!**

2023



WOMEN'S  
BUSINESS  
BORDER CENTER

In partnership with the El Paso Hispanic Chamber of  
Commerce and the US Small Business Administration

POWERED BY



U.S. Small Business  
Administration

"Funded through a  
Cooperative Agreement  
with the U.S. Small  
Business  
Administration."



EL PASO  
HISPANIC  
CHAMBER OF COMMERCE

Advocating for Your Business Success.



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WOMEN'S  
BUSINESS  
BORDER CENTER

In partnership with the El Paso Hispanic Chamber of Commerce and the US Small Business Administration

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# WHAT IS IT?

**A FORUM TO LEARN!  
NETWORKING  
OPPORTUNITIES!  
SHARING CHALLENGES!  
COMING TOGETHER!  
PERSON-TO-PERSON  
FORUM!**

**Hosted by the Women's Business Border Center**  
(Operated by your El Paso Hispanic Chamber of Commerce)



In partnership with the El Paso Hispanic Chamber of Commerce and the U.S. Small Business Administration



U.S. Small Business Administration



Advocating for Your Business Success.





The Women Business Border Center is a Technical Assistance Center (a joint partnership the SBA & operated by the EPHCC) our mission is to assist women in achieving their entrepreneurial dreams, by helping them to start and run businesses, regardless of social or financial disadvantages, race, ethnicity, or business background.

Proud SBA resource partner for 22 years.



U.S. Small Business Administration

"Funded through a Cooperative Agreement with the U.S. Small Business Administration."



# WHO WE ARE

DANCING BACKWARDS IN HIGH HEELS 2023

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## 2001

Our goal is to empower entrepreneurs in the Southwest. Our Technical Center is operated by the El Paso Hispanic Chamber of Commerce and partially funded by the U.S Small Business Administration. We teach our clients a clear pathway to entrepreneurship.

## THE 1ST

The first of 145 Women's Business Centers to be co-located with a Hispanic Chamber of Commerce in the United States. Joining forces to unlock full entrepreneur potential!

## WOSB

Official 3rd Party Certifier for the SBA's Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) federal contracting program.

## 2014 & 2018

We competed against 19 Women Business Centers in the region and we won the 2014 & 2018 Regional Women's Business Center of Excellence Award (by the Region VI, U.S. Small Business Administration).

## 2021

WBC Program Director Recognized as nationally Boost to Business Instructor of the year in the WBC category.





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# The beauty of the world lies in the diversity of its people.

-Unknown



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**BELIEVE IT!  
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# 2022 HIGHLIGHTS

- The New Look of Women-Owned Businesses in the United States.
- The Women Building El Paso!
- The Women Changing the Face of Business Banking!
- Chiefs in Heels Luncheon: Latinas Leading The Way!
- Breakfast Awards: Paradigm & Setting New Heights
- Lunch Awards: Strive & Thrive & Cutting Edge
- Striving & Thriving in Business
- How Women are Changing the Workforce!
- Closing Reception: MBDA Business Center El Paso Presented: Minority Enterprise Development (MED) Week Awards!



#LEADERSHIPINHEELS2023





# MAGIC MOVES!

Michelle Graell &  
Antwoine Tuggerson,  
Owners, AM Ballroom  
Dancers



# The Women Who are Building El Paso's Infrastructure!



# The Women Changing the Face of Business Banking!



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**BELIEVE IT!  
CONQUER IT!  
STAND BY IT!**







# Striving & Thriving in Business!



# How Women are Changing the Workforce!



## Beauty Corner By

# Dior

*Foliage*  
HAIR SALON & DAY SPA



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STAND BY IT!**

DANCING BACKWARDS IN HIGH HEELS 2023

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# WOMEN-OWNED BUSINESSES FACTS

DANCING BACKWARDS IN HIGH HEELS  
2023



Latina women-owned businesses grew more than 87% between 2007 and 2012.

Of these new businesses women of color started 64% of them.

Women own 36% of small businesses worldwide.

Women launch more than 1,200 new businesses every single day in the US.

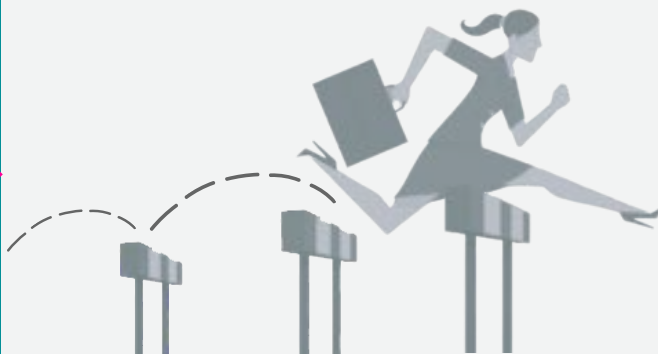
69% of executives rate diversity and inclusion as an important issue.

The GDP could increase 26% by equally diversifying the workforce

Source: [legaljobs.io/blog/women-entrepreneurs-statistics](https://legaljobs.io/blog/women-entrepreneurs-statistics)



In partnership with the El Paso County Chamber of Commerce and the U.S. Small Business Administration



# CREATE CONNECTIONS

## UNCONSCIOUS BIAS

Many women aspiring to rise into leadership face cultural and systemic hurdles that make it harder for them to advance, such as unconscious bias.



## CREATING CLOSE CONNECTIONS

Creating close connections with other women, who can share experiences from women who have been in their position. Women relate better with other women that have had the same experiences.

## MENTORSHIP MATTERS

Having someone with experience guide them through their journey, makes an invaluable difference in their success as a business woman.





# WOMEN-OWNED SMALL BUSINESS PITCH COMPETITION

The Women's Business Border Center, El Paso Hispanic Chamber of Commerce & The Texas Commission for Women have joined forces to create a unique opportunity for women entrepreneurs located in El Paso, Texas to have a chance to win \$10,000 in a cash prize and an exclusive advertising package for the promotion your small business! The Woman-Owned Business Pitch Competition winner will be announced at the "Dancing Backwards In High Heels-19th Annual Women's Business Symposium.

The collaboration provides a unique opportunity for a woman business owners to have a chance to win a cash prize, a business advertising package and, spend a full day among 600 women and business professionals at the symposium! Small business owners experience some of the greatest challenges, and accessing the necessary capital is critical to the future success of their businesses growth!

The winner of the competition will receive a Business Advertising Package and also have access to the unique services that are offered by the Women's Business Border Center and the overall El Paso Hispanic Chamber of Commerce, which provide the business resources and technical assistance needed to take your business venture to the next level.

**A unique opportunity for women entrepreneurs located in El Paso,  
Texas to have a chance to win**

# \$10,000

in a cash prize and an exclusive advertising package for the  
promotion of your small business!

Scan the QR code to  
learn more about the  
application process,  
Guidelines & Rules.

SCAN



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You can confirm the receipt or if you have any questions prior to the submission, please feel free to contact Kelsy Tonches, WBBC Business Development Specialist at [ktonches@ephcc.org](mailto:ktonches@ephcc.org) or via phone at 915-566-4066.

**WE CORDIALLY  
INVITE YOU TO  
SUPPORT THE  
SYMPOSIUM &  
SEND YOUR  
TEAM!**



**WOMEN'S  
BUSINESS  
BORDER CENTER**

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Commerce and the US Small Business Administration



U.S. Small Business  
Administration



**EL PASO  
HISPANIC  
CHAMBER OF COMMERCE**

Advocating for Your Business Success.

**BACK IN PERSON AND DOING  
BUSINESS IN PERSON!**

**THE ULTIMATE WOMEN'S BUSINESS  
SYMPOSIUM IN THE REGION**

**OVER 500 ATTENDEES  
25 SPEAKERS, 35+ EXHIBITORS,  
AND MUCH MORE!**

**BE A PART OF IT, YOU CAN'T  
AFFORD TO MISS IT!**



DANCING BACKWARDS  
IN HIGH HEELS 2023

Jumping Over Business Hurdles!

**BELIEVE IT!**  
**CONQUER IT!**  
**STAND BY IT!**

# GET READY FOR THIS INTERNATIONAL WOMEN'S BUSINESS SYMPOSIUM

BEAUTY LANE

PROFESSIONAL HEADSHOTS

GOODY BAGS

INTERACTIVE QUESTIONS

CASH PRIZE

DICHOS DE MI MADRE BOOKLET

HEALTH & PREVENTION TENT

OVER 30 BUSINESSES SHOWCASING  
PRODUCTS & SERVICES!



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BUSINESS  
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Advocating for Your Business Success

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AN EXCLUSIVE OPPORTUNITY TO SHOWCASE YOUR BUSINESS AT THE MOST NOTABLE WOMEN'S BUSINESS SYMPOSIUM IN THE SOUTHWEST.

Jumping Over Business Hurdles!

**BELIEVE IT!**   
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**STAND BY IT!**



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**DIAMOND  
\$20,000**

## Benefits:

- 40 All-day Symposium passes with reserved tables at breakfast and lunch in front of the event area.
  - Recognized as the premier sponsor and the opportunity to create a speech (3 minutes) to be broadcast through our moderator.
  - Title sponsor heading on all marketing.
  - Hyperlinked logo on WBBC website as; Diamond Sponsor.
  - Award ceremony MC opportunity.
  - Breakfast or luncheon keynote sponsor.
  - Logo printed on stage and visible to the entire audience.
  - Logo is prominently placed on all TV commercials.
  - 2 min commercial video of your choosing to be played at the conference.
  - Your QR code on the guest's tables.
- Recognized as the Diamond sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo included in WBBC weekly online newsletter as the diamond sponsor.
  - 2 months of free 5"x7" ad of your choosing to be displayed in the WBBC weekly newsletter as a Diamond sponsor.
  - Logo prominently placed on all film media advertisements leading up to the conference.
  - First right of refusal for the following years women's symposium.
  - Full-page ad towards the beginning of the program.
  - Promotional materials are included in attendee bags.
  - Announced during meals as a Diamond sponsor.
  - Logo in the program as a Diamond sponsor.
  - Logo on event signage as a Diamond sponsor.
  - Prominently placed exhibit booth in vendor hall (6ft table self-contained extra charge for an electrical outlet).
  - Included in sponsor acknowledgment video at the end of the symposium.

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**Act Fast!**





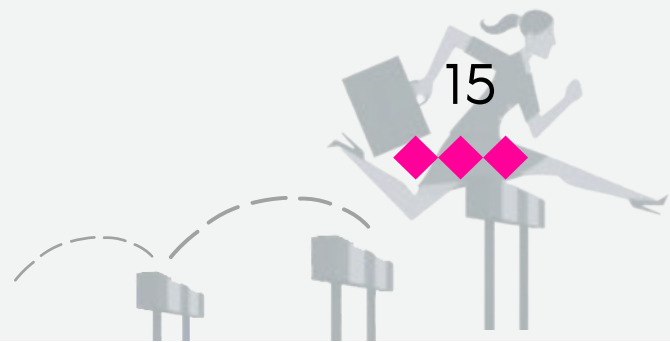


**SAPPHIRE**  
**\$15,000**

## Benefits:

- 30 All-day Symposium Passes.
- Title sponsor heading on all marketing.
- Hyperlinked logo on the WBBC website.
- Award ceremony MC opportunity.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- 1 min commercial video of your choosing to be played at the conference.
- Recognized as the Sapphire sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo included in WBBC weekly online newsletter as the Sapphire.
- 1 month of free 4" x 6" ad of your choosing to be displayed in the WBBC weekly newsletter as a sapphire sponsor.
- Logo prominently placed on all film media advertisements leading up to the symposium.
- Full-page ad towards the beginning of the program.
- Promotional materials included in attendee bags
- Announced during meals as a sapphire sponsor.
- Logo in the program as a Sapphire sponsor.
- Logo on event signage as a Sapphire sponsor
- Prominently placed exhibit booth in vendor hall (6ft table self-contained extra charge for an electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

**Limited Space Available!**  
**Join us Now!**





**EMERALD**  
**\$10,000**

## Benefits:

- 20 All-day Symposium Passes.
- Title sponsor heading on all marketing
- Hyperlinked logo on the WBBC website.
- Award ceremony MC opportunity.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Emerald.
- Logo prominently placed on all film media advertisements leading up to the conference.
- Live streaming interview for social media (story).
- 2 weeks displayed the free QR code in WBBC weekly newsletter.
- Promotional materials are included in attendee bags.
- Announced during meals as an Emerald sponsor.
- Recognized as the emerald sponsor in the sponsor. acknowledgment video played throughout the conference.
- Logo in the program as a Emerald sponsor.
- Logo on event signage as a Emerald sponsor.
- Prominently placed exhibit booth in vendor hall (6ft table self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

**Reserve your Sponsorship Now!**

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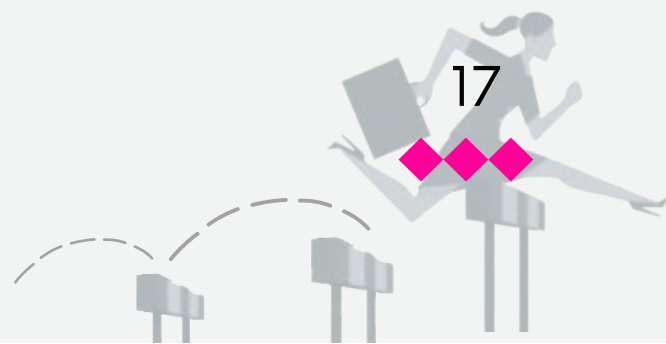


**RUBY**  
**\$7,500**

## Benefits:

- 15 All-day Symposium Passes.
- Title sponsor heading on all marketing.
- Hyperlinked logo on the WBBC website.
- Award ceremony MC opportunity.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Ruby sponsor.
- Logo prominently placed on all printed marketing materials.
- 2 weeks displayed the free QR code in WBBC weekly newsletter.
- Promotional materials are included in attendee bags.
- Logo in the program as a Ruby sponsor.
- Logo on event signage as a Ruby sponsor.
- Announced during meals as a Ruby sponsor.
- Recognized as the Ruby sponsor in the sponsor acknowledgment video played throughout the conference.
- Prominently placed exhibit booth in vendor hall (6ft table self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

**Call us Today**





**PLATINUM**  
**\$5,000**

## Benefits:

- 10 All-day Symposium Passes.
- Title sponsor heading on all marketing.
- Hyperlinked logo on the WBBC website.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Platinum sponsor.
- Recognized as the platinum sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo prominently placed on all printed marketing materials.
- Promotional materials are included in attendee bags.
- Logo in the program as a Platinum sponsor.
- Logo on event signage as a Platinum sponsor.
- Announced during meals as Platinum sponsor.
- Prominently placed exhibit booth in vendor hall (6ft tables self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

**Register Now!**  
**Before They're Gone!**

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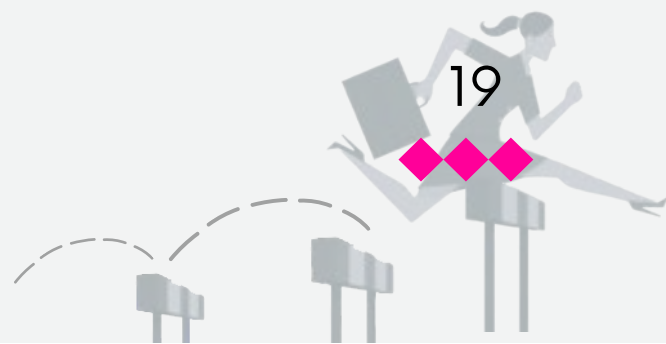


**GOLD**  
**\$2,500**

## Benefits:

- 6 All-day Symposium Passes.
- Title sponsor heading on all marketing.
- Logo on event signage as Gold sponsor.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Gold sponsor.
- Company name or logo on WBBC websites.
- Recognized as the Gold sponsor in the sponsor acknowledgment video played throughout the conference.
- Promotional materials are included in attendee bags.
- Logo in the program as a Gold sponsor.
- Announced during meals as Gold sponsor.
- Prominently placed exhibit booth in vendor hall (6ft tables self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

**Limited Sponsorship Available!**





**SILVER**  
**\$1,500**

## Benefits:

- 4 All-day Symposium Passes.
- Promotional materials are included in attendee bags.
- Logo included in WBBC weekly online newsletter as Silver Sponsor.
- Recognized as the Silver sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo on event signage as Silver Sponsor.
- Logo in program as Silver Sponsor.
- Company Logo on WBBC websites as Silver Sponsor.
- Prominently placed exhibit booth in vendor hall (6ft table self contained. Extra charge for electrical outlet).
- Announced during meals as Silver sponsor.
- Included in sponsor acknowledgment video at the end of the symposium.

**Call us Now &  
Register Today!**

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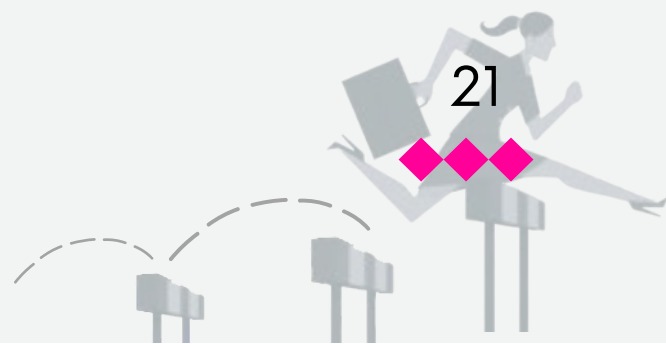


**COPPER**  
**\$1000**

## Benefits:

- 2 All-day Symposium Passes.
- Acknowledged as a Copper sponsor on WBBC websites, with close to 16,000 like & followers.
- Logo included in WBBC weekly online newsletter as a Copper sponsor.
- Recognized as the Copper sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo in program as Copper Sponsor.
- Company name or logo on WBBC websites.
- Included in sponsor acknowledgment video at the end of the symposium.
- Prominently placed exhibit booth in vendor hall (6ft table self contained. Extra charge for electrical outlet).

**Call us Now &  
Register Today!**





**BRONZE**  
**\$ 750**

## Benefits:

- 2 All-day Symposium Passes.
- Acknowledged as a Bronze sponsor on WBBC websites, with close to 16,000 like & followers.
- Logo included in WBBC weekly online newsletter as a Bronze sponsor.
- Recognized as the Bronze sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo in program as Bronze Sponsor.
- Company name or logo on WBBC websites.
- Included in sponsor acknowledgment video at the end of the conference.

**Call us Now &  
Register Today!**

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AN EXCLUSIVE OPPORTUNITY TO SHOWCASE YOUR BUSINESS  
AT THE MOST NOTABLE WOMEN'S BUSINESS SYMPOSIUM IN  
THE SOUTHWEST.

DANCING BACKWARDS IN HIGH HEELS 2023

# Register Today!

Select one and return your registration form via fax or email.

Contact Kelsy Tonches  
Email: [ktonches@ephcc.org](mailto:ktonches@ephcc.org)

Phone:  
915.566.4066

**THURSDAY, MAY 25, 2023**

**Are you Ready?**

Jumping Over Business Hurdles!

**BELIEVE IT!**   
**CONQUER IT!**  
**STAND BY IT!**



23





# SPONSORSHIP REGISTRATION

Please choose your sponsorship below.  
Fill out all that applies.

Jumping Over Business Hurdles!

**BELIEVE IT!  
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STAND BY IT!**



DANCING BACKWARDS IN HIGH HEELS 2023

## PERSONAL INFORMATION

Full Name :

Company/ Organization

Address :

Date:  /  /

Email :

Phone Number:

Business Number:

## FOOD ALLERGIES OR PREFERENES?

GLUTEN  VEGAN

VEGETARIAN  LACTOSE INTOLERANT

## PAYMENT OPTIONS

(payment is not refundable)

Check/ Money Order  Credit Card Number

Cash  Expiration Date

Credit Card (AMEX, VISA, MC)  CVV  Billing Zip Code

Invoice Me (Sponsors only)

## SPONSORSHIPS INFORMATION

Please choose your sponsorship below.

<b>BRONZE</b> <u>\$750</u>	<input type="checkbox"/>	<b>COPPER</b> <u>\$1,000</u>	<input type="checkbox"/>	<b>SILVER</b> <u>\$1,500</u>	<input type="checkbox"/>
<b>GOLD</b> <u>\$2,500</u>	<input type="checkbox"/>	<b>PLATINUM</b> <u>\$5,000</u>	<input type="checkbox"/>	<b>RUBY</b> <u>\$7,500</u>	<input type="checkbox"/>
<b>EMERALD</b> <u>\$10,000</u>	<input type="checkbox"/>	<b>SAPPHIRE</b> <u>\$15,000</u>	<input type="checkbox"/>	<b>DIAMOND</b> <u>\$20,000</u>	<input type="checkbox"/>



# REGISTER TODAY!

## INDIVIDUAL TICKETS

DANCING BACKWARDS IN HIGH HEELS 2023

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**BELIEVE IT!  
CONQUER IT!  
STAND BY IT!**



### PERSONAL INFORMATION

Full Name :

Company/ Organization

Address :

Date:  /  /

Email :

Phone Number:

Business Number:

### FOOD ALLERGIES OR PREFERENES?

GLUTEN  VEGAN

VEGETARIAN  LACTOSE INTOLERANT

### PAYMENT OPTIONS

(payment not refundable)

Check/ Money Order

Cash

Credit Card (AMEX, VISA, MC)

Invoice Me (Sponsors only)

Credit Card Number

Expiration Date

CVV  Billing Zip Code

### TICKETS

Please fill out all that applies

GENERAL PASS  
(Non- Member)   
\$95.00

EPHCC MEMBER   
Member/Military/Student  
\$85.00

EARLY BIRD EPHCC   
(Member)  
\$75.00 (Valid until 03/01/2023)

Ticket Quantity

Ticket Quantity

Ticket Quantity

TOTAL AMOUNT

Authorized Signature

25

### CHECK OUT OUR SOCIAL MEDIA

- @wbbc.ephcc
- womenbusinessbordercenterep
- @ElPasoWBBC

## THANK YOU FOR REGISTRATION



# Turn in your investment form today!

## INVESTMENT FORM

We, \_\_\_\_\_, commit to sponsoring the 2023 "Dancing Backwards In High Heels" Women's Business Symposium.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Sponsor Category

Be part of our movement to drive and empower women in business!  
For more information please contact Kelsy Tonches.



See You  
May 25, 2023





---

**DON'T LIMIT YOURSELF. MANY PEOPLE LIMIT THEMSELVES TO WHAT THEY THINK THEY CAN DO. YOU CAN GO AS FAR AS YOUR MIND LETS YOU. WHAT YOU BELIEVE, REMEMBER, YOU CAN ACHIEVE."**

**-Mary Kay Ash, founder of Mary Kay Cosmetics**

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Sponsorship Guide

# DANCING BACKWARDS IN HIGH HEELS 2023



**WOMEN'S  
BUSINESS  
BORDER CENTER**

In partnership with the El Paso Hispanic Chamber of Commerce and the US Small Business Administration



PHONE

915.566.4066

WEBSITE

[www.womenbordercenter.com](http://www.womenbordercenter.com)

**05.25.2023**

ADDRESS

**Wyndham El Paso Airport Hotel  
2027 Airway Blvd, El Paso, TX 79925**



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SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for people with disabilities will be made at all times in accordance with the Americans with Disabilities Act of 1990 and associated amendments. Arrangements for people with special needs will be made if requested at least two weeks in advance. Call 915-566-4066 to schedule an appointment.

**#LEADERSHIPINHEELS2023**

