



# SPONSORSHIP OPPORTUNITIES





**Kiley Peters,**  
**MBA, CPCC, ACC, CEPA**

FOUNDER + SMALL BUSINESS  
STRATEGIST



I believe **entrepreneurship** is one of the greatest paths to **financial freedom**.

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I'm on a mission to help as many women as I can obtain financial freedom and a more fulfilling life through entrepreneurship.

When women have financial freedom, they make better decisions for themselves, their families, and the world at large.

This is how we're **making the world a better place.**  
**One woman at a time.**



**We are an executive consultancy helping C-Suite women fast-track the launch of their small businesses and provide the resources needed to scale.**

We do this by defining success for the owner and developing a business strategy that aligns with their personal definition of success  
— personally, financially, and professionally.







Let's ensure this a safe space.

The background is a dark gray with a large, faint, light gray 'X' shape centered behind the text. There are also four small, light gray circles at the corners of the image.

**30 WOMEN.  
3 DAYS.**



Who are these  
**women?**



"This workshop helped me craft solid financial projections, allowing me to secure a \$60k loan within the first 30 days of starting my business to use on capital startup costs reducing the stress of cash flow. Within the first nine months of starting my business, I was able to build my business to support three team members and positive cashflow."

Lisa Proeber, The Middle Six

"This workshop posed all the questions I should have asked myself a long time ago. It helped to shape my approach for my life and my business."

Megan Hoefler, Hoefler Communications



"Kiley is such a great presenter and knowledgeable on so many different areas of business. I would highly recommend any of her workshops."

Kate Vriner, Sunbelt Advisors of Southwest Ohio



# Tell me more...

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- Attendees are **service-based women small business owners** who make less than \$5M in annual revenue and are looking to make an investment to save time and energy. Typical company size is 1-10 employees. Some may be up to 30 team members.
- They are **C-Suite women who are leaving corporate** to start their own business and **those who have been in the business** for a while and are looking for change.
- **They provide professional services**, such as creative shops, attorneys, accountants, coaches, consultants, financial services, etc.
- They are **making a \$3k investment** to be at this event. They are committed to building their businesses.
- **National reach.** We've had registrations from Milwaukee, Cleveland, Chicago, New York, and Washington, DC to name a few!
- There will be between **20-30 people** per workshop.



What happens over  
**these three days?**

# DAY 1

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We define success for the owners as human beings.

What are their natural gifts?

How do they want to spend their time?

What do they want for themselves?

# DAY 2

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We leverage their unique strengths and skill sets to develop a business strategy that aligns with their personal goals and values.

We do this to ensure they build a business that will help them live the life they want.

# DAY 3

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We dive into finances to make sure everyone understands their numbers and we build roadmaps to make sure everyone has an action plan to bring their strategy to life.

This includes financial projections, AGI calculations, tax strategy, accounting basics, profit margin analysis and more.



Internal Alignment



Tax Strategy



Networking



Service Productization



Financial Projections



Resource Sharing



Marketing Messaging



Sales Strategy



Action Plans



Delegation Identification



Business Strategy







35+

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HOURS OF  
EDUCATION +  
NETWORKING

8

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MEALS OVER  
THREE DAYS

2

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EVENING  
SOCIAL  
ACTIVITIES

## Meet Our Experts



**Kiley Peters**  
Founder  
RAYNE IX  
(Business Strategy)



**Lisa Proeber**  
Founder  
The Middle Six  
(Sales)



**Nesha Pai**  
Founder  
Pai CPA (Accountant)



**Dawn Hryshko**  
Founder + President  
Hryshko & Associates  
(Tax Strategy)

**\$100M**

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**IN REVENUE**

**100**

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**YEARS OF  
EXPERIENCE**

**40**

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**YEARS OF  
OWNERSHIP**

**7**

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**DEGREES**



**SPONSORSHIPS**



# Exclusive Sponsorship

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**\$50k for EXCLUSIVE**  
sponsorship of the entire event.

**INCLUDES, BUT IS NOT LIMITED TO...**


## **ATTENDANCE + SPEAKING**

- 3-5 minute speaking opportunity to kick off the workshop
- Send 3 owners/clients through the 3-day workshop (Valued at \$9k)
- Two representatives at dinners and social events

## **BRAND RECOGNITION**

- Your logo on:
  - Table Tent Name Tags
  - Lanyards
  - Swag Bag
  - Workshop Workbook
  - RIXWorkshops.com
  - Social media + email marketing
- Selected marketing materials on tables and/or swag bag

## **EXCLUSIVE BONUSES**

- Coffee, Snack + Lunch menu influence
  - Your choice of women-owned restaurants for dinner
  - Access to attendee contact information
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Additional Opportunities Include...

# Defining Success Workshop Sponsorships

<div>Sponsorship discounts are available and increase based on the number of workshops you choose to sponsor!</div> <div>Prices are listed based on the total investment.</div>	# Available / Workshop (each workshop is 3 days)	1 Workshop	2 Workshops	3 Workshops	4 Workshops
Table Name Tent Sponsor	1	\$750	\$1,350	\$1,800	\$2,250
Lanyard Sponsor	1	\$1,500	\$2,750	\$3,750	\$4,500
Coffee + Snack Break Sponsor*	1 (all three days)	\$4,000	\$7,200	\$10,000	\$12,000
Breakfast Sponsor*	1 (all three days)	\$4,000	\$7,200	\$10,000	\$12,000
Lunch Sponsor***	1 (all three days)	\$7,500	\$13,500	\$18,500	\$22,500
Dinner Sponsor*	2	\$4,000	\$7,200	\$10,000	\$12,000
Happy Hour Sponsor*	1	\$4,000	\$7,200	\$10,000	\$12,000
Ballroom Sponsor**	1	\$10,000	\$14,500	\$20,000	\$24,000
Swag Bag Sponsor (the Actual Bag)	1	\$3,000	\$5,500	\$7,500	\$9,000
Swag Bag (Stuff in Said Bag)	Unlimited	\$500 + Item for Bag	\$900 + Item for Bag	\$1,200 + Item for Bag	\$1,500 + Item for Bag
Listed in “Things to Do Guide”	Unlimited	\$500/calendar year	\$500/calendar year	\$500/calendar year	\$500/calendar year

\* One free workshop attendee included for small business owner of your choice. Valued at \$2,995.

\*\* Two free registrations included. Valued at \$5,990.

\*\*\* Additional promotional opportunity available if interested.



# Details

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## **ALL SPONSORS**

- All sponsors will be listed and linked on [RIXWorkshops.com](https://rixworkshops.com).
- All sponsors will be listed on the presentation slides and workbook at the respective workshops being sponsored.
- All sponsors will be acknowledged via social media and email marketing.
- All sponsors will be eligible to contribute to the swag bag.

## **MEAL, SNACK, SOCIAL, BALLROOM SPONSORS**

- A representative from that organization can speak for up to 3 minutes at the respective event/activity.
- Lunch, Dinner, and Social activity sponsors receive one (1) complimentary registration with their sponsorship per workshop.
- Ballroom sponsors can create an approved experience\* within the room itself and receive two (2) complimentary registrations with their sponsorship per workshop.
- Lunch Sponsor has the option for an additional engagement opportunity based on their request.

## **GREAT FIT FOR**

Banks, Financial Institutions, VA Agencies, Consultants, Educational Institutions, Leadership Organizations, Attorneys, Human Resources Support, Technology Services

Anyone looking to get in front of visionary women entrepreneurs!



26K+

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SOCIAL MEDIA  
FOLLOWERS

6.5K+

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EMAIL  
SUBSCRIBERS

1

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NATIONAL  
PR TEAM

The background is a dark gray color. It features a large, faint, light gray 'X' shape that spans most of the frame. At the four corners of the 'X', there are small, solid gray circles. The text is centered and consists of two lines: 'HOW DOES THIS' on the top line and 'BENEFIT YOU?' on the bottom line. The text is in a bold, white, sans-serif font.

**HOW DOES THIS  
BENEFIT YOU?**



30+

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POTENTIAL  
NEW CLIENTS

PRICELESS

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RELATIONSHIPS +  
PARTNERSHIPS



Questions?



# Let's chat.

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And figure out what would be of greatest value for you and your organization!

Connect with us at  
[hello@rayneix.com](mailto:hello@rayneix.com) or [book a time here!](#)