



“Coaching Coach”

Sponsorship Proposal

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Coaching Coach Sponsorship Proposal

Executive Summary

In a press release issued by the Royal Bank of Canada in October of 2007, it was announced that over 900,000 Canadians wish to start their own business within the next year. Using statistics collected over the last several years, chances are that women will lead this growth phenomenon.

Between 1996 and 2001, the number of male entrepreneurs increased by 0.6% while their female counterparts flourished, growing in numbers by 8.0%. Put another way: for every additional self-employed man, there were nearly 7 additional women setting up a business.

This presents a unique window of opportunity for both Sponsors and Roaring Women. The strategy presented will win the confidence and loyalty of business owners across North America. As a leader in support for small to medium sized business, Roaring Women is well positioned to form a mutually beneficial alliance with Sponsors to increase visibility and sales for all involved.

- ✚ Capitalize on a multi-channel marketing opportunity to reach your target market
- ✚ Demonstrate your visible commitment to the advancement of women
- ✚ Build a sense of community for stakeholders and customers.

The Coaching Coach promises to be the most unique, cutting edge form of marketing yet to be unveiled in North America. It will promote loyalty and brand recognition on a format rivaled by no other and will position Sponsors in a place where no one can reach.

Why The Coaching Coach?

Although small businesses are opening in record numbers – their failure rate continues to outstrip the momentous growth. Over 80% of small businesses fail in the first 5 years.

They need support, mentorship and coaching. These are three things that many fail to find in their first 18 months in business. These three items are the key elements in their potential success or failure.

This is the reason Mandie Crawford formed Roaring Women Ltd.

Roaring Women Ltd. (www.roaringwomen.com) is the only Canadian-based, national promotional and educational organization with a website for women in all stages of business. Roaring Women provides them with support, information, a forum to reveal their personality, showcase their business skills, services and products, and make connections with potential clients and alliances.

Roaring Women Ltd. Founder, Mandie Crawford, is a former business newspaper columnist (The Hamilton Spectator) who has interviewed over 600 women entrepreneurs since 2004. Three years later, only a handful of the women she originally interviewed are still in business.



Why? Crawford believes there are several reasons:

- They don't understand how to market effectively and are often unwilling to invest the time to learn;
- They fail to delegate - to hire experts and instead try to do everything themselves;
- They don't invest in the important things, such as education, branding, image and don't to spend money to build their business systems properly.

The Solution

Mandie Crawford's understanding of the issues these women face is prompting her to travel to as many Canadian locations as possible to meet, encourage and educate women in business at no charge to participants. Roaring Women recently purchased a recreational vehicle (bus) and has named it the "Roaring Women Coaching Coach". It debuted in Saskatoon at the National Women in Business Expo on October 20, 2007. Two hour coaching sessions consisting of 8 women and Crawford left the women energized and committed to their business ventures.

No other networking organization in Canada provides this unique service at this time.

More about Roaring Women

Roaring Women Ltd., founded by Mandie Crawford, launched on June 1st, 2004 with one meeting in Hamilton, Ontario. Since that time the organization has grown to include over 450 members in Ontario, Alberta, Winnipeg, British Columbia, Nova Scotia and Seattle, WA with meetings in 19 major cities. The format of the website is such that it attracts visitors and members who view professionally photographed member profiles, upcoming events, business articles, tips, web building tools, business services, a radio show and many more member and non-member benefits.

Roaring Women profiles provide a third party referral and tell the story of the woman and her business. People visiting the site make connections with these stories and in turn contact the women to do business with them. The site has been incredibly productive in finding referrals and business opportunities for these women who may have never met their clients any other way.

Vision Statement

Roaring Women Ltd. will be the largest business networking organization and resource provider in North America for Women in Business by 2010.

Mission Statement

At Roaring Women Ltd. our mission is to help women realize and understand their value, their self worth and potential through the passionate pursuit of their business careers. Our goal is to help women build the rapport necessary so that clients feel comfortable about doing business with them.

Operations

Currently there is an average of 40 meetings per year nationally with approximately 20 - 50 women attending each event. The meetings provide the attendees with opportunity to promote their business offering, educate themselves, and connect with each other. Meetings cost of \$45.00 for members and \$50.00 for non-members. The Roaring Women website gets 1,500,000 hits per month.

The heart of the community is also important to Roaring Women Ltd. The Roaring Women Education Fund (RWEF) was established in 2005 to empower and financially assist women entrepreneurs by providing funding for business, professional, interpersonal skills upgrading and education.



Coaching Coach Project Details

This project will educate and inform the public and business community that Roaring Women and its sponsors understand the issues women in business face and has stepped up to the plate to help them succeed. There will be the announcement of the program that will answer the 'questions' that business owners may have and offer strategies for success. This includes:

Major press releases announcing:

- Alliance with Roaring Women
- Launch of the Coaching Coach
- Announcement of initial locations
- Promise of more to come

In addition, the launch of a sister linked site (www.thecoachingcoach.com) will highlight the locations past and future of the coaching coach – and offer online request forms for communities to request the services or presence of the Coaching Coach. We will also “track” of key elements of the coaching sessions in flash video format – highlighting weekly key questions and answers

We will bring the Roaring Women Coaching Coach to in major cities across Canada beginning on **March 8, 2008 which is International Women's Day**. The RV can be located in the parking lot of a retail location and coaching sessions will take place at pre-scheduled times publicized through in-store and internet advertising and news items (PR). Proposed cities below (some have existing Roaring Women meetings):

Spring Schedule:

March 5 & 6th – Pre-launch - **Duncan BC**

March 8th - **Victoria BC** - luncheon

March 17th - **Kelowna BC** -

March 19th **Edmonton AB**

March 21 - 22 **Fort McMurray AB**

March 29th- 30th the coaching Coach is at the **Calgary Business Women's Expo** - INSIDE

April 1st - **Winnipeg MB**

April 4th, 5th. 6th - **LifeFest - Toronto**

April 7th - **Barrie ON**

April 8th - **Waterloo ON**

April 10th - **Burlington ON**

April 11th - **Mississauga ON**

April 12th - **Brampton ON**

April 15th – **Scarborough**

More dates will be added in the fall of 2008.

Our objective is to have two – 2 hour coaching sessions per day plus other speaking events. The goal is to reach approximately 5,000 women in person, in the spring portion of the tour.

Thousands more will be reached via the Coaching Coach website. Many cities have or will establish Roaring Women meetings which will provide further opportunities for promotion of Sponsors through podium mention, coupons, banners, programs, etc.



The tour wraps-up in October during **Small Business Week (October 13-17th, 2008)** with the results of the coaching tour, video presented during a celebration.

Overview of Tour Offering

Coaching Coach Website

- Cover travel destinations in future and past of the Coaching Coach tour
- Highlight upcoming locations
- Forum for interested business owners to communicate
- Online ask a coaching question – online help
- Video clips of questions/session to be determined
- Promotional Offers from sponsor
- Event request forms – request Coaching Coach in our community
- Online registration for free coaching/speaking events
- What I learned - testimonial area
- All media releases and coverage clips of the coaching coach
- Sponsor banners/custom areas

Coaching Services

These events will be highly promoted and media coverage will be sought in each area.

Group coaching sessions to be delivered will be 2 hours in length – with questions posed by participants and answered and discussed by “the coach”. Tips promoting product (soft sell) and issuing of coupons or promotional offers can be handed out at the end of the session.

In-Store Presentations

Mandie Crawford can deliver customized workshops which include showcasing Sponsor’s products or services.

Media Coverage

The goal is to reach over 300 major television, radio and print outlets including regional Breakfast Television shows, Global News, National Post, etc. Regional media will be contacted as well.

Video Production

A videographer will provide content for the Coaching Coach website in format of mini interviews with the coach, the participants and highlighting questions and answers from sessions. These will be posted weekly on the website. A final compilation will be delivered for a media release as a documentary style production during Small Business Week at a wrap-up celebration.

What Roaring Women needs to take “The Coaching Coach” Across Canada:

Travel/Fuel/Meals	\$10,000
Bus Driver	\$ 2,000
Video Production	\$ 5,000
Group Coaching/Appearances	\$ 5,500
Publicity	\$ 1,500
Coach Website	\$ 2,500
Logos on Bus	\$ 2,500
TOTAL	\$29,000



How Sponsors Can Help:

- Become a Sponsor for the Coaching Coach Tour. Sponsorship levels outlined below.
- Provide coupons/incentives to Roaring Women members and Coaching Coach participants.

How We Will Say “Thanks”: Sponsorship Levels

Primary \$25,000	Secondary \$7,500	Friends \$2,500	Benefits
√			A mention as our major sponsor during all advertising and media spots.
			Banner on Roaring Women Home page 1,500,000 hits per month
√			Opportunity to collect attendee names for company database
√			Display at the event with your signage and promotional materials.
√	√		Banner on Coaching Coach website
√	√		Banner on Coaching Coach vehicle
√	√		Prominent recognition on all advertising, media articles, press kits, and news releases.
√	√		Featured in the Roaring Women newsletter (3000 distribution).
√	√		Exposure on Roaring Women website as sponsor (1,500,000) hits per month
√	√		Podium mention at all Roaring Women meetings
√	√	√	Special honorable mentions during announcements at all Coaching Coach events.
√	√	√	Prominent display of logo on materials including meeting invitations and programs
√	√	√	Prominent recognition on all our promotional materials, posters and brochures.
√	√	√	Insert items/coupons in participant bags
√	√	√	Mention on Roaring Women Radio
√	√	√	Access women professionals and entrepreneurs managing healthy business and personal budgets

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