

*co*  
**CO-WOMEN**

# Sponsorship Proposal

SOCIAL AND NETWORKING EVENTS FOR  
WOMEN LED ORGANISATIONS AND SOLOPRENEURS





# Who We Are

Co-Women are an inclusive community, serving Sussex women professionals with social and networking events, designed to help them find new friends, clients and collaborators.

We pride ourselves on offering a varied schedule of events with connection and accessibility in mind, and our personal touch and dedication to knowing each of our members individually are what makes us stand out from traditional networking communities.





## Head Of The Ship

Jo Chid (pictured right) founded Co-Women in 2020, after seeing a need for women to network authentically, without the pressures of constraint or stigma felt in mixed gendered spaces. Her sole purpose is to help women in business holistically, to grow their businesses successfully without

sacrificing joy. She is creative, driven and the “Big Picture” woman on the team. She is also an ADHD powerhouse and is passionate about supporting neurodiversity. Her other passions are food and Chris Hemsworth.

Becky Hughes (pictured left) joined Co-Women as co-founder in 2022 and is the “Detail Oriented” of the two, keeping regular appointments on track and managing the weekly blog. She is also a personal trainer with a specialism in cancer recovery and her passions are travel - any opportunity she gets to show off her two passports, she will - and gin.

A dynamic duo, Jo and Becky are the chief bringers of joy. Unashamedly politically outspoken on women’s equality and rights. They are guardian angels for Sussex women business owners who need more enjoyable social networking opportunities and business support that doesn’t feel like a chore.



3000

NEW SITE  
VISITORS IN 90 DAYS.  
JULY 2023 - OCTOBER 2023

931

AVERAGE ACTIVE SITE  
USERS PER MONTH.  
MEMBERS, SUBSCRIBERS,  
READERS AND TICKET SALES

73%

EMAIL  
NEWSLETTER OPEN RATE





# Pay It Forward Campaign

Pay it forward membership for a women's networking group is essential to promote inclusivity and ensure that all women, regardless of their financial situation, have access to a supportive community. By covering membership costs, sponsors remove financial barriers, enabling a diverse range of women to participate and benefit from the network.

We can support women who are launching or growing their businesses. These women often face initial financial

constraints and might not be able to afford memberships. Sponsorship provides them with valuable access to resources, mentorship, and networking opportunities that can significantly impact their success. Sponsored memberships will be allocated as priority to women in marginalised communities.

Annual membership is £660 and we invite you to pay it forward, be it one or as many as you wish.



# Key Information



## MEMBERS

48 as of September 2024.



## CORE MEMBER VALUES

Our focus at Co-Women is to welcome professional, dynamic, supportive women who share our values of kindness and inclusivity. Participation is paramount to us more so than status. It is our desire to support all women in their business journey. All they need is a desire to succeed.



## DEMOGRAPHIC

Our members identify as women with ages currently ranging from 26 - 65 and are from multiple cities across Sussex.



## INCLUSIVITY

We regularly check in with our members to see how we can better serve them with equality and inclusivity in mind.





## MEMBER ENGAGEMENT

We are committed to taking a person centred approach at Co-Women and strive to know each member and their professional needs individually.



## WHATSAPP COMMUNITY

We stay connected to our members in four WhatsApp groups; general chat, promos, accountability and announcements.



## GUEST BLOG

The Co-Women blog is managed by co-founder Becky Hughes and routinely invites members to contribute with their chosen topic, be it about their work or something else.



## ADDITIONAL SUPPORT

Our community are further supported in their business growth efforts with guest blog interviews, social media support, announcement in our weekly newsletter, discounts on members products and services and skill swaps.

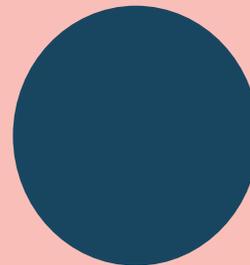


134 events

SINCE WE LAUNCHED  
IN JANUARY 2020

90 events

ON THE CALENDAR IN 2024



# Events



## SCHEDULE

90 events scheduled in 2024.



## TALKS AT DINNER

Talks at Dinner is an evening of great food and three guest speakers, sharing uplifting and inspiring stories based around a theme. These events are held in partnership with Brighton charity Team Domenica, and profits are donated as part of our fundraising target.



## CHAI AND CHATTER

Our increasingly popular informal networking mornings are held in Brighton, Kemptown, Haywards Heath, Horsham, Hove and Hurstpierpoint.



## SOCIAL EVENTS FOR OUR MEMBERS

We host ten unique social events for our members throughout the year with the specific purposes of promoting joy and nurturing connections in our community.





## Why Sponsor Us?

Align your brand with a cause that promotes wellness, self-care, and emotional well-being, as well as a safe and supportive space for professional women to speak freely about women-centric issues affecting business which they might not feel as free talking about in mixed gender spaces.

Gain access to a highly engaged and diverse audience of professional women who

actively seek self-improvement, self-care solutions, and joy in their lives.

Our group has a strong online presence and a growing community of like-minded women.

As a sponsor, you'll have the chance to share your expertise, products, or services with our members, either through virtual events, workshops, or promotional materials.





## How Will Your Sponsorship Benefit Us?

Your sponsorship will directly contribute to enhancing the member experience by allowing us to organize engaging events, workshops, and resources that promote self-care and joy.

Sponsorship funds can be used to facilitate networking events, creating opportunities for members to connect and build valuable relationships with like-minded women.

With your support, we can develop resources, including webinars, self-care toolkits, and informative content to help our members navigate life's challenges and find joy.

We can invest in technology and platforms that enhance the virtual and in-person experiences, ensuring the accessibility and ease of engagement for our members.



# Per Event Sponsorship

£350 per event

- social media post announcing sponsorship
- logo placement on event listing
- printed materials at event
- opportunity to speak at the event.



# Annual Sponsorship

£10,000

- three social media posts for every event
- two guest blog interviews in the year
- invitation to present your business at every event
- printed materials at every event
- branding placement on the Co-Women website home page, weekly newsletter and printed materials
- exclusive dual branding options for Talks at Dinner and/or Chai and Chatter. (contact to discuss options)



# Membership Sponsorship

£660 per membership

- social media post to announce each sponsorship
- CSR recognition
- branding placement in the weekly newsletter
- branding placement on the website
- mentoring, guest speaker and guest blog opportunities.



# Our Charity Partnership With Team Domenica



We're incredibly proud to be partnered with the Brighton charity Team Domenica. Our support aids them in their work to support young people with additional needs access the workplace.

We have committed to a £5000 fundraising target in twelve months and we started this with taking part in their Great Lengths Swim event at Sea Lanes Brighton, raising £800. Sponsorship will contribute to our marketing efforts in promoting our fundraising events

for the charity, ensuring a wider audience and increased ticket sales.

*Founded in 2016 by Rosa Monckton, whose younger daughter Domenica has Down's Syndrome, Team Domenica is to help young people with learning disabilities find and retain meaningful employment. Based in central Brighton & Hove, we operate through a unique three-tier set-up of Training Centre, Training Café (Café Domenica) and Employment Centre. Through this we provide employment programmes to young people with a wide range of ability, referred to as our 'candidates' to more accurately reflect and emphasise their role as people ready for employment.*

## Our Future Vision

We are currently based in Sussex but we have a big vision for the future to expand nationally and to acquire our own premises which will serve as a safe and secure women only members club for coworking, events and relaxation.

We believe a dedicated space for women in business is absolutely necessary and it should be a place in which women are not constrained by the censorship or pressures felt in mixed gender spaces.





# Thank You For Your Time!

[www.co-women.org](http://www.co-women.org)

[jo@co-women.org](mailto:jo@co-women.org)

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CleverGreen Group Limited

Company Number 11525810

Please send an email or call Jo  
at Co-Women to discuss the options.

*“Being a member of Co-Women for several years has provided me with invaluable support and confidence on my journey as a solopreneur. The collective wisdom and encouragement from this incredible community of women empower me to persevere, now more than ever, knowing they have my back. Their shared knowledge and experiences are a profound source of strength and inspiration. I consider this group to be like a second family.” Steph.*

*“I joined initially for a tentative three months but have just signed up for a full year and couldn’t be happier with my decision. Co-Women is networking and socialising done in the best way. At quality events where creating meaningful connections and opportunities come as easily and naturally as the belly laughs. The breadth and depth of knowledge within the group, along with the empathy and kindness shown is outstanding, as is the willingness to share and cheerlead.” Adrienne*