

PROPOSAL

BWFR

2019



ABOUT BWFR

VISION



Business Women Forum Romania (BWFR)

is a non-profit organization made by women, operated by women and dedicated to women's enrichment, support and networking in the business arena. We are dedicated to supporting women from any management position, women who are entrepreneurs, business owners, NGO leaders, corporate managers, as well as any ambitious women who wish to increase their business activity, promote themselves, enlarge their network and progress their know-how, by being inspired by other successful businesswomen and businesses from all kinds of domains.

BENEFITS

One of BWFR's greatest strengths is our ability to build strategic alliances, collaborations and affiliations with corporate and affinity partners who help support and propel the growth and prosperity of women-owned businesses and top company managers.

BWFR provides the most effective and direct access to a community of successful women entrepreneurs, senior managers in top companies and NGOs.

BWFR offers the ability to build a meaningful and mutually beneficial partnership that helps to strengthen the wealth-creating capacity of our members and promote mutual development.



Mission Statement

BWFR IS AN ORGANIZATION THAT WORKS TO:

ENRICH business women know-how with new content, concepts & inspiration sources;

CONNECT business women from all kinds of domains, by creating a strong network;

ENCOURAGE business women to develop their ideas & dreams via other success stories.



Founder

OSNAT PELED

BWFR was founded by Osnat Peled, a former Israeli who has been relocated to Romania in 2005.

Osnat, a real soul driven entrepreneur, has 20 years of practical business experience via several companies she has owned & managed successfully during the years.

She currently serves as the Managing Partner at EVO, a multinational digital technologies company and as the board member at Mentor Capital & Business Advisory.

BWFR Advisory Board



Mirela lovu Vicepresedinte CEC Bank



Mariana Velisarato Executive Director -Dental Med



Alina Mitrica Online &Corporate Manager - Meli Melo



Roxana Craciun Executive Manager – Verita International



Larisa BudacaGeneral Manager Golden Tulip Hotel



Mihaela Barbatosu Sales Manager -Burda Romania



Cora Florea Supply Chain Manager McDonald's



Roxana Gabor-Ilies... Communication &PR Expert through



BWFR IN NUMBER

4,000 MEMBERS

80%

COMPANY OWNERS FROM ALL THE DOMAINS / INDUSTRIES (BUCHAREST)

13%

CORPORATE MANAGERS

7%

Start-ups & NGO owners

Our partners

TOGETHER WE ARE BETTER

Together with a considerable number of partners, we've created the largest business community in Romania!

You can find below a partial list of our partners & sponsors.

For the complete list, visit the "Our Partners" section within the BWFR website.



































BWFR Media partners













Men's Health







OUR PROJECTS & PROGRAMS

MY PATH. ENTREPRENEURIAL JOURNEY

A unique annual program which targets to add knowhow for company owners who already have an active company, but feel that they are lacking the fundamental know-how to lead their business in the right way.

Read more here

MADE IN WOMANIA

A special project developed by BWFR, gathering together (in a cooperative format), with more than 250 Romanian designers, from all kinds of domains (fashion designers, jewelry, accessories, arts&crafts, etc.)

Read more here









BWFR LEADERSHIP PROGRAM

A one-year long & practical program, aiming to build capability and skills for emerging and aspiring female leaders across all sectors and industries in Romania. It is the first women leadership program in Romania opened to women business owners.

This very practical program - including case studies and real examples - will assist 22 selected members to increase their skills and knowledge, enhance their understanding of effective leadership and engage in a powerful, peer orientated, shared learning experience.

Read more here











BE CLUB - PERSONAL DEVELOPMENT WORKSHOPS

The main vision & targets of these workshops are to provide tools in the area of personal development to businesswomen in all business positions and activity domains.

The workshops are covering different topics related to personal development, such as:

- Super Woman Super Mom
- Anti Stress Let's Relax
- BE Styling
- It's a man/woman's world
- Detox your life
- Be Healthy

and more

SOURCE: WIKIPEDIA







WE ALSO PARTY...

BWFR GALA

A premium Gala event for the Romanian & Expats` business community (women & men), that reunites BWFR members, friends & speakers, from top management positions and class entertainers, teaming up for noble causes.

The event brings together 300 members, partners & supporters from the Romanian business community.

OTHER SPECIAL EVENTS:

- March Women's Day
- May BWFR Birthday Party
- September International Business Women's Day

SOURCE: WIKIPEDIA

BWFR 2019 PROGRAM







Corporate partnership

Corporate PARTNERSHIP with BWFR provides your company with the following:

- First to market opportunity with top selected B2B audience needing your expertise, service & products;
- · Access to some of the business community's most dynamic and influential members;
- The chance to position your company favorably in the eyes of the women in the business community;
- Excellent return on investment of your sponsorship value.



Your support is important! Collaboration objectives with BWFR

- · You can achieve long term impact by supporting more than 4,000 of our business women members;
- BWFR provides special help for women, in all ages, changing their path to entrepreneurship;
- Our membership is FREE, in order to remain available for all the business women to participate in our activities;
- · Special programs for young women entrepreneurs;
- · We support NGO leaders & their development FREE of charge;
- Building a business community your support helps women to create a large networking, grow their business and inspire each other for mutual prosperity.

WE LOVE NETWORKING!

EVERY BWFR EVENT

includes a LIVE speed dating networking session.







BWFR PARTNER PROPOSAL 2019

We have prepared a preliminary plan for 2019, which includes your company's engagement in different types of activities and workshops. Your support will assist us throughout the year. The collaboration will target the direct promotion of your company towards our members (4,000), who is also the target-audience of your products, as all of our members are business owners or in high level managerial positions.

Proposed events in which we will include you as our partners & sponsors in 2019:

- 1) 22.10.19 Be Healthy Business Women Health;
- 2) 7.11.19 BWFR PREMIUM GALA 2019;
- 3) 10.12.19 Keyword: Innovation.



22.10.19 - Be Healthy - Business Women Health

A special workshop dedicated to business women's health, that aims to teach us how not to reach a point of health collapse and how to focus on prevention techniques; a workshop that helps us identify what is important & essential in order to keep our health for many years to come.

Estimated number of participants: 70-80

Link to the event in 2018 - link

Join us as a partner & speaker!

- Media exposure before, during & after the event;
- Optional: attendance with a speaker, to share valuable know-how about your products;
- Endorsement on stage for your support;

Total Partner package fee value: 1,250€



7/11/19 BWFR PREMIUM GALA 2019

A premium Gala event for the Romanian & expats' business community (women & men), a special party that reunites BWFR members, friends & speakers, from top management positions and class entertainers, teaming up with us for a noble cause.

Number of expected guests: 300

Link to the BWFR GALA in 2018 - link

Join us as a partner!

- Media exposure before, during & after the event;
- Activation corner with your products;
- Exposure and prize offered in front of the audience, as a BWFR partner and supporter;

Total Partner package fee value: 2,200 €



10.12.19 - Keyword: Innovation

A unique event that aims to cover all you need to know and do in order to stay innovative during the new year to come. This event will host 4 round tables, moderated by leading managers & speakers, on topics such as:

Marketing, PR & media, HR & recruitment, finance,

Estimated number of participants: 70-100

personal development, beauty & many more.

Link to the event in 2018 - link

Join us as a partner & speaker!

- Media exposure before, during & after the event;
- Attendance with a speaker, in order to moderate a round table on innovative solutions ("Innovation in beauty in 2020");

Total Partner package fee value: 1,250 €





Our media channels

BWFR community is a vibrant and active one! We share info and communicate on various types of channels on a daily basis.













Communication guidelines:

- Daily posts on our social media channels;
- Hashtags and sponsor tags;
- Weekly newsletter;
- Website updates for event pages;
- English / Romanian.

PARTNER PACK

#01

BWFR SITE:

- * Your company's logo + link will be published on the events' web pages;
- * Your company logo will be added under our partners section (for annual partnerships);

#02

SOCIAL MEDIA:

- * Social media exposure BWFR Facebook/ Instagram / LinkedIn;
- * Taging your Facebook page within the posts related to the events;
- * Hashtags that will include your company's tag within the events' related posts;
- * Exposure and link to your website or Facebook page within the photo album that will be published on our Facebook page after each event;

#03

BWFR NEWSLETTER:

- * Your logo will be added to the newsletter sent to our database, under
- "Sponsors & partners" section will be sent at least 4 times during the month of the events (total of 12k readers);

#04

DURING THE EVENTS:

- * Attendance with speakers, to share commercial know-how about your products (during 2 events);
- * Activation corner during 7.11.19 BWFR PREMIUM GALA 2019 event;
- * Endorsement for your support during the events;
- * Rollup at the events behind speakers' location & at the photo corner (visibility);
- * Professional pictures that will be made during the events, that will also include your pictures, will be published on our social media & website.

GENERAL ANNUAL PARTNER BENEFITS

- Your logo and link to the website will appear on our partner's page for 12 months - click here;
- Your company's profile / speaker will be published in BWFR Event Hub, with a link to your website – visit our Event Hub;
- Presenting your slide presentation in our INSPIRATION section on the website:
- 10 Complimentary Tickets for selected workshops (annually).

By becoming our partners, you can choose to direct 20% of your profit tax to BWFR (non-profit organization). The Fiscal Code allows you to do this and your donation will not cost you anything. According to art. 8 of the Law 32/1994 regarding sponsorship, Romanian physical or legal entities that give sponsorships benefit from a reduction of the tax basis equal to the sponsorship amount, under the terms of the law. According to art. 21, paragraph 4, letter p) in the Fiscal Code, tax payers who give sponsorships, according to the stipulations of Law 32/1994 regarding sponsorship deduct from their profit tax owed the afferent amounts, within the minimum limits of:

- a) 3‰ of turnover
- b) 20% of profit tax owed.

The sponsorship is completely deductible from the tax, so the cost for your company is zero, if the amount fits within the limits imposed by the Fiscal Code (no more than 3‰ of turnover and 20% of profit tax).





For more details please contact:

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WWW.BWFR.ORG