WBECEAST

Thank you for your interest in our work. We have a few ways that local businesses and resource providers may become involved in our community.

Please note that as a non-profit, we do not have a budget to provide sponsorships to other organizations.. Make sure you sign up for our emails and follow us on LinkedIn so you don't miss anything!

1- Participate in our events and networking to meet local business owners: https://wbeceast.com/events/

- Typical events include:
  - RISE small-group networking meet-ups take place typically quarterly throughout our metro areas of Philadelphia, Pittsburgh, Wilmington, and Camden. All are welcome.
  - Our larger meet and greet luncheon conferences take place typically 3-4 times a year, spread around PA, DE, and southern NJ. These usually feature about 100-200 attendees, with about 8-12 corporate/gov't procurement representatives.
  - Our virtual "Doing Business With" series connects business owners with corporate representatives. A different corporation is featured every couple weeks.
- Looking to connect right now? Join our private LinkedIn group for business owners and their supporters.

2- Attend business start-up and growth education

- **FastTrac** – 10-week business plan class offered twice per year, ideal for founders with a solid concept who are either immediately pre-launch or within the first couple years
- **Entrepreneur Readiness** – 2-hour pre-launch class designed to help you assess your idea and learn what it takes to start up a business
- **Lender Link** – Quarterly panel programs that connect scaling business owners with small-business friendly local lenders to help break down the barriers towards accessing capital
- **SBA Launchpad** – Monthly program that reviews all of the resources available in the US for small business owners and future founders
- Other workshops rotate regularly and include topics like financial literacy, digital/marketing skills, and more
- Register through our calendar of events or join the invite list and we'll let you know when registration for one of our classes opens

3- Become certified and join the ranks of 20,000+ WBENC WBEs nationwide: wbeceast.com/get-certified]wbeceast.com/get-certified

- **How to Get Certified** monthly webinar is the best place to start to learn if it's right for you and review the eligibility, application process, requirements, etc.
- **Maximizing Your Certification** monthly webinar is essential for learning how businesses successfully use their certification to navigate the network and compete for contracts
- Register through our calendar of events

Contact:

Elizabeth Walsh
President
ewalsh@wbeceast.com
(215) 936-9392 (cell)

Steve Damweber
Senior Manager,
Outreach & Engagement
sdamweber@wbeceast.com

WBEC-East is a 501(c)(3) nonprofit organization

4- Suggest a subject matter expert speaker

- Please note that **we do not provide paid speaking engagements**. All of our speakers volunteer their time in the spirit of entrepreneurship.
- While we appreciate soft skills, we are specifically looking for speakers who can provide **technical programs** on financial skills, legal topics, contracting and RFP best practices, digital tools/AI, loan readiness, and similar.
- All speaking engagements must be educational in nature and should not be construed as a sales pitch in any way.
- Whenever possible, we aim to highlight subject matter experts who are already active in our network as current/former students, certified WBEs, active corporate and resource partners, etc.
- To be considered, please fill out our speaker suggestion form and review our speaker non-solicitation guidelines. You will be contacted if our team feels it is a good fit and we have a need for your area of expertise.

5- Host a WBEC-East networking event

- Our RISE networking groups are always looking for hosts willing to donate meeting space for a brunch, lunch, or happy hour meet-up.
- Networking events typically bring in 20-30 individuals. WBEC-East will handle all registration.
- RISE events are held in Philadelphia (city and suburb), Pittsburgh, Wilmington, and Camden greater areas.
- Please note that while this is a great opportunity for exposure, these events may not be used as a sales pitch for your business.
- To be considered, submit your name and info to our RISE committee chairs.

6- Share Resources and Programs

- Check out our opportunities and resources pages to see what's going on in the small business community.
- Have a great program or resource to share? Please review the posting and sharing guidelines.
- Please note that we **do not promote one small business over another**. As we serve thousands of entrepreneurs, we cannot post or promote paid services or products, opportunities that come with strings attached, or resources/events that may be promotional in nature or highlight one business over another.
- We will happily share events, resources, and opportunities from other entrepreneurship non-profits, government/academic partners, and community based organizations.

7- Sponsor our organization and support future founders

- We offer sponsorship packages for small businesses from $750 up.
- As a thank you, we provide complimentary tickets to events, promotion of your business, and the heartfelt gratitude of future entrepreneurs who depend on scholarships to access our start up programs.

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