



THE PLACE TO START & GROW YOUR BUSINESS



The 8th Annual

SILVER SOIRÉE

Supporting Financial Growth
With, For & In the Community

Friday, August 19, 2022

7-10 pm

Hyatt Regency Tamaya Resort & Spa
Cottonwoods Pavilion
Santa Ana Pueblo, NM

Celebrating New Mexico Entrepreneurs
Proceeds support The Money Learning Lab™



One of the most common causes of small business failure is financial mismanagement, including the inability to manage cash flow. Without financial knowledge, systems or processes, it is difficult for anyone to start and sustain a business.

With a 33-year history of serving women, people of color and low-wealth New Mexicans, WESST is committed to supporting diverse entrepreneurs in our communities, both urban and rural. In 2019 WESST launched The Money Learning Lab™, a unique program that helps diverse entrepreneurs address the financial challenges in their businesses.

Each Money Learning Lab™ (MLL) series is offered in neighborhoods and communities across New Mexico in partnership with other community-based organizations. Clients can access services in English or Spanish. MLL incorporates Human-centered Design principles to engage entrepreneurs in crafting their own solutions to learn, apply and implement systems and sound financial practices.

In 2022, all proceeds from the Silver Soiree will be utilized to support the growth of The Money Learning Lab™. Your support will enable WESST to provide the financial help needed by diverse entrepreneurs across New Mexico. Please help us continue to support diverse small business owners who experience significant start-up challenges and were disproportionately impacted by COVID-19.



 **WESST**
THE PLACE TO START & GROW YOUR BUSINESS



Silver Soiree Sponsorship

Platinum Sponsorship - \$15,000

- Platinum Sponsor recognition on all pre- and post-event marketing and promotional collateral
- Platinum Sponsor listing and logo on all event signage
- Platinum Sponsor logo placement and link from the event page on WESST website and in all social media
- Opportunity to provide marketing and giveaways for attendees
- Logo recognition in the Albuquerque Journal post-event thank you ad
- Recognition at the WESST Enterprise Center in Albuquerque as a 2022 Program Sponsor
- 20 tickets to the event

Gold Sponsorship - \$10,000

- Gold Sponsor recognition on all pre- and post-event marketing and promotional collateral
- Gold Sponsor listing and logo on all event signage
- Gold Sponsor logo placement and link from the event page on WESST website and in all social media
- Logo recognition in the Albuquerque Journal post-event thank you ad
- Recognition at the WESST Enterprise Center in Albuquerque as a 2022 Program Sponsor
- 16 tickets to the event

Silver Sponsorship - \$5,000

- Silver Sponsor listing on all event signage and post-event recognition
- Silver Sponsor logo placement and link from the event page on WESST website and in all social media
- 10 tickets to the event

Bronze Sponsorship - \$2,500

- Bronze Sponsor listing on select event signage
- Bronze Sponsor logo placement and link from the event page on WESST website and in all social media
- 4 tickets to the event

Creating Impact, Changing Lives

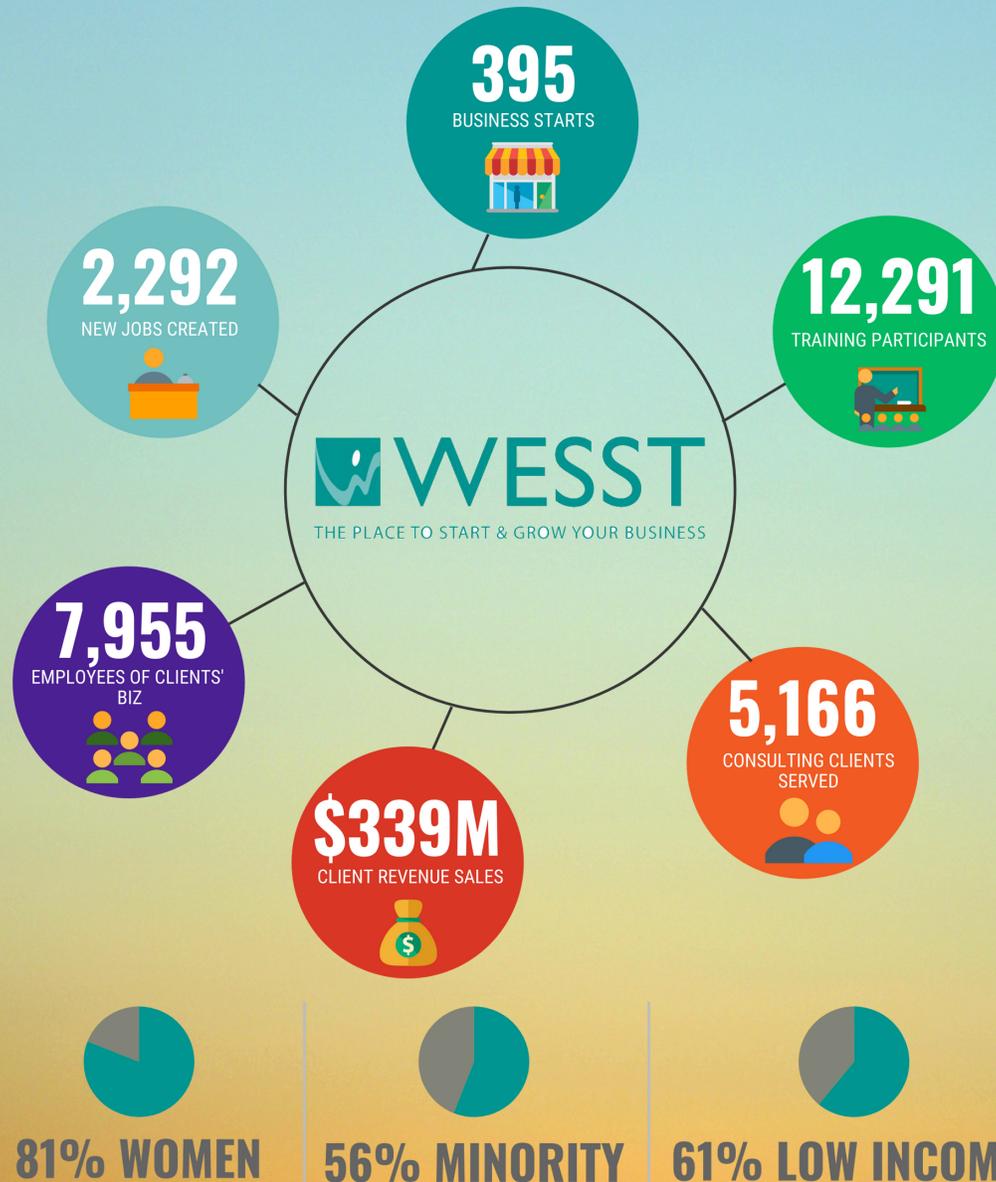
Our Mission

WESST's mission is to be a home to New Mexicans starting or growing a small business. We provide a support system of consulting, training, incubation and lending to help women, people of color and low-wealth individuals successfully strengthen and grow their businesses through sustainable sales, financial knowledge, and job creation.

Our Vision

We believe passionately in the power of sustainable entrepreneurship to change the lives of individuals, families, and communities. Access and opportunity to do so is a basic human right.

WESST Economic Impact in New Mexico 2017 to 2021



For More Information or Questions:

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