



Sponsorship Prospectus

CATHERINE FLON *Symposium*

Cultivating Innovation, Entrepreneurship and Women Economic Empowerment

May 18th, 2016 | 10am - 1:15 pm

United Nations
UN Trusteeship Council Chamber
405 East 42nd Street, New York, NY, 10017

Catherine Flon is regarded as one of the symbols of the Haitian Revolution and independence.
She sewed the first Haitian flag on May 18, 1803

CONFIRMED SPEAKERS



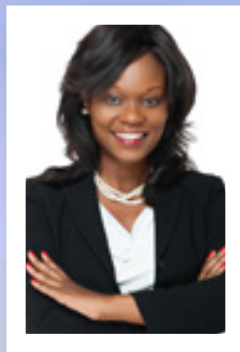
His Excellency Denis Régis

Permanent Mission of the
Republic of Haiti to the
United Nations



Ambassador
Danielle Saint-Lot

Founder,
Danielle Saint-Lôt Haiti
Women's Foundation
Former Minister of
Commerce, Industry and
Tourism of Haiti



Honorable Rodneyse
Bichotte

Assembly Member and
State Committee Woman/
District Leader for
New York State's 42nd
Assembly District



Yve-Car Momperousse

CEO and Co-Founder of
Kreyol Essence (KE)



Marie Gabrielle Aurel

Co-founder - Société
Agricole de Production et
d'Elevage du Nord,
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Leanna Archer

CEO of Leanna's Inc



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GB Group and Publisher
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Serge Renaud, MBA, MSA

President of the
National Alliance for the
Advancement of Haitian
Professionals (NAAHP)



Cleve Mesidor

Global Solutions
Consultant, RABEN
GROUP



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Danielle Saint Lot
Haiti Women's Foundation

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7, Impasse Fleury, Musseau, Pétion-Ville, Haiti

Dear Prospective Sponsor and Partner:

On behalf of the Danielle Saint-Lot Haiti Women's Foundation (DSLW) and the National Association of Haitian Professionals (NAAHP), it is our great pleasure to cordially invite you to sponsor the **"Catherine Flon Symposium: Cultivating Innovation, Entrepreneurship and Women Economic Empowerment"** on Saturday, May 18, 2016 at the United Nations headquarters, in New York City.

Celebrating Haiti Flag day and honoring Catherine Flon, one of the symbols of the Haitian Revolution and independence, the symposium will convene over 150 participants including public and private sector leaders, entrepreneurs, investors, professionals, development practitioners and friends of Haiti to explore inclusive solutions that create opportunities, innovations, and strategic partnerships for female entrepreneurship enhancement in Haiti and the Diaspora..

Symposium will feature networking and two panel discussions. The first panel focusing on "Bridging the Gap- How to Fill the Missing Middle" will discuss how Haitian-American women entrepreneurs and professionals can seize opportunities to create business in the U.S. and/or partner with female entrepreneurs in their homeland. The second panel will feature inspiring women entrepreneurs from Haiti and the Diaspora leading a discussion on "Innovation, Entrepreneurship and How to Contribute and Help Promote Women's Economic Empowerment."

Your contribution will help assure the success of the first edition of the "Catherine Flon Symposium". Please find enclosed more information about this exciting event and its sponsorship levels. Do not hesitate to contact us for any questions or concerns.

Sincerely Yours,

Ambassador Danielle Saint-Lot
President of the Danielle Saint-Lot Haiti Women's Foundation
Former Minister of Commerce, Industry and Tourism of Haiti

Serge Renaud, MBA, MSA
President of the National Alliance for the Advancement of
Haitian Professionals (NAAHP)





The **Danielle Saint-Lot Haiti Women's Foundation**, a U.S. based non-profit, advances programs to empower Haitian women through the promotion of social entrepreneurship, leadership skills, and professional development. The foundation's activities include trainings, forums, networking, coaching, and mentoring. Among the topics explored are gender equality and conflict resolution to advocate for greater equal social and economic rights for women. The goal is to give women the necessary tools to help them improve the quality of life of their families and communities. The Foundation's initiatives are implemented in Haiti. For more information visit the foundation's website at www.haitiwomensfoundation.org/foundation



Founded in 2011, the **National Alliance for the Advancement of Haitian Professionals** (NAAHP) is a 501(c)3 non-profit organization established by a diverse group of forward-thinking industry experts, youth leaders, faculty, public and nonprofit sector professionals from Haiti and its global diaspora. NAAHP is focused on connecting a global community of peers with career advancement resources, as well as, fostering transformative relationships between NAAHP members and committed stakeholders to rebuild Haiti through philanthropy and social entrepreneurship. For more information about NAAHP visit its website at www.naahpusa.org.



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Haitian women are the pillars “poto mitan!” of the Haitian society, however, although this is widely believed and accepted as fact, based on economic analysis, one can conclude that Haitian women’s roles as entrepreneurs is greatly under recognized. Women generate income, provide employment and improve their own conditions as well as that of their families, communities and countries. While recognized for their strong presence in the informal economy and the poor population, no value/importance is placed on Haitian women’s economic activities as a strategy for economic development. Haitian women continue to be driven by the desire to overcome their conditions and set out to fulfil this desire by establishing businesses primarily in the agricultural sector and in trade.

According to the U.S. Department of Commerce, there are about 8 to 10 million formal Small and Medium Enterprises (SMEs) with at least one woman owner in developing countries. Women make significant contributions to household incomes and to economic growth. Women’s economic participation has become a benchmark for economic progress in developing countries; and Haiti’s private sector is the key to unlocking the country’s economic potential as well as driving economic growth.

First Panel: Bridging the Gap- How to Fill the Missing Middle

Since economic growth worldwide is driven by the development of SMEs, The Danielle Saint-Lot Haiti Women’s Foundation (DSLH) seeks to bridge the gap to fill the ‘missing middle’ and grow the creative economy by empowering Haitian women, whether in Haiti or abroad, through the promotion of social entrepreneurship, leadership, social skills and professional development.

The New York State Assembly passed several pieces of legislations during the 2015 Legislative Session. The intent was to promote minority and women-owned businesses, as well as other small businesses, and assist these businesses to grow and thrive. How can Haitian American women entrepreneurs or professionals seize these opportunities to create businesses in the US and/or partner with Haitian women entrepreneurs in their homeland?

Second Panel: Innovation, Entrepreneurship and How to Contribute and Help Promote Women’s Economic Empowerment

We tend to think of entrepreneurship as a one way street, the innovative way of developing and managing a start-up, whereas there are many facets to entrepreneurship. A lawyer who has his/her own practice or a doctor who operates his/her own clinic is an entrepreneur. An employee who develops a new and innovative management plan within his/her company is also an entrepreneur.

During this section of the symposium, we seek to engage in a conversation that discusses the various challenges faced by women entrepreneurs. These include the issue of why, whether in the US, Canada or Haiti, there are fewer women owned businesses than those of their male counterparts, and what we, as individuals, can do, through the various avenues that exist, to contribute and promote Innovation, Entrepreneurship and Economic Empowerment for women.



CATHERINE FLON *Symposium*

Sponsorship Package

	Patron \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Special Recognition in Opening and Closing Remarks	✓	✓	✓	✓
Social Media Messaging *content provided by Sponsor	✓	✓	✓	✓
Event Brochure	Full Page	Half Page	Quarter Page	Quarter Page
Dedicated Email Blast	✓	✓	✓	✓
Recognition on Website	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink
Special Quote in Promotional Report in Major Haiti and Diaspora Newspapers. * Provided by sponsor	✓			
FULL BRAND IMMERSION (Logo dimension: XXL, XL, L, M)	XXL	XL	L	M
E-mail Blast Invitation	✓	✓	✓	✓
Event Electronic Flyer	✓	✓	✓	✓
Event Brochure	✓	✓	✓	✓
Event Podium	✓	✓		
Slip Loop (Webcast Live)	✓	✓	✓	
Onsite Banners	✓	✓	✓	✓
Polo Shirts	✓	✓	✓	✓
Tote Bags	✓	✓	✓	✓
Promotional Report in Haiti and Diaspora Major Newspapers	✓	✓	✓	✓
Promotional Report in Haiti major magazine	✓	✓	✓	✓
OTHER VISIBILITY OPPORTUNITIES				
Special Recognition in NAAHP June 2016 Newsletter	✓	✓	✓	✓
Special Recognition at the 2016 NAAHP Networking Events	✓	✓		
Special Recognition at NAAHP annual conference in DC Sept-Oct 2016	✓			
Special Recognition in NAAHP and DSLF Annual Report	✓	✓	✓	





Thank You



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