

Diva Preneurship

"Get in Touch with your Inner Diva!"

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WHAT IS *Diva* Preneurship?

DIVA-Preneurship is a sisterhood of women entrepreneurs and businesswomen that network and do business with each other. DIVAs work together **sharing resources, providing encouragement and support** as they lean on each other for help in the challenges of starting and running their own business.

Mission

To create an alliance of **DIVAs - Dedicated, Intelligent, Victorious, Achieving** women who conduct business with female owned businesses and support, develop, nurture and encourage women business networks on every level. DIVA-Preneurship creates a prolific foundation for female entrepreneurs today, tomorrow and continuing into the future.

Motivation for the Vision

As a female business owner I dared to dream of a place where I could be myself - a female, a **DIVA** in all of her feminine glory and have clients evaluate me on my talents and the merit of my work. I dreamed of a place where it is OK to wear pink, to have emotions, to give back to your community and invest in the upcoming generations of business women. A place where we encourage and motivate each other. I envisioned a place where I could find more people like me - serious about growing their business and expanding the economy between female business owners. A place where I was able to embrace who I was, who I am, and who I aspire to be - a **DIVA (Dedicated, Intelligent, Victorious, Achiever)**. I have created **DIVA-Preneurship** to represent a *strong, beautiful, nurturing network* of women that are icons for women businesses and entrepreneurs. By stimulating a strong economy amongst female owned businesses, **DIVA-Preneurship** will create a **prolific foundation** for female entrepreneurs today, tomorrow and continuing into the future.

Gray L. Thomas
Founding *Diva*

Membership

DIVA Benefits

Whether you are an entrepreneur looking to grow your business, a career-minded business professional, or future business woman, there is a DIVA-Preneurship plan for you. With your membership you become a part of the DIVA family of business women that are active in the community and are "serious about doing business." DIVA-preneurship allows you to network with other entrepreneurs, socialize with potential business partners, and mentor future business women. Membership benefits also include:

FREE

- **DIVA Gear**
- **DIVA Dollars (to be used within DIVA Network)**
- **DIVA Business Cards**
- **Subscription to DIVA Communications Newsletter**
- **Directory Listing of your business featured on website**
- **Passes to DIVA monthly events**
- **Mentoring**

DIVA EVENTS

- **DIVA Induction Ceremony**
- **Business Networking & Roundtable Discussions**
- **DIVA Social**
- **DIVA Conferences & Reception**

Preferred Pricing

- **T-Squared Marketing & Training Services**
- **Special DIVA promotions from DIVAs**
- **Special sponsors promotions**
- **DIVA Member to Member discounts**
- **"Be a Friend, Bring a Friend" Buddy Pass to DIVA Conference**

Events

"Release Your Inner Diva"

DIVA-Preneurship holds 3 monthly events: **DIVA Induction Ceremony**, **DIVA Networking**, and **DIVA Business Roundtable**. The **DIVA Socials** are larger events focused on fun that are held at least once a quarter.



DIVA Induction Ceremonies are monthly celebrations to recognize new DIVAs that have joined DIVA-Preneurship. DIVAs invite guests to the DIVA Induction Ceremony to socialize with DIVAs, meet new DIVAS and conduct business.

DIVA Networking Events which are held at a DIVA's business, provide exposure and support to the featured business. Promotional material provides marketing of the business and a discount or special promotion to DIVAS the day of the event. DIVAs bring others to spend money at the DIVA's business to stimulate the "DIVA-nomics."



DIVA Business Roundtables gives the opportunity for DIVAs to express their business concerns, get feedback about specific business issues and share solutions to help DIVAs increase their productivity and profits. DIVAs email topics to be included on the agenda in advance and all DIVAs receive the meeting summary notes with highlights of DIVA learning of each meeting.



DIVA Socials are large quarterly events created for everyone to celebrate the DIVAs and give female entrepreneurs the opportunity to kick off their high heels and interact on a casual level. Each event provides a casual festive atmosphere that appeal to both DIVAs and the business community.

PowerDiva

Are you a Power Diva?

Power Divas are **BUSINESS WOMEN** who are **advocates** for women owned businesses. They are **committed** to helping female business owners grow their business sales and provide access into doing business in their industry.

Power Diva Benefits

Power Divas will forge new business relationships, and expand their current business sphere of influence.

FEATURED BENEFITS:

- Passes for entrance into DIVA events (8 FREE)
- DIVA Dollars (\$100)
- FREE Diva Gear (Diva T-shirt, DIVA Pin with Swarovski Crystal & your choice of a free DIVA gift)
- Customized promotional email blasts to DIVA network (6 FREE)
- Product display table/sampling at DIVA Events (4 FREE)
- DIVA and Company featured in email blast to DIVA Network
- Listing in DIVA Directory on DIVA-Preneurship.com website
- Opportunity to provide door prizes (\$20 min), gift bag insert and distribution of business card to event participants

Membership Price \$425



Diva Love Diva Give

Silver Stiletto Award

DivaPreneur

Are you a Diva-Preneur?

Diva-Preneurs are female entrepreneurs **serious about growing their business** by conducting business with other DIVAs. Through supporting and encouraging other women business owners DIVA-Preneurs will grow the DIVA-nomics.

Diva-Preneur Benefits

Diva-Preneurs are the center of this business network, a support system of like-minded business women. DIVAs will develop new business relationships to close business deals, partner with other DIVAs and grow their business.

FEATURED BENEFITS:

- Passes for DIVA Events (6 FREE)
- DIVA Dollars (\$100)
- Free DIVA Gear (DIVA T-shirt and DIVA Pin)
- Customized promotional email blasts to DIVA network (4 FREE)
- Product display table/sampling at DIVA Events (3 FREE)
- DIVA and Company featured in email blast to DIVA Network
- Listing in DIVA Directory on Diva-Preneurship.com website
- Opportunity to provide door prizes (\$20 min), gift bag insert and distribution of business card to event participants

Membership Price \$375



Diva Love Diva Give

Dedicated Diva Award

Diva In-Training

Are you a Diva-In-Training?

DIVAs-In-Training (DITs) are women on the verge of Diva-Preneurship. These DIVAs desire to become female entrepreneurs and are contemplating starting a business in the near future. DITs receive specialized training to help finalize the business concept, feedback from other DIVAs on their business idea, mentoring and other services to support the LAUNCH of their new business venture.

Diva-In-Training Benefits

DIVAs-In-Training will benefit greatly from networking and engaging current business owners and business women to learn from their real world business experience.

FEATURED BENEFITS

- Passes for entrance to DIVA events (4 FREE) • DIVA Dollars (\$50)
- FREE Diva Gear (Diva T-shirt & DIVA Pin)
- DIVA-in-Training New Business Training (FREE)
- So You Want to be a DIVA-Preneur?
- The Birth of a DIVA Business
- Taking your Business from Flip Flops to Stilettos
- DIT Business Concept Review Panel

Upon launching your business

- Free email blast to DIVA Network featuring DIVA's new Company
- Free display table/sampling at a DIVA Event
- Listing on website in the DIVA Directory

Diva Love Diva
DIT of the Year Award

Membership Price \$250



Junior Diva

Are you a Junior Diva?

Junior Divas are young females that are interested in one day owning their own business. These female high school and college students will gain exposure to the excitement and challenges of female entrepreneurship and **will blossom in the nurturing environment of DIVA-Preneurship.**

Junior Diva Benefits

Junior Divas will gain exposure to business owners and key business women to obtain the necessary skills for success in business.

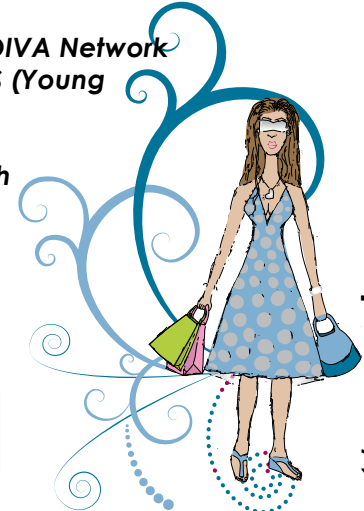
FEATURED BENEFITS:

- DIVA Dollars (\$50)
- FREE Diva Gear (Diva T-shirt & DIVA Pin)
- Junior DIVA Conference - "Finding Your Inner Jr. DIVA Conference" Priority Registration
- Junior DIVA Conference Discount - Be a Friend, Bring a Friend" 2 for 1 Buddy Pass to Jr. DIVA Conference
- Pass for FREE entrance into Junior DIVA Social events (1 FREE)
- DIVA featured in email blast to DIVA Network
- Opportunity to participate in YES (Young Entrepreneurs Succeeding)
- Networking Opportunities
- Opportunities for Internships with DIVA-Preneurs

Diva Love Diva

Young Entrepreneurs Succeeding
"YES" Program

Membership Price \$75



Diva Live Diva Give

Pay your DIVA Dues

DIVAs give back their time through mentoring and provide emotional and financial support to others. Don't know where to start? **Pay your DIVA Dues.** Your contribution with DIVA Dues support the scholarship fund to provide DIVA memberships to women and young girls who can not afford to join and support the DIVAs Give programs below.

Diva In-Training

DIT of the Year Award: Provides support and services to a starting business owner including *office space, marketing, management consulting, accounting and other services for a year.*

Junior Diva

"YES" Program: Provides training, resources and services for young females in the real world of business through training, planning and implementation of a business venture.

Diva Preneur

Dedicated Diva Award: Presented to the DIVA that is most dedicated to living and supporting the Diva-Preneurship mission.

Power Diva

Silver Stiletto Award: Given to the Power Diva of the Year to support a cause or Not-For-Profit that is near and dear to her heart.*

DIVA Dowry for Desperate Days

The DIVA Dowry provides DIVA businesses financial support through grants and loans for DIVA businesses that have hit hard times. The DIVA Dowry requests are reviewed by a board of DIVAs that not only provide financial support, but business consulting and ideas to provide long term solutions to DIVA-Preneur's business challenges. DIVA Dowry is available for DIVAs that have been active in DIVA-Preneurship for at least one year.

Diva Gear

DIVA Gear expresses your **"DIVA-TUDE"** in the most sophisticated manner. **DIVA Gear** allows everyone to recognize how fabulous you and all **DIVA's** are!

Dream DIVA
Style Tee
\$20



What's A DIVA to do?
Tee
\$20



Check Your DIVA-
Tude Tee
\$20



Swarovski
Crystal DIVA Tee
\$65

Swarovski
Crystal DIVA Hat
\$30



Wine Trinkets

Swarovski
Crystal Wine Trinket
\$12/pair



Swarovski
Crystal DIVA-
TINI Glass
\$25

Signature DIVA Key
chain
\$7



Swarovski
Crystal DIVA
Jeans
\$35 (cost
does not in-
clude jeans)

Swarovski
Crystal Pen &
Business Card
Holder Set
\$60



Desk Sets

Swarovski
Crystal DIVA
Mug
\$15



DIVA Pen
& Business
Card
Holder Set
\$35



A percentage of the proceeds of all **DIVA Gear** goes to *Diva Live Diva Give*