



**20 MARCH 2026**

9:00 – 14:00

**LOFT AT NINE**

Pretoria, Gauteng

## 1. ABOUT CWIB

Confident Women in Business (CWIB) was founded in February 2018 by Cerita Nagy as a faith-based forum designed to inspire, support, and encourage women in business who love God.

CWIB believes in the power of diversity and recognises that every woman's business journey is unique. Through intentional community, faith-centred leadership, and practical business support, CWIB creates spaces where women can grow personally, professionally, and spiritually.

Our purpose and passion are to empower women in business through God's Word, equipping them to lead with confidence, integrity, and purpose.

CWIB delivers value and impact through:

- Weekly Bible Study sessions
- Monthly online events
- Annual Conferences
- Business Expos
- Business Circle Events
- Online Lunchtime Masterclasses
- Workshops and Retreats

CWIB serves as a beacon for women seeking to integrate their Christian values with business leadership, fostering collaboration, growth, and spiritual enrichment. With a growing footprint, CWIB has connected thousands of women across all ages, regions, industries, and business stages.

## 2. THE CWIB EXPO

The CWIB Business Expo is a premier faith-based business event that brings together Christian businesswomen, entrepreneurs, and professionals to:

- Network and build meaningful relationships
- Showcase products and services
- Grow in faith and business
- Support and empower one another

In 2026, CWIB proudly celebrates:

- 5 years of hosting the CWIB Expo in Gauteng
- The second CWIB Expo in the Western Cape on 22 May 2026

These Expos create an intentional space where women at any stage of business or career can:

- Launch or validate new business ideas
- Grow existing businesses
- Explore new opportunities or career transitions
- Build authentic, values-aligned business relationships
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The CWIB EXPO is open to both exhibitors and visitors, making it a powerful platform for connection, learning, and exposure.

### 3. WHY PARTNER WITH THE CWIB EXPO

The CWIB EXPO offers a unique marketing and brand-building opportunity within a highly engaged, faith-driven audience.

By partnering with CWIB, your brand gains:

- Targeted exposure to women decision-makers and business owners
- Increased brand awareness and credibility
- Opportunities to introduce products and services directly to potential clients
- Meaningful engagement beyond traditional marketing
- Alignment with a respected, values-driven women's business community

This is more than visibility – it is connection with purpose.

### 4. NEW FOR 2026: A FOCUS ON BUSINESS GROWTH & SCALING

This year's CWIB EXPO introduces an exciting new value-add experience, intentionally designed to support women in the early, growing, and scaling seasons of business.

This dedicated space at the Expo will:

- Provide practical guidance and expert insight
- Create deeper engagement between exhibitors and visitors
- Offer clarity, strategy, and next steps for businesswomen
- Enhance the overall Expo experience with hands-on value

This focus ensures that women don't only leave inspired – they leave equipped, encouraged, and clear on their next step.

### 5. BUSINESS DEVELOPMENT WORKSHOP

A key highlight of the CWIB EXPO is the Business Development Workshop, designed to equip women with:

- Practical strategies for sustainable business growth
- Renewed vision and confidence
- Tools and insight applicable to real business challenges
- Faith-based leadership principles for the marketplace

This workshop supports women who are:

- Starting new businesses
- Growing existing ventures
- Preparing to scale
- Seeking alignment between faith, purpose, and business direction

## 6. SPONSORSHIP, PARTNERSHIP & MARKETING OPPORTUNITIES

CWIB offers flexible sponsorship and marketing opportunities, allowing partners to:

- Select from available packages
- Align with specific Expo features
- Or co-create a customised package to meet your business objectives

Opportunities may include:

- Brand visibility before, during, and after the Expo
- On-site engagement with exhibitors and visitors
- Digital and social media exposure
- Alignment with high-value Expo experiences

Our goal is to ensure mutual value – where partners gain measurable exposure while contributing meaningfully to the growth of women in business.

## 7. AUDIENCE PROFILE

The CWIB EXPO audience includes:

- Entrepreneurs and small business owners
- Corporate professionals and leaders
- Women in transition or career development
- Start-up founders
- Growth-stage and scaling business owners

All attendees share a common desire to:

- Grow their businesses with integrity
- Build meaningful connections
- Integrate faith with leadership and business excellence

## 8. JOIN US

The CWIB EXPO is more than an event – it is a movement of women building businesses, supporting one another, and honouring God through their work.

We invite you to partner with us and be part of:

- A trusted and established women's business platform
- A high-impact, faith-driven business experience
- A growing national footprint across Gauteng, Western Cape and KwaZulu-Natal

## 9. SPONSORSHIP PACKAGES & OPPORTUNITIES

Below are the available Sponsorship, Partnership & Marketing Opportunities for the CWIB Business Expo. Packages are designed to offer meaningful visibility, engagement, and impact, with flexibility to align with your business goals.

### 1. MAIN EVENT SPONSOR – R20 000

Highest visibility | Premium positioning | Exclusive engagement

The Main Event Sponsor receives the highest level of brand exposure and strategic engagement throughout the CWIB Business Expo.

Included:

- Exclusive recognition as the Main Event Sponsor
- 10-minute keynote speaking opportunity during the Expo program
- Prominent logo placement on all event marketing materials, including:
  - CWIB website (with hyperlink)
  - Social media platforms
  - Event banners and on-site signage
- Premium exhibition space at the Expo
- Two pull-up banners displayed at the venue
- 10 complimentary visitor tickets
- Promotional material included in official Expo visitor bags

### 2. CWIB EXPO BRAND AWARENESS PACKAGE – R12 000

Strong visibility | Thought leadership | Community positioning

Designed for brands wanting to strengthen visibility and establish leadership within the Christian business community.

Included:

- 5-minute speaking opportunity at the Expo
- One-year CWIB CLUB+ Membership
- Company logo displayed on:
  - CWIB website (with hyperlink)
  - Social media platforms
  - On-site event branding
- Premium exhibition space at the Expo
- One pull-up banner displayed at the venue
- Five visitor tickets
- Promotional material included in Expo visitor bags



### 3. CWIB EXPO VISITOR BAGS – R7 500

High-impact visibility | Brand carried by every attendee

Create a lasting impression with your brand featured on the official CWIB Expo visitor bags.

Included:

- Company logo printed on one side of the official CWIB Expo bags
- 5-minute speaking opportunity during the event
- Company logo displayed on:
  - CWIB website (with hyperlink)
  - Social media platforms
  - Event signage
- Two visitor tickets
- Promotional material included in Expo bags

### 4. CWIB EXPO STATIONARY – R5 000

Practical brand exposure | Seen and used throughout the day

Sponsor the official Expo stationery used during the Business Development Workshop and Expo sessions.

Included:

- Company logo on selected Expo stationery (e.g. notebooks, pens or workshop material)
- Company logo displayed on:
  - CWIB website (with hyperlink)
  - Social media platforms
  - On-site event signage
- One pull-up banner displayed at the venue
- Two visitor tickets
- Promotional material included in Expo bags

### 5. CWIB EXPO WATER – R4 500

Every attendee interaction | Continuous brand visibility

Keep your brand literally in the hands of attendees throughout the event.

Included:

- Company logo on 500ml water bottles, co-branded with the CWIB logo
- Company logo displayed on:
  - CWIB website (with hyperlink)
  - Social media platforms
  - Event signage
- One pull-up banner displayed at the venue
- Two visitor tickets

Promotional material included in Expo bags

## 6. BRAND EXPOSURE – R2 500

Cost-effective visibility | Ideal for small businesses

A valuable entry-level sponsorship option to maximise brand presence.

Included:

- Company logo displayed on:
  - CWIB website (with hyperlink)
  - Social media platforms
  - On-site event branding
- One pull-up banner displayed at the venue
- Two visitor tickets
- Promotional material included in Expo bags

## 7. GIVEAWAY SPONSORSHIP

Brand goodwill | Memorable engagement

Support the Expo by sponsoring giveaway prizes and increase brand awareness through generosity.

Included:

- Company logo displayed at the event
- Opportunity to personally hand over giveaways to attendees
- Promotional material included in Expo visitor bags

## 8. MEDIA SPONSORSHIP / PARTNERSHIP

Extended reach | Content creation | Brand authority

Partner with CWIB as an official Media Sponsor and amplify your brand presence before, during, and after the Expo.

Included:

- Branding across all event marketing materials, including:
  - CWIB website
  - Social media platforms
  - Email campaigns
- Opportunities to interview speakers, exhibitors, and attendees
- Media access passes for your team
- Potential speaking opportunity
- Promotion as an Official Media Partner across all CWIB platforms

## 10. WHY SPONSOR OR PARTNER WITH THE CWIB BUSINESS EXPO?

- Connect with a highly engaged audience of Christian businesswomen and entrepreneurs
- Enhance brand visibility through CWIB's extensive marketing and social media reach
- Position your company as a leader in faith-driven business initiatives
- Gain direct access to potential customers, clients, and partners
- Support the growth and development of women in business and faith

## 11. EVENT DETAILS - GAUTENG

Friday, 20 March 2026 | 9:00 – 14:00 | Loft At Nine, Menlo Park, Pretoria

To view highlights from the previous Expo, visit the CWIB website.

## 12. SPONSORSHIP ENQUIRIES

To secure your sponsorship or discuss a customised package, please contact:

Cerita Nagy  
079 669 3432  
[cerita@confidentwomeninbusiness.co.za](mailto:cerita@confidentwomeninbusiness.co.za)

We look forward to partnering with you and welcoming you into the CWIB EXPO experience.

Confident Women in Business (CWIB)  
*Where Faith, Business & Sisterhood Meet*