



SHE-com™

PARTNERSHIPS GUIDE 2027

**Gain access to the World's
Fastest Growing Community
for Women in Ecommerce**

Forbes

HUFFPOST

THE
MORNING
SHOW

InsideRetail

SmartCompany

inside small
business

Medium

FINANCIAL REVIEW

THE
CEO

— ABOUT

About SHE-com™

SHE-com was founded in 2021 by Lisa Jones, **a multi-million dollar brand founder** who recognised the rising wave of female-led ecommerce brands. She saw their incredible potential and how much faster they could grow with the right **support, strategy, and community** behind them.

Built by women, for women, SHE-com empowers product brand owners to confidently launch, grow, and scale profitable online brands.

SHE-com is now the **fastest growing community for women in ecommerce** in the world.



2025
ORIAS Finalist
Industry Recognition



2025
Smart Company Awards
Community Hero



2023
Best Industry Event
by NORA



2025
Financial Review
Customer Champion



2024
VIP Industry
Person of the Year

Our Community

SHE-com is the WORLD's fastest growing community of female ecommerce owners

Members in our education programs represent combined revenues upwards of \$200M annually. Our community is set to reach 600,000 by 2027 with combined projected revenues of our community of over \$400M. To achieve these goals, our community relies on partnering with industry partners like you.

106K+

In Our Community

\$200m

Combined Client
Revenue Annually

10K+

Private Facebook
Group Members

\$400M

Projected Revenue Annually

39,200+

Email Subscribers

500K

Community Reach

#3

SHE-talks podcast chart rating

80K+

SHE-talks podcast downloads

40%

SHE-com EDM open rates

We will champion your brand to 106,000+ business owners actively looking for recommendations on tools, tech and partners to scale

Cut through the noise and reach this growing demographic through an integrated partnership plan

Build brand awareness, consideration and trust across multiple SHE-com digital channels, communities and activations across the year

Drive measurable outcomes, including sign-ups, sales, and subscriptions from your ideal customer

Position your brand as one that is proactively supporting and enabling talented and ambitious women in business

Who is the *SHE-com community?*

We have a vast range of industries and stages represented in our community

NEW: Pre-Launch – First year pre-launch

Zero to Hero Revenue \$0 pa

Start-ups / Micro business / Solo-preneur

Revenue from \$0-\$100k pa

Small business without teams

Revenue from \$100k-\$1m pa

Small business with teams in place,
selling overseas & testing new markets

Revenue from \$1m-\$15m pa

Established & mostly global businesses

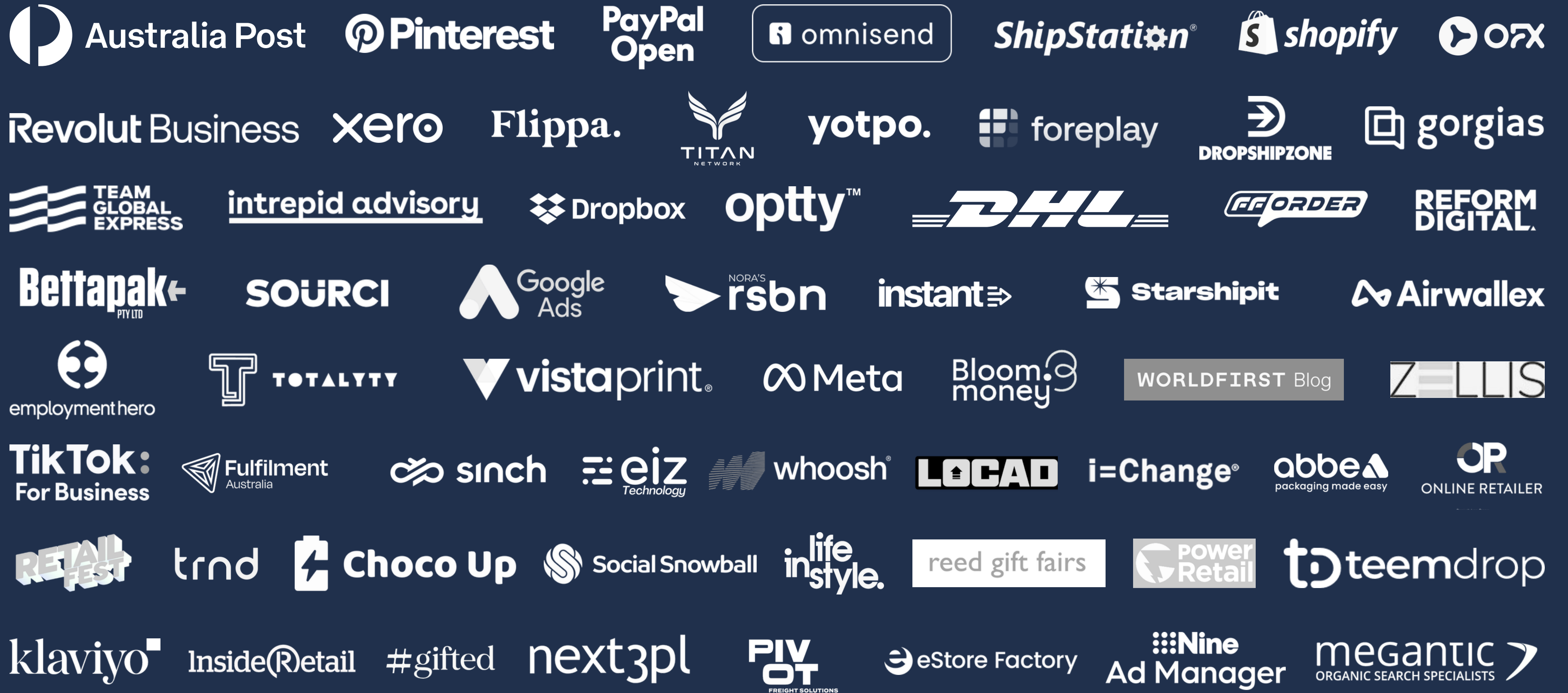
Revenue from \$15m+ pa



INDUSTRIES WE WORK WITH

- Clothing & Apparel
- Beauty & Skincare
- Home Decor
- Furniture & Accessories
- Health & Wellness
- Food & Beverage
- Animal Supplies & Care
- Technology Gadgets
- Sports & Outdoor Equipment
- Baby/Kids Toys & Accessories
- Fashion Accessories & Jewellery
- Craft Supplies
- Specialty Items (Gift & Other)

OUR INDUSTRY PARTNERS



Introducing our *Partner Perks* *Directory*

Partner With Us and Grow Your Reach

Be a trusted partner of SHE-com Partner Directory for 12 months, **no cost** – simply make an offer for our community

Ideal first step to reach the SHE-com Community, 100% optional

Two levels of reach, 100K Community and/or Members only (gated)

SHE-COM PARTNER DIRECTORY

REGISTER NOW

CHANGE YOUR OFFER
AT ANY STAGE

COST TO LIST?
FREE
JUST BRING A
MARKET LEADING
OFFER

Revolut
Business

 Pinterest

xero

PayPal Open

 Nine
Ad Manager

 starshipit

 vistaprint®

 whoosh®



How to Partner *with SHE-com*

THERE ARE SO MANY EXCITING WAYS TO COLLABORATE WITH US.

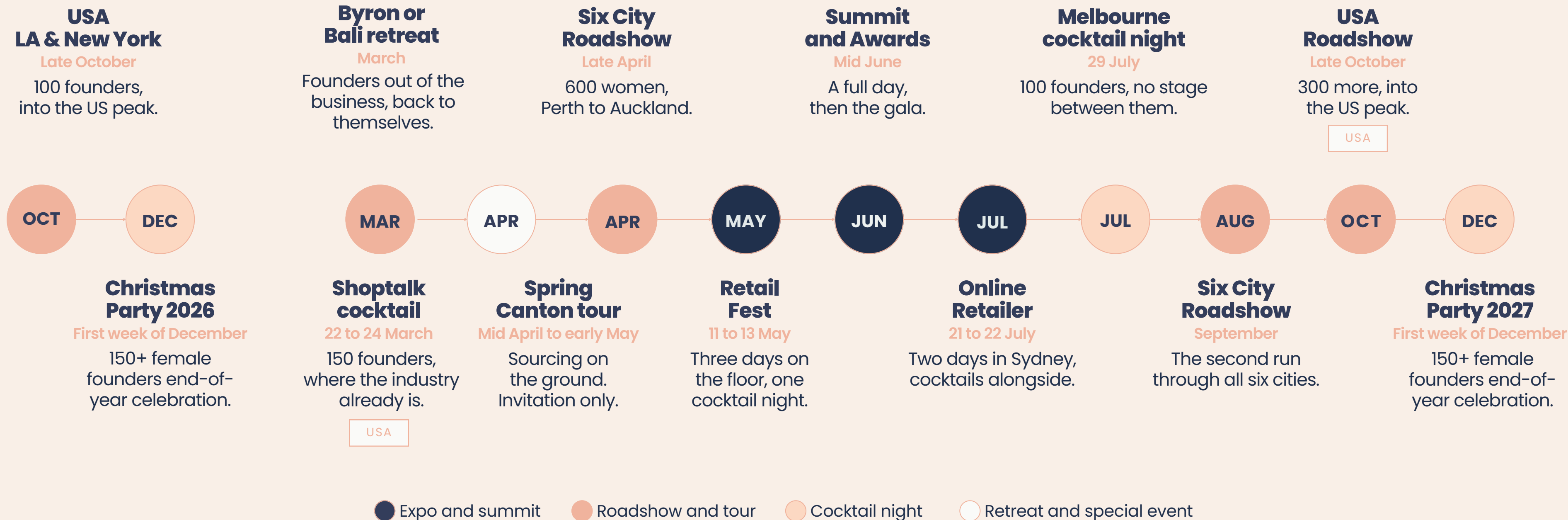
From **annual corporate partnerships** to **one-off bespoke activations**, we offer flexibility and creativity in every partnership. You can sponsor our top-ranking podcast, engage one of our industry-leading speakers, or align with our signature education and celebration in-person events like our roadshows and SHE-founders nights.

However you choose to partner, we're **here to co-create a solution that aligns with your goals** and our mission to empower women in business.

Explore the options on the following pages and let's build something impactful together.

2026 & 2027 SHE-com *Moments*

Bringing over 3,000 female founders together to learn and connect



Indicative dates only

2027 SHE-com *Moments*

In Real Life Moments AU/NZ

- 1 SHE-com Retreat – March
- 2 Spring Canton – April/May
- 3 6 City Roadshow – April, September
- 4 SHE-com Summit – June
- 5 Women in Ecommerce Awards – June
- 6 SHE-founders Cocktail Nights – May, July
- 7 Expo Partnership (Retail Fest or Online Retailer) – May, July
- 8 Christmas Party – December

In Real Life Moments USA

- 1 Shoptalk Founder Cocktail night – March
- 2 USA Roadshow – October

Virtual Moments

- 1 SHE-com Masterclass (virtual)
- 2 SHE-talks Podcast (virtual)
- 3 Zero to Hero Premium Partner (virtual)
- 4 Squad Naming Partner 2027

ONE DAY CONFERENCE

SHE-com 2027 Summit

A one-day event for **women running real product brands**.
One room, one day, and the frameworks to grow what
you've already built.

DATE

June 2027
9am - 4pm

VENUE

The Glasshouse
Gold Coast, QLD

CAPACITY

150+ founders
\$10K+/month brands

HOSTED BY

Lisa Jones + Gabi Saper

SUMMIT WEBSITE HERE

AWARDS WEBSITE HERE

SUMMIT NAMING PARTNER

FEATURED

\$49,000 + GST

Co-presented with SHE-com. Only 1 available.

- Logo lock-up alongside SHE-com on summit branding
- Stage time: 25 minute keynote slot + registration leads
- Branded arched booth with logo (no fit out needed)
- 5 staff tickets to summit + 5 to awards gala evening
- Award presentation at awards gala evening
- Ability to provide swag + digital showbag
- 5 tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing

1 PARTNER ONLY

SUMMIT MAJOR PARTNER

\$29,000 + GST

Brand alignment with the summit programming.

- Logo on summit signage and printed program
- Stage time: 10 minute partner spotlight
- Branded arched booth with logo (no fit out needed)
- 3 tickets to summit
- 5 tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing

4 PARTNERS

SUMMIT NETWORKING PARTNER

\$15,000 + GST

Be in the room, networking and brand recognition

- Logo on summit signage and printed program
- Branded arched booth with logo (no fit out needed)
- 2 tickets to summit
- 5 tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing

5 PARTNERS



SHE-COM AWARDS

SHE-com *Women in Ecommerce Awards*

Australia's only national awards built for **female-founded product brands**. Recognition that builds momentum, not trophies that sit on shelves.

AWARDS NIGHT

June 2027
Gold Coast, QLD
7pm - 11pm

CATEGORIES

8 award categories +
2 special awards

10 CATEGORIES INCLUDE

- Female Founder of the Year
- Major Awards
- Community & Audience
- Social & Content
- Marketing Moments
- Brand & Design
- Industry Brand of the Year
- Product Excellence
- Judges Choice
- People's Choice



Free to attend for
award entrants

LEARN MORE

AWARDS NAMING PARTNER

\$49,000 + GST

Co-presented with SHE-com. Only 1 available.

- Logo lock-up alongside SHE-com on Awards branding
- Major Award presentation including 30 sec TVC
- Access to all award submission leads
- 5 tickets to attend Awards Gala Night
- Award presentation at Awards Gala Night
- Post event wrap + digital showbag
- 5 Tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing

AWARDS MAJOR PARTNER

\$29,000 + GST

Brand alignment with the SHE-com Awards

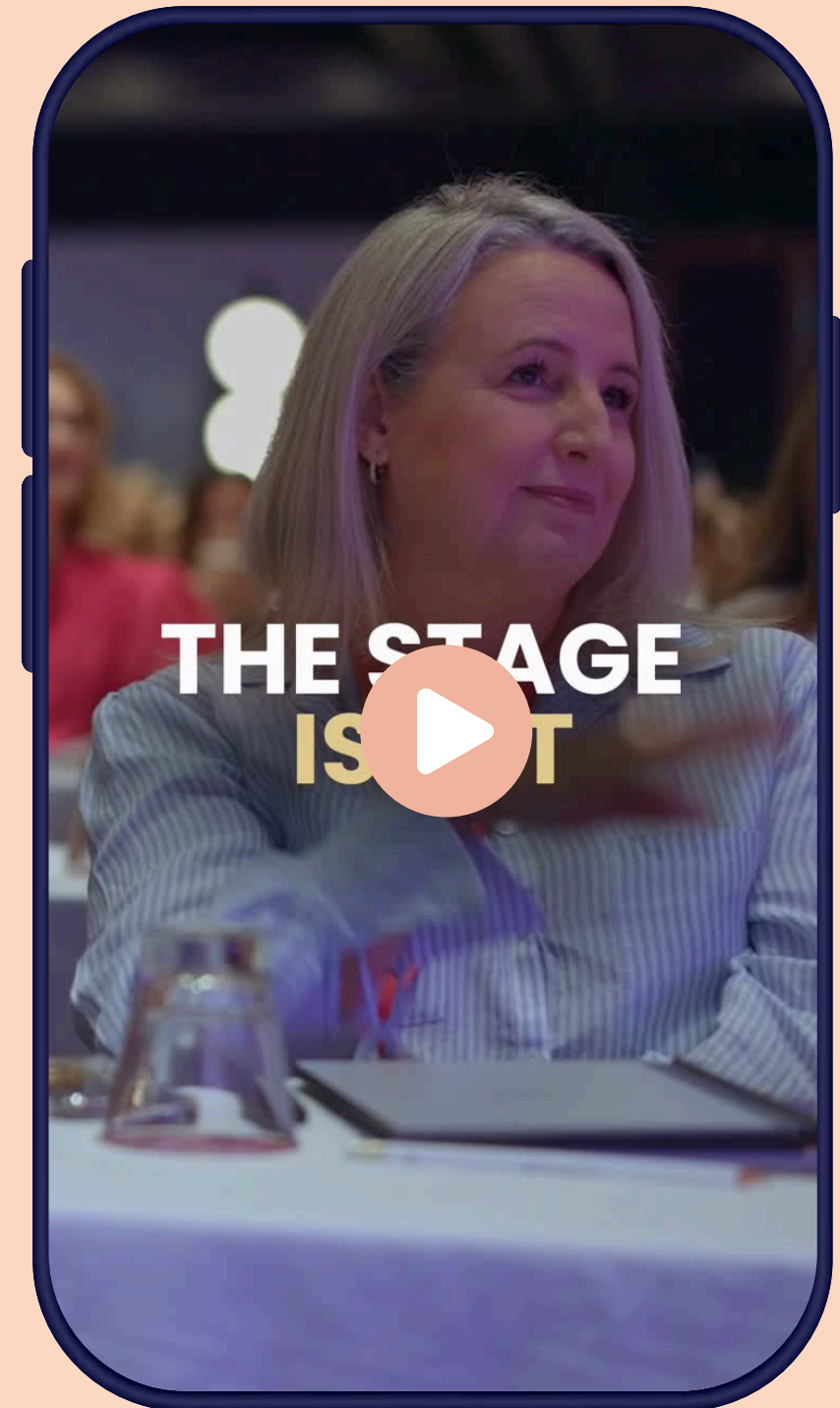
- Logo alongside SHE-com on Awards branding
- Major Award presentation including 30 sec TVC
- Access to Major award submission leads
- 2 tickets to attend Awards Gala Night
- Award presentation at Awards Gala Night
- Post event wrap + digital showbag
- 5 tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing

AWARDS NETWORKING PARTNER

\$15,000 + GST

Be in the room, networking and brand recognition

- Logo alongside SHE-com on Awards branding
- 2 tickets to attend Awards Gala Night
- Post event wrap + digital showbag
- 5 tickets for inviting clients complimentary
- Inclusion in 6 weeks of pre-event marketing



— EXPO PARTNERSHIPS

SHE-com

2027 Expo Partner

Elevate your brand at Australia's premier ecommerce events, and put your business in front of the founders, buyers and decision-makers who are shaping what's next in retail.

Partner with SHE-com and put your brand at the centre of the conversations. Your logo, your team placed exactly where Australia's most ambitious online retailers are already gathering.

In a trade show full of noise, *partnership is what creates presence.*



RETAIL FEST — GOLD COAST

11-13th MAY 2027 · \$15,000 AUD + GST

GOLD COAST CONVENTION CENTRE · MAXIMUM 2 PARTNERS (non-competing)

SHE-com will be showing up at Retail Fest with a 3×6m expo activation, additional Ladies Lounge, and 8 live content sessions featuring Lisa Jones, the SHE-com team and guest founders – driving real engagement with the attendees that matter most to your brand.
<https://retailglobal.com/>

ONLINE RETAILER — SYDNEY

21-22nd JULY 2027 · \$15,000 AUD + GST

ICC SYDNEY · MAXIMUM 2 PARTNERS (non-competing)

SHE-com will be bringing the same energy to Online Retailer in Sydney: a 3x6m activation, dedicated Ladies Lounge, and content sessions from the stage with the SHE-com team and founders, creating one of the most dynamic presences at the expo.
<https://www.onlineretailer.com/>

WHAT YOUR PARTNERSHIP GETS YOU

per event

- Premium logo inclusion on the SHE-com expo stand and across partnership marketing
- 1 team member (branded) on SHE-com stand with networking opportunities through our community
- 1 ticket to our exclusive SHE-com cocktail event, hosted for 100+ female ecommerce leaders
- Be seen and heard. We're producing innovative, fresh and relevant content that keeps attendees coming back
- Access to leads collected directly from the SHE-com expo stand
- Full participation in the SHE-com expo activation across the event
- Opportunity to share branded swag directly from our stand
- A dedicated social post to the SHE-com audience announcing your partnership

NB: We require that all SHE-com Partners are confirmed exhibiting partners of the conference, Retail Fest or Online Retailer. We simply amplify your partnership, and extend your impact with our Community.

In 2026, each conference generated 700+ leads from stand, cocktail event and SHE-com Stage.

— AU & NZ ROADSHOW

SHE-com Roadshow. *Six cities. Six afternoons.*

A national tour bringing real coaching, real strategy and real founder energy into six cities across ANZ. Three hours of frameworks, founder conversation and the kind of connection that doesn't end when the room empties. The community has been asking us to come to them. In April and September, we will.

DATE

April or September 2027

REACH

80-100+ founders in each city
+ full digital amplification.

LOCATION

- Sydney
- Adelaide
- Perth
- Melbourne
- Auckland
- Gold Coast

10am until 1pm of IRL Coaching

HOSTED BY

Lisa Jones, Gabi Saper &
SHE-com coaches

[WEBSITE HERE](#)

ROADSHOW NAMING PARTNER

\$ 49,000 + GST

Co-presented with SHE-com. Only 1 available.

- Logo lock-up alongside SHE-com on all national branding
- 20 minute partner session on stage in every city
- Branded activation or workshop element at every event
- Logo on the national landing page with backlink
- Four weeks of pre-event marketing across EDM and social
- 30 complimentary tickets, 5 per city
- Digital showbag inclusion at every stop
- Post-roadshow wrap across EDM and social

ROADSHOW MAJOR PARTNER

\$ 29,000 + GST

Brand alignment with roadshow programming

- Logo included in all marketing on all national branding
- 10 minute partner session on stage in every city
- Branded activation or workshop element at every event
- Logo on the national landing page with backlink
- Four weeks of pre-event marketing across EDM and social
- 30 complimentary tickets, 5 per city
- Digital showbag inclusion at every stop
- Post-roadshow wrap across EDM and social

ROADSHOW NETWORKING PARTNER

\$15,000 + GST

Be in the room, networking and brand recognition

- Logo on city event branding and signage
- 3 minute partner moment on stage in your city
- Branded activation table at the venue
- Listed on the national roadshow landing page
- Inclusion in the city pre-event EDM
- 2 complimentary tickets to your city event
- Digital showbag inclusion for that city



SHE-FOUNDERS COCKTAIL NIGHT

SHE-founders *Cocktail Nights*

100+ founders • Stand-up format

A high-energy, stand-up dinner with **100+ female ecommerce founders**. No booths. No awkward sponsor shoutouts. Real conversations, real momentum.

AUDIENCE

100+ founders
Decision-makers, scaling brands

PARTNERSHIP

\$5,000 + GST

- 3 minutes presenting
- Warm introduction to the room
- Access to registration leads
- Networking

FORMAT

Stand-up cocktail
Full catering, no booths

11th May – Gold Coast
22nd July – Sydney
29th July – Melbourne

USA COCKTAIL AT SHOPTALK

- USA Option at Shoptalk 23rd March
- 100+ Founders
- <https://spring.shoptalk.com/home>
- USA Shoptalk Cocktail
- USD \$10,000

EVENTS HERE



— END-OF-YEAR CELEBRATION

SHE-founders *Christmas Party*

150+ founders • Stand-up format

A high-energy, stand-up dinner with **150+ female ecommerce founders**. No booths. No awkward sponsor shoutouts. Real conversations, real momentum.

AUDIENCE

150+ founders
Decision-makers, scaling brands

FORMAT

Stand-up cocktail
Full catering, no booths

2026: Thursday 3rd December
2027: Thursday 2nd December

EVENTS HERE



PARTNERSHIP OPPORTUNITY

SHE-com Retreat 2027 *Bali or Byron*

MARCH • 10-25 PAX

PARTNER PACKAGE INCLUSIONS

\$7,999 AUD + GST

- Option to provide branded swag for curated welcome goodie bag
- Sponsorship of 1 group dinner, personally pitched by Lisa or Gabi
- One full page in our printed retreat booklet for story/services
- Personal endorsement from Lisa and Gabi during the retreat
- Sponsorship of one retreat day trip or spa experience, promoted as sponsored
- Lead list of retreat attendees for tailored follow up after event



Partner packages for the SHE-com retreat, in Bali or Byron. A small room of women-led brands, six days, and your business in it with them.



PARTNERSHIP OPPORTUNITY

SHE-com Canton

APRIL – MAY • 15–20 PAX



Tour Canton in Spring with Lisa. 15–20 Founders touring and connecting with local experts, approximately 6 nights.

[ABOUT CANTON FAIR HERE](#)

PARTNER PACKAGE INCLUSIONS

\$19,999 AUD + GST

- Logo inclusion in invitation, marketing across eDM, social
- Sponsor the Canton SHE-com Cocktail event, 3 minutes talking to the room
- Personal endorsement from Lisa and Gabi during the tour
- Lead list of attendees for tailored follow up after event
- 2 partner team members to attend, all centrally located at one hotel
- Option to provide branded swag for curated welcome goodie bag
- In person Mastermind session from Lisa or Gabi on tour – the teach of your solution.



SHE-com *Digital Advocacy in 2027*

Select from the rate card, or take the bundle.

Our 2027 digital advocacy program breaks the SHE-com ecosystem into individual, itemised placements: EDMs, member portal, community and more, so your brand can choose exactly where it wants to show up.

Mix and match the pieces that matter most, or take the full bundle for guaranteed, consistent visibility with our community of women-led businesses, all year.

Want something bespoke?
Ask us about *a custom bundle*.

Rates exclude GST. Placements are subject to availability.

THE FULL BUNDLE

SHOW UP
CONSISTENTLY
WITH SHE-COM
OVER 2027

VALUE OF ALL OPTIONS

~~\$85,000~~

\$59,000

SAVE 30%

MAX 10 AVAILABLE

ITEMISED RATE CARD

Solus EDM to database

\$9,999

Solus EDM to members only

\$4,999

Weekly Member EDM Newsletter Partnership,
banner with CTA (4 pack)

\$2,999

Premium Logo inclusion website

\$4,999

Squad priority listing and promotion for 12 months

\$14,999

Downloadable resource

\$4,999

Social post on LinkedIn (CTA or Announcement)

\$4,999

Social post on Instagram and Facebook – spotlight

\$6,999

Masterclass including 4 weeks of promotion

\$29,999

SHE-COM X COBRANDED MASTERCLASS

Cobranded Masterclass

A high-impact partner webinar on a topic of your choice.

You bring the topic. We bring the room.

Investment AUD \$29,999 + GST

FORMAT

Live co-hosted
masterclass or webinar

AUDIENCE

Ambitious female founders,
scaling product brands

OUTPUT

Replay, lead
list and
post-event
content

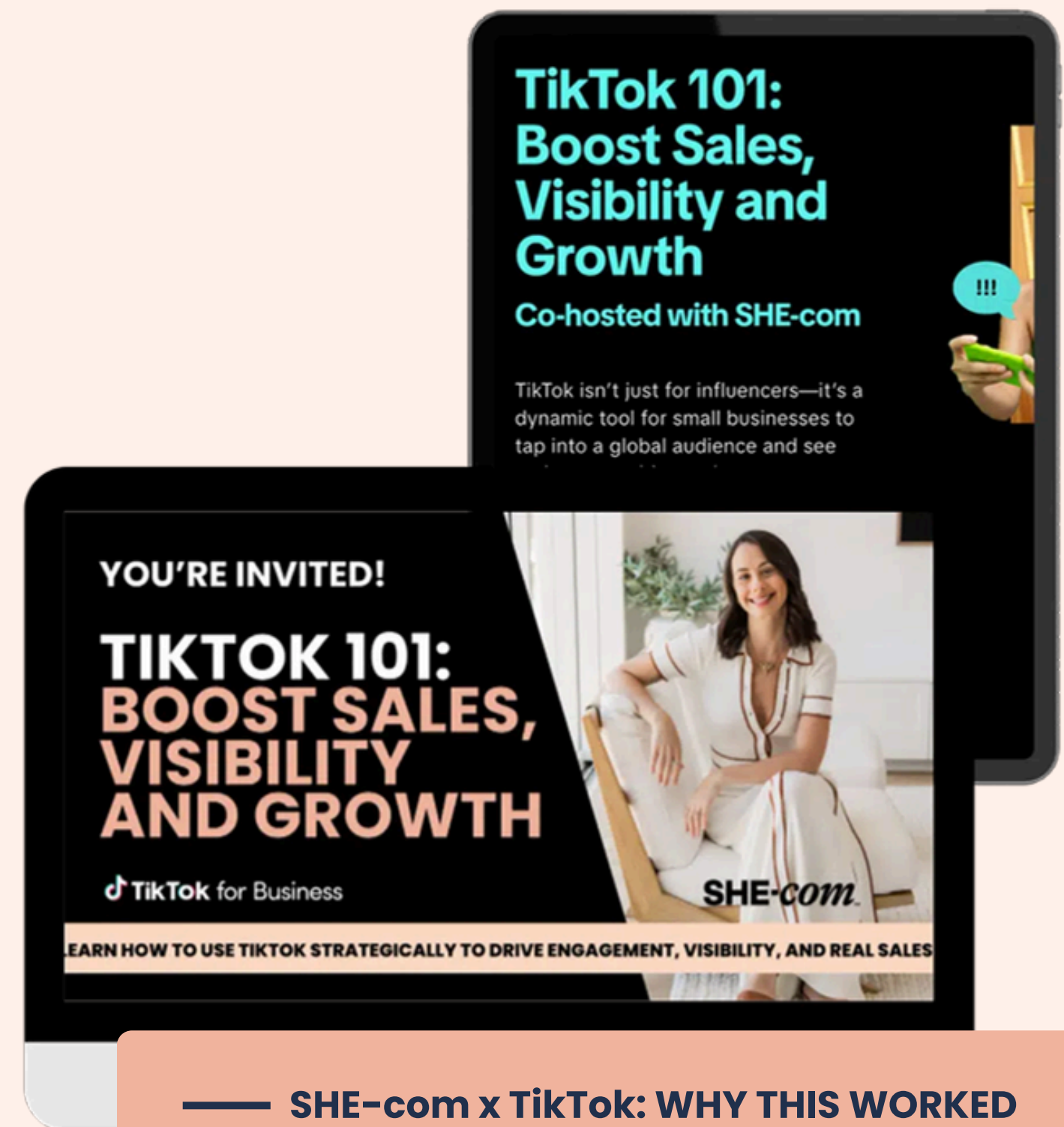
TOPIC

Chosen by you, co-shaped
by SHE-com

PROMOTION

Multi-channel across social,
EDM, podcast and community

A high-impact, co-hosted masterclass built around your brand's expertise and our community's hunger to grow. You choose the topic. We provide the coach, the framework, and an audience of engaged female founders ready to learn, take action, and buy. Promoted across SHE-com social, EDM and podcast, this is a partnership designed to deliver real value to our members and real attribution to your brand.



SHE-com x TikTok: WHY THIS WORKED

Through our collaboration with TikTok, we delivered a high-impact webinar giving our community insider strategies on content, paid advertising, and turning views into revenue. Promoted across social, EDM and in-platform channels, the response was exceptional. Strong attendance, high engagement, and female founders walking away with practical takeaways.

A real example of what happens when an aligned brand meets an engaged audience.

Become part of the conversation.

Real talk, real stories, real success. For ambitious females looking to grow, scale, and thrive in the business world.
Naming Partnership \$59,000 + GST

Lisa and Gabi are ecommerce insiders who've seen both sides of the game.

Lisa brings the experience, with years of building, scaling, and mentoring successful online brands. Gabi brings the energy, offering a fresh, creative lens on what it takes to stand out and grow in today's digital landscape.

The SHE-talks Podcast is where those two worlds collide.

Honest conversations. Practical insights. Real stories from women doing business on their own terms. **Built by women. For women. With zero sugar-coating.**

100K+

In Our Community

#3

SHE-talks podcast
chart rating

80K+

SHE-talks podcast
downloads

200K+

Social followers

39,200+

Email subscribers

900+

SHE-com program
members

SPONSOR WITH US

Become the exclusive or lead partner of the SHE-talks Podcast, a high-impact platform reaching engaged, growth-focused female ecommerce brand owners.

Each episode connects your brand directly with women seeking insights, tools, and support to scale profitable online businesses.

As a Core Podcast Partner, your brand becomes part of the conversation, not just an ad spot.

This is a long-term positioning opportunity to build trust and loyalty with founders scaling six and seven figure product-based businesses.

PAST GUESTS:

I love linen al.ive The Quick Flick
RINGERS WESTERN XALI girls get off
BON MAXIE ZABEL NALA
Kulani Kinig MADMIA KIP&CO

PODCAST PACKAGE

- Brand exposure to 106,000+ female founders and growing listener base
- 30 sec pre-roll recorded by Lisa Jones on every episode
- Weekly, in studio episodes for 6 months
- Launch negotiable, tentative March - September 2027
- Brand profile and clickable CTA in show notes
- Episode announcement through all channels
- Invite one guest (client) to appear as an interviewee (to be approved by SHE-com)
- Branded discount or message verbally shared in episode

SHE Talks

WITH LISA JONES



— PREMIUM PARTNERSHIP

SHE-com
zero to —
HERO

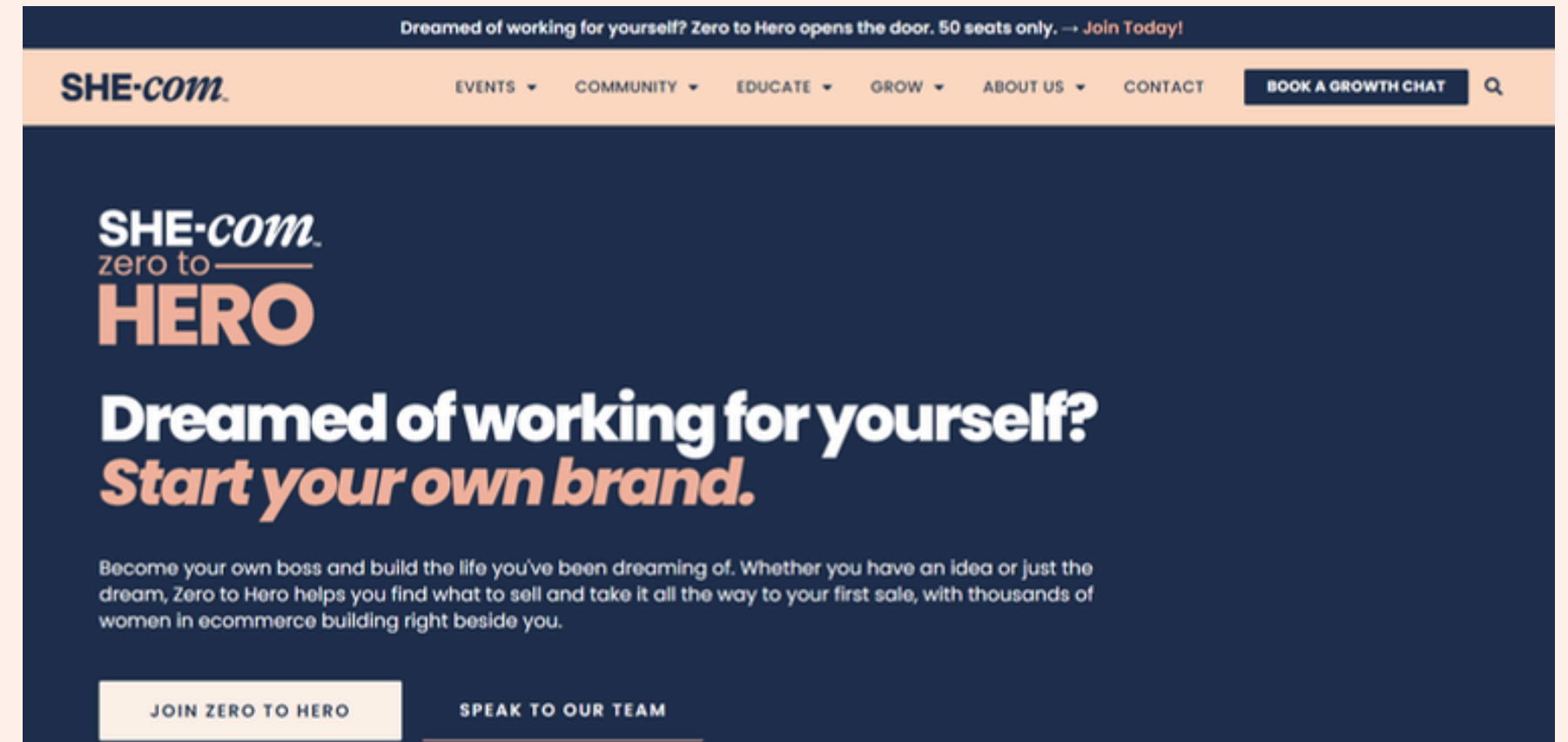
Premium *Partner*

Zero to Hero is the SHE-com pathway from “I think I have an idea” to a real product in a real store that a stranger has paid for. Ten modules, 70+ video lessons, a weekly live call and a founding cohort capped at 50 seats.

AUD \$35,000 ex GST for 12 months

Partner with us at the moment women choose their tools. Your brand sits inside the program from the first lesson, in front of founders setting up their store, their email, their shipping and their suppliers for the first time.

WEBSITE HERE



Logo across the program website and marketing

Your brand on the Zero to Hero page, campaign EDMs and launch assets.

A lesson inclusion inside the coaching modules

One lesson in the module library, built around your expertise and your product.

An offer to program members

A partner offer delivered to members while they are building and launching.

Named as a premium program partner

Premium billing wherever Zero to Hero partners are listed and introduced.

SQUAD

2027 Squad by SHE-com

\$47 per month | or **\$1.55 a day**

The only membership for ecommerce founders like it. \$47 a month unlocks market leading discounts on suppliers, the community she needs and early access to 20+ events, and the content library. Month to month, no contract.

THE HUB LIVES IN HER POCKET

- Discounts off your stack
- Real time ecom education
- A community of founders
- Priority event access
- 1,000+ members 2026

**READY TO LAUNCH
NOVEMBER 2026**



FOUR PILLARS OF SQUAD INCLUSION



SAVE

Partner Perks

The deals that cover your membership before you use anything else.



LEARN

The Knowledge

The vault, the masterclass, the weekly rundown and our SHE-bot.



CONNECT

Your People

The HUB and Daily Sprints, the day to day of the room.



ACCESS

Doors That Open

Events first, plus cocktail nights, summits, roadshows and the Awards.

PARTNERSHIP OPPORTUNITY

Squad Naming Partnership - 2027

\$149,000 ex GST

Category Exclusive, logo lock

Premium logo inclusion, education and exposure within the vault, weekly rundowns and SHE-bots

— STATESIDE TOUR 2026

SHE-com *Hits The Road.* New York and LA.

You already know the SHE-com room. The women, the realness, the momentum you only get when you are in it together. This October, we are taking it on the road. A cocktail night in New York. A room full of founders in LA. And Lisa on one of the biggest stages in ecommerce.

Two events you can join. One stage you will not want to miss.

LOS ANGELES

After Hours
Wed 21 October

LISA ON STAGE

League of Originals
Fri 23 October

NEW YORK

After Hours
Mon 26 October

[STATESIDE TOUR HERE](#)



NATIONAL TOUR OF USA

SHE-com Stateside Tour Oct 26

SHE-com is heading stateside. Real coaching, real sourcing and real founder energy landing in New York and LA this October. AI for product based brands and what's moving the needle in ecommerce right now. The community asked us to come to them. This time, that's the States.

TOUR WINDOW
20-30 October

EVENT DATES

Los Angeles: Wednesday 21 October
New York: Monday 26 October
6-9pm, networking including catering

REACH

100+ founders in the room, plus national paid marketing amplification. All Partners are trusted logos on the website for 2027

WEBSITE HERE



HOSTED BY
**Lisa Jones &
SHE-com coaches**

TIER 01

NAMING PARTNER

The USA Tour in October carries your name. Naming rights across both cities, from the moment the tour is announced to the final stop.

Exclusive • Only 1 Available

USD \$25,000

- Opening remarks at event. Expert Panel 20 min.
- 5 Tickets for team to attend each event
- Logo lock-up across all marketing, website, EDM, social, events
- Access to leads
- Social post on partnership across all SHE-com channels

Example naming partner lock-up:
**Australia Post x SHE-com,
ANZ Roadshow 2026.**

Australia Post
SHE-com
Roadshow 2026

*Format shown for reference only.

TIER 02

EDUCATION PARTNER

Headline Partner alongside SHE-com across both cities. Maximum visibility from the moment the tour is announced to the final stop.

USD \$15,000

- Fireside chat - 10 minutes.
- Be in the Room. 2 tickets for team (each event)
- Premium logo across all marketing, website, EDM, social, events
- Access to leads
- Social post on partnership across all channels



TIER 03

CITY NETWORKING PARTNER

Own the room in your city. A hyper-local activation that puts your brand directly in front of founders where they live and build.

USD \$5,000 per city

- Be in the Room, introduce yourself to the room
- 2 Tickets for team
- Logo across all marketing, website, EDM, social
- Access to leads



ROADSHOW 2027

SHE-com US 2027 Roadshow. Four cities. Four afternoons.

A national tour bringing real coaching, real strategy and real founder energy into four cities across USA. Three hours of frameworks, founder conversation and the kind of connection that doesn't end when the room empties. The community has been asking us to come to them. In October, we will.

DATE

Oct 2027

LOCATION - 4 CITIES

- New York
- LA
- Dallas
- Denver

(location to be confirmed)
Half day coaching events

REACH

80+ founders in each city
+ full digital amplification.

HOSTED BY

Lisa Jones
SHE-com coaches

WEBSITE HERE

ROADSHOW NAMING PARTNER

\$ 35,000 USD

Co-presented with SHE-com. Only 1 available.

- Logo lock-up alongside SHE-com on all national branding
- 20 minute partner session on stage in every city
- Branded activation or workshop element at every event
- Logo on the national landing page with backlink
- Four weeks of pre-event marketing across EDM, social and podcast
- 20 complimentary tickets, 5 per city
- Digital showbag inclusion at every stop
- Post-roadshow wrap across EDM and social

ROADSHOW MAJOR PARTNER

\$ 20,000 USD

Brand alignment with roadshow programming

- Logo included in all Marketing on all national branding
- 10 minute partner session on stage in every city
- Branded activation or workshop element at every event
- Logo on the national landing page with backlink
- Four weeks of pre-event marketing across EDM, social and podcast
- 20 complimentary tickets, 5 per city
- Digital showbag inclusion at every stop
- Post-roadshow wrap across EDM and social

ROADSHOW NETWORKING PARTNER

\$10,000 USD

Be in the room, networking and brand recognition

- Logo on city event branding and signage
- 3 minute partner moment on stage in your city
- Branded activation table at the venue
- Listed on the national roadshow landing page
- Inclusion in the city pre-event EDM
- 2 complimentary tickets to your city event
- Digital showbag inclusion for that city



SHE-com*Itemised Rate Card*

PER ITEM · AUD, EX GST

EVENTS

Retreat x 1	\$7,999
Canton Spring Tour x 1	\$19,999
SHE-founders Cocktail Nights x 3	\$5,000
Expo Partnership x 2	\$15,000
SHE-com Women in Ecommerce Awards	\$15K, \$29K or \$49K
SHE-com Summit	\$15K, \$29K or \$49K
6 City AU/NZ Roadshow x 2	\$15K, \$29K or \$49K
December Christmas Party	\$7,999

ITEMISED PLACEMENTS

Solus EDM to database	\$9,999
Solus EDM to members only	\$4,999
Weekly member EDM newsletter partnership, banner with CTA (4 pack)	\$2,999
Premium logo inclusion website	\$4,999
Squad priority listing and promotion for 12 months	\$14,999
Downloadable resource	\$4,999

Social post on LinkedIn (CTA or announcement)	\$4,999
Social post on Instagram and Facebook – spotlight	\$6,999
Masterclass including 4 weeks of promotion	\$29,999
Podcast Naming Partnership (6 months)	\$59,000
Zero to Hero Premium Partnership (12 months)	\$35,000
Squad Naming Partner (2027)	\$149,000

USA

USA LA & New York Tour 2026	USD \$5K, \$15K or \$25K
USA Shoptalk Cocktail 2027	USD \$10K
USA 6 City Roadshow 2027	USD \$10K, \$20K or \$35K

Questions?

Partnering with SHE-com should feel clear and straightforward.

If something's unclear, or you just want to run an idea past us, please get in touch.

We're here to make this easy.

Rachel Gowland

Global Head of Partnerships

+61 448 275 400

rachel@shecom.co

www.shecom.co

[LinkedIn here](#)

[Book a meeting here](#)



What happens next?

01

SIGN ON

Contract signed via DocuSign. Invoice generated. You're officially in.

02

WELCOME + ONBOARDING

Receive your welcome kit and meet your dedicated team

03

KICK-OFF CALL

For our major and naming partners, we lock in a kick-off to align on goals, key moments, and how to make this partnership work hardest for your brand.

04

CALENDAR + PRODUCTION BUILD

You receive your full calendar of key dates and moments across the year. Behind the scenes, every deliverable gets an owner and a deadline.

05

DELIVERY

Your brand goes live across the SHE-com ecosystem. Marketing, content, events and activations all roll out on plan. Rachel stays your single point of contact throughout.

06

WRAP-UP

A full review of what was delivered, the impact, and the conversation about where we go from here.



THANK YOU

Forbes

HUFFPOST

THE
MORNING
SHOW

InsideRetail

SmartCompany

inside small
business

Medium

FINANCIAL REVIEW

THE
CEO