



The Hot Mommas Project Case Study Library...*Be a role model. Tell your story.*
GWSB ▪ Fungler Hall 315 ▪ 2201 G Street NW Washington, DC 20052 ▪ 202.237.8000 ▪ HotMommas@VisionForward.com

WHEN:

- Competition Start: October 13, 2008
- Library Launch: March 10, 2009

WHERE

- www.HotMommas.org

2008-2009 SPONSORS

- Linda Rabbitt, through her gift to The George Washington University School of Business WEL Program
- SEPHORA
- www.Alltop.com
- Hon & Mrs. Milton D Korman Fund
- FMS, Inc.
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COOL DADDIES (BETA) PARTNERS

The American Mustache Institute

The Hot Mommas Project is housed at:
**The George Washington University
School of Business**
Center for Entrepreneurial Excellence



THE HOT MOMMAS® PROJECT CASE STUDY LIBRARY

The Hot Mommas Project is one of the most exciting initiatives in teaching women. Housed at the George Washington University, we produce award-winning curricula for dynamic female leaders. In 2008, The Hot Mommas Project launched a global case study competition which will produce a library of role models on paper for women and girls across the globe. Winners of the competition will have the chance to be published in a major textbook. The permanent library will be free, online, and will be enhanced each year. Future developments include video case studies, a learning community, and workbook.

Our goal: To build the world's largest women's case study library. The case library will be online and available to women, girls, researchers, change agents, and academic institutions around the globe.

How it will work: Starting October 13, 2008 dynamic professional women will log on at www.HotMommasProject.org and tell their own story in a case format to serve as a learning tool and a role model on paper. In March, 2009 the cases will become part of a permanent online library that can be sorted by multiple categories including work status (student, business owner, employee) and industry (finance, science, academic). In addition, there will be a "Cool Daddies" pilot section of the library.

The winners: The top 3 winners will have their cases published in a leading Prentice Hall textbook. The 10 top-scoring case authors receive prizes.

THE FACTS: THE CASE FOR ROLE MODELS ON PAPER

Hot Mommas Project cases are designed to encourage success by incorporating the following important factors in addition to key business lessons.

- 1. Role models matter: *Our cases provide role models on paper***
According to a Global Entrepreneurship Monitor report, a critical factor impacting women's success in business is access to role models and networks.
- 2. Work-life balance a growing concern: *Our cases include real work-life balance issues and actionable solutions***
Work-life balance is a top 3 future concern in virtually every region of the world according to a [study](#) conducted by [BCG](#), [WFPMA](#), and [SHRM](#)
- 3. It works. *Our case approach increases retention of key concepts*** by 33% for an undergrad or MBA student based on preliminary pilot testing.

For more: See www.HotMommasProject.org or our blog brief www.HotMommasProjectInfo.wordpress.com

THE HOT MOMMAS® PROJECT

The Hot Mommas Project produces award-winning curricula for dynamic female leaders. We are known for our case studies featuring professional women. Our approach is grounded in research and major global trends. We are the recipient of a 2006 Coleman Foundation Case Award, and our cases were recently published in one of the nation's top college business textbooks.

CONTACT

Kathy Korman Frey

*Founder, The Hot Mommas® Project
*Adjunct Professor of Management, CFE
Associate Director
The George Washington University

5100A MacArthur Blvd NW
Washington, DC 20016
202.237.8000 x10
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SPONSORSHIP INFORMATION

Major benefits include permanent visibility on our case library partners page, custom collaboration opportunities, as well as the benefits and exposure detailed below.



- Ability to create prize category (e.g. Company x Best Financial Case Award)
- Seat on judging panel
- Founding sponsor permanent link and logo on case study library partner page
- Profiled as role model in blog series + custom links list
- Home page visibility for one year
- Visibility on partner page of website
- First page visibility - Press release
- First page visibility - Award announcement page
- Sponsor logo on case study invitation/nomination invite
- Logo on all collateral materials for one calendar year



- Permanent link and logo on case study library
- Profiled as role model in blog series + custom links list
- Home page visibility for one year
- Visibility on partner page of website
- First page visibility - Press release
- First page visibility - Award announcement page
- Logo on all collateral materials for one calendar year



- Permanent link on case study library
- Visibility on partner page of website
- Visibility on press release addendum
- Logo on all collateral materials for one calendar year

*Cash sponsor caps: Founding - 10, Red Hot - 15, Hot Pink - 20.



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OTHER WAYS TO GET INVOLVED

PARTNER

- Market the Case Study Competition to members, clients, and/or readers.
- Message 1: Intro to the Hot Mommas Project.
- Message 2: Write your case! Be a role model. Tell your story at www.HotMommas.org.
- Message 3: Reminder.
- Wrap up message: Library Launch
- Requirements: 3 communications during course of competition (e.g., email, newsletter, blog)
- Benefits: Formal recognition as a partner. Link on Partners page of case library and on collateral materials for one calendar year.

HOST COMMITTEE

- Market the Case Study Competition to personal network.
- Message 1, 2, and 3: Get involved with this great project. Write your case! Be a role model. Tell your story at www.HotMommas.org.
- Requirements: 3 emails to network of 100+ individuals during course of competition.
- Benefits: Formal recognition as a host committee member. Link on Partners page of case library and on collateral materials for one calendar year.

JUDGE

- Judge 10 cases using scoring sheet.
- Requirements: Prominent individuals in field. Ability/time to judge cases (virtually) in February.
- Benefits: Formal recognition as a judge. Permanent link on Judges page of case library.



PLEDGE SHEET

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YES, I/WE WILL PARTICIPATE

Founding Sponsor at \$20,000 Individual Sponsor \$ _____

Red Hot Sponsor at \$10,000 Partner

Hot Pink Sponsor at \$5,000 Host committee member

Individual Sponsor at \$1,000 Judge

COMPANY NAME (Name as you would like it to be listed) Check here if company/organiz. sponsor

CONTACT NAME (Name as you would like it to be listed) Check here if individual sponsor

TELEPHONE NUMBER FAX NUMBER

EMAIL

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CITY STATE ZIP

Payment Options

Check is enclosed Check will follow

All checks should be made payable to:

The George Washington University
Memo: The Hot Mommas Project
5100A MacArthur Blvd NW, Washington DC, 20016

Questions?
202.237.8000 x10
HotMommas@VisionForward.com

Please fax all completed pledge sheets
to (or scan and email):
703.997.6202