

**YWCA IS ON  
A MISSION**

eliminating racism  
empowering women  
**ywca**

YWCA High Point  
2017  
Business Partnership  
Opportunities

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## **YWCA High Point Events & Program Sponsorships & Advertisements**

### **A WIN-WIN Opportunity**

Many companies and community groups value being identified with the YWCA High Point programs and events. They view their sponsorship as a win-win opportunity for their business and the YWCA.

#### **Benefits to Business**

Sponsorships are a cost-effective way for businesses to target their marketing dollars. The YWCA is a 501c3 organization which offers many levels of sponsorships that make sponsorship affordable for any business. In addition to recognition at sponsored events, sponsors are recognized the YWCA's Annual Report and website Business Partner Page. Sponsors are also identified in coverage of the individual events on the YWCA's website and enews letter that is distributed to over 2200 individual emails bi-weekly.

#### **Benefits to Members**

The YWCA benefits from sponsorships and advertising revenues that are an important source of income to fund the YWCA programs and services.

## YWCA Annual Meeting Benefit Luncheon - January, 2017

This luncheon is the YWCA largest fundraiser with an attendance of 250. The event is held in January of every year to share the highlights of the previous year and present the YWCA Good Friend of the Year Award.

### **\$5,000.00 Presenting Sponsor**

- Company recognized as only Presenting Sponsor of one of the YWCA Annual Meeting
- Company Logo on YWCA Website & in all publicity as the only Presenting sponsor
- Company recognized as the only Presenting Sponsor on printed materials of the Annual Meeting
- Company will receive preferred seating and two tables of 8
- Company Infomercial to be presented during announcements on sponsoring companies at YWCA Annual Meeting
- Company Booth made available at YWCA Annual Meeting
- Corporate Membership Discount to the YWCA for employees
- Premier Location for Booth at the YWCA Health & Wellness Fair
- Opportunity to showcase company through educational workshops

### **\$2000 YWCA Premier Sponsor Benefits**

- Company Logo will be included in all publicity
- Company will receive recognition as sponsor on printed materials for the Annual Meeting
- Company Logo will appear on the event signage as the Premier sponsor to be displayed at the event
- Company will receive preferred seating and a table of 8
- Company will receive an infomercial to be presented during announcements on sponsoring company.
- Company logo will be featured in the YWCA's newsletter and on the website.
- Company Logo will be listed on the program
- Company can set up a booth at the event

## YWCA Annual Meeting Benefit Luncheon - January 2017

This luncheon is the YWCA largest fundraiser with an attendance of 250. The event is held in January of every year to share the highlights of the previous year and present the YWCA Good Friend of the Year Award.

### **\$1000 Sponsor Benefits**

- Company will be included in all publicity as the presenting sponsor
- Company Logo will appear on the event signage as the presenting sponsor
- Company will receive 4 tickets to the event
- Company name will be featured in the YWCA's newsletter and on the website
- Company name will be listed on the program
- Company can set up a booth at the event

### **\$500 Corporate Sponsor Benefits**

- Company will receive 2 tickets to the event
- Company name will be featured in the YWCA's newsletter and on the website
- Company name will be listed on the program
- Company can set up a booth at the event

### **\$250 Contributing Sponsor Benefits**

- Company will receive 1 ticket to the event
- Company name will be listed on the program

## Women of Achievement Luncheon - April 2017

The YWCA holds a luncheon to recognize women in our community who are making a difference in the lives of others.

### Presenting Sponsor – High Point Regional Health System

#### \$2000 YWCA Premier Sponsor Benefits

- Company Logo will be included in all publicity
- Company will receive recognition as sponsor on printed
- Materials for the Women of Achievement
- Company Logo will appear on the event signage as the Premier sponsor to be displayed at the event
- Company will receive preferred seating and a table of 8
- Company will receive an infomercial to be presented during announcements on sponsoring company.
- Company logo will be featured in the YWCA's newsletter and on the website.
- Company Logo will be listed on the program
- Company can set up a booth at the event

#### \$1000 Sponsor

- Four (4) seats in a premier location at the event
- Display table at the event
- Recognition as a sponsor in the printed materials for the event
- Recognition as a sponsor on YWCA's website.
- Recognition in the YWCA e-newsletter
- Recognition in the program with Logo

#### \$500 Corporate Sponsor

- Two (2) seats in a premier location at the event
- Display table at the event
- Recognition as a sponsor in the printed materials for the event
- Recognition as a sponsor on YWCA's website.
- Recognition in the program with name

#### \$250 Contributing Sponsor

- 1 seat in to the event
- Recognition on the flyer as a sponsor
- Recognition in the program

## **YWCA Cork & Ale - May 2017**

A wine and beer tasting event featuring local vendors that is held at the LuLu & Blu is a fun filled evening with wineries and breweries coming together to showcase a variety of wines and beers. Heavy Hors d'oeuvres, silent auction and music are provided for the guests.

### **\$1000 Presenting Sponsor**

- 10 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (full page)

### **\$750 Presenting Sponsor**

- 6 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (half page)

### **\$500 Corporate Sponsor**

- 4 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Recognition in the program

### **\$250 Contributing Sponsor**

- Two tickets to event
- Company Logo will appear on signage to be displayed at event
- Recognition in the program

### **\$150 Event Host**

- Two ticket to event
- Recognition at event as a host

## **Youth Services**

YWCA High Point offers summer camp and after school programs to youth in elementary and middle school. Participants will be exposed to new experiences, activities and skill sets while learning more about the people around them and the person that they want to be. Youth will do this through group activities, field trips, focus groups, bible study, leadership development, fun educational activities, sports, arts and crafts and much more.

## **Bus Sponsorship**

Sponsoring companies will have visibility on the side of the YWCA bus which is on the move around High Point during the school year 5 days a week for a minimum of 24 hours a month. During the 10 week Summer Camp program the bus is on the move around the triad for over 200 hours.

**\$500 a year with 5 years commitment**

**\$1000 a year with one year commitment**

- Company Logo on the side of the bus for number of years
- Company Logo will be featured on the YWCA Website
- Company Logo will be featured in the YWCA E-news

## **Summer Camp T-shirts**

**\$1000 Exclusive Sponsor**

As an Exclusive Sponsor of the summer camp t-shirts this company would be the only sponsor represented.

**\$250 Corporate T-shirt Sponsor**

Company Logo will appear on the back of the t-shirt.

**\$100 Contributing T-shirt Sponsor**

Company Name will appear on the back of the t-shirt

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## **Aquatics & Wellness**

The YWCA Aquatics and Wellness program provides opportunities for all from infants to seniors. The pool has over 2100 individual visits each month. The YWCA provides programs for our membership, Guilford County Schools, Fire Department, Special Olympics and many nonprofits. By sponsoring the YWCA Aquatics Program you will receive great visibility to a variety of individuals.

### **\$300 Aquatics Sponsorship**

- Company logo will be displayed on a 3 x 4 banner in the pool for a year.
- Company Logo will be featured on the YWCA Website
- Company Logo will be featured in a YWCA E-news

## **YWCA E-News Sponsor**

The YWCA sends out an electronic newsletter to over 2200 individual emails twice a month. An E-News sponsor would have their logo in a prominent area on the electronic newsletter.

### **\$50 E-News Sponsorship**

- Company logo will be displayed on 2 electronic newsletters
- Company Logo will be featured on the YWCA Website