

**YWCA IS ON
A MISSION**

eliminating racism
empowering women
ywca

YWCA High Point
2018
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 Heart of Community Luncheon

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.

\$10,000 Presenting Sponsor

- Company recognized as only Presenting Sponsor of one of the YWCA Heart of Community Luncheon
- 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 luncheon
- Company will receive preferred seating and two (2) tables of 8
- Company Infomercial to be presented during announcements on sponsoring companies at YWCA Heart of Community Luncheon
- Company Booth made available at YWCA Heart of Community Luncheon
- 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

\$5,000 YWCA Platinum Sponsor Benefits

- Company Logo will be included in all publicity for Heart of Community Luncheon
- Company will receive recognition as sponsor on printed materials for the Heart of Community Luncheon
- Company Logo will appear on the event signage as the Premier sponsor to be displayed at the event
- Company will receive preferred seating and one (1) 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 Booth made available at YWCA Heart of Community Luncheon

YWCA Heart of the Community Luncheon Continued

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.

\$1,000 Gold Sponsor Benefits

- Company will be included in all publicity
- Company Logo will appear on the event signage
- 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 Silver 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 Bronze Sponsor Benefits

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

\$150 Bronze Sponsor Benefits

- Receive 1 ticket to the event
 - Recognition in the program
- (Personal Names only: no business listing at this level)

Women of Achievement Luncheon – November 14, 2018

The YWCA holds a luncheon each November with over 180 participants from local businesses and civic groups to recognize women in our community who are making a difference in the lives of others. The three categories recognized are:

Emerging Leader – An up and coming role model age 45 or under that has demonstrated proficient skill and enthusiastic leadership in a career, family, or community setting.

Community Champion - A woman who has devoted many years to making a significant difference for women and the community.

Sponsorship Levels:

Presenting Sponsor – High Point Regional Health System

\$2,500 YWCA Platinum 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

\$1,000 Gold 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

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\$500 Silver 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 Bronze Sponsor

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

\$150 Persimmon Friend of YWCA

- Receive 1 ticket to the event
 - Recognition in the program
- (Personal Names only: no business listing at this level)

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.

Summer Camp T-shirts

\$1,000 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

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.

\$500 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