

# YWCA Greater Cincinnati 2024 Sponsorship Package

## OUR MISSION

*The YWCA is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.*

## A Powerful Alignment with YWCA

- YWCA is oldest and largest multicultural women's organization in the world.
- YWCA is a global movement that supports 25 million women and girls in over 120 countries.
- YWCA has been at the forefront of pressing social movements for over 160 years.

We create real change—every day—and have 4 out of 4 stars on Charity Navigator, the nation's largest evaluation of charities. Nonprofit Point named YWCA one of the nine best charities for Women's Rights in 2023. We do the work where it's needed and have been since 1858.

## Partnering with YWCA Greater Cincinnati

Here, we are pioneers. YWCA Greater Cincinnati, the fifth association in the United States, was founded in 1868 to address the needs of working women. Our downtown historic headquarters was built in 1926 and was listed on the National Register of Historic Places in 1982. In communities big and small, our work keeps us in four counties: Hamilton, Clermont, Adams, and Brown.

YWCA Greater Cincinnati serves women, men, and children through programs and services focused in three key areas:

- Racial Justice & Inclusion
- Empowerment & Economic Advancement
- Health & Safety

We operate the only domestic violence shelters in Southwest Ohio—available 24-hours a day, seven days a week, 365 days a year. YWCA is 75 team members strong, working to empower more than 12,000 people every year.

## Our Voice is Our Strength

Social Media Analytics include:

- Fans and followers across networks: 7.7K
- Audience Growth Rate: 2% industry; 24% YWCA
- Average Engagement Rate: 2% industry; 10% YWCA

We are the premier women's agency in the region, and, wherever we go, we are with women who share our values working every day to drive real change in the fight for equality. The future deserves all of us.

## YWCA Greater Cincinnati Signature Events

*There are many ways that your company can stand up for a more just and equitable society that benefits everyone. Your company can be bigger than a place of employment and your support will help meet the unique needs of our community. You—and your company—belong at the YWCA Greater Cincinnati and our voices can rise together to eliminate racism and empower women.*

### Career Women of Achievement

We empower women. Career Women of Achievement is the largest fundraising luncheon in the tri-state. The event honors eight women who have achieved great success in their career, impacted the community, and are leaving a legacy of excellence. Honorees must exemplify personal career success, dynamic leadership qualities, and the unique ability to serve as role models. Since 1980, Career Women of Achievement celebrates the diverse contributions of women in the workforce and in the community.

#### 2024 Career Women of Achievement

- **Date:** May 8, 2024
- **Keynote Speaker:** Yvette Simpson | Author, *On Purpose: The Power of Authenticity and Intention*, National Political Commentator, and Former Vice Mayor of Cincinnati
- **Location:** Hard Rock Casino Cincinnati

[www.ywcacareerwomen.org](http://www.ywcacareerwomen.org)

#### 2023 Career Women of Achievement Luncheon Highlights

- 1,600 in attendance + 105 sponsors
- \$500,000 was raised to support the mission
- Total National/Local TV Audience: 13,440\*
- Total Online + Print Audience: 2,325,955\*
- Publicity value: \$281,000\*

#### Sponsor Endorsement

*“Such an amazing afternoon at the YWCA Career Women of Achievement Luncheon. This afternoon was filled with inspiring storytelling and a true vision of overcoming and possibilities. This work is more important now than ever, and Bank of America is proud to be a part of their community of allies to join the effort. Thank You YWCA for the work that you will do to radically transform the world.”*

—LaNae Barnes, Bank of America, Cincinnati Market Executive

## 2024 Career Women of Achievement Wednesday, May 8, 2024 | Hard Rock Casino

### **\$30,000 VISIONARY SPONSORSHIP**

- 30-second commercial during event
- Logo featured on event print invitation
- Logo featured on email promotions
- Logo prominent on event website
- Verbal recognition from the podium
- 30-second partnership video on YWCA social media (prompt provided)
- Recognition on YWCA website (logo and link)
- Social media recognition
- Listing on event website
- Listing in Business Courier thank you ad
- Two tables of 10—premier menu and table service

### **\$15,000 INNOVATION SPONSORSHIP**

- Logo featured on event invitation
- Logo featured on email promotions
- Logo prominent on event website
- Verbal recognition from the podium
- 30-second partnership video on YWCA social media (prompt provided)
- Recognition on YWCA website (logo and link)
- Social media recognition
- Listing on event website
- Listing in Business Courier thank you ad
- Two tables of 10—assigned server and table service

### **\$10,000 LEADERSHIP SPONSORSHIP (10)**

- Verbal recognition from the podium
- 30-second partnership video on YWCA social media (prompt provided)
- Recognition on YWCA website (listing)
- Social media recognition
- Listing on event website
- Listing in Business Courier thank you ad
- Two tables of 10

### **\$5,000 EMPOWERMENT SPONSORSHIP (25)**

- Recognition on YWCA website (listing)
- Social media recognition
- Listing on event website
- Listing in Business Courier thank you ad
- One table of 10

### **\$2,500 TABLE SPONSORSHIP (40)**

- Recognition on YWCA website (listing)
- Listing on event website
- One table of 10

### **\$2,000 NONPROFIT TABLE SPONSORSHIP (15)**

- Recognition on YWCA website (listing)
- Listing on event website
- One table of 10

### **Underwriting opportunities**

Gifts to underwrite any of the following elements will be acknowledged on video screens at the event and on signage throughout the venue. Opportunities are available on a first-come, first-served basis.

- Audiovisuals | \$60,000
- Food + Beverages | \$50,000
- Event + Video Production | \$20,000
- Event Space | \$5,000
- Academy Dinner | \$5,000
- Photography | \$5,000
- Printing | \$4,000
- Volunteer Food | \$3,000

Discussion on presenting sponsorships for \$50,000 is invited and interested parties can reach out to [ksteiner@ywcacin.org](mailto:ksteiner@ywcacin.org) or call 937-231-0429

## Annual Racial Justice Breakfast

We are on a mission to eliminate racism. Our Racial Justice Breakfast is in its 23<sup>rd</sup> year and sponsors are seen at the head of the most pressing social justice work and working to drive real change. Since 2001, attendees experience discussion on about racism's personal and community-wide effects and hear from keynote speakers who have had a national impact on landmark civil rights cases. The event celebrates local changemakers with the Racial Justice Awards and provides approved CLEs. Past speakers have included Verna Williams, Dorothy Roberts, Richard Rothstein, Christina Fialho, and Bryan Stevenson.

### 2024 Racial Justice Breakfast

- **Date:** TBD
- **Keynote Speaker:** TBD
- **Location:** Cincinnati Music Hall

[www.ywcacincinnati.org/rjb](http://www.ywcacincinnati.org/rjb)

### 2023 Racial Justice Breakfast Highlights

- \$140,000 raised
- 400 in attendance
- 44 sponsors

### Sponsor Endorsement

*"We are proud to join the important work the YWCA is doing to eliminate racism. As Advocate Sponsors for the 2023 YWCA Racial Justice Breakfast, we are united in supporting the cause and furthering our journey. Attending the event allowed our employee resource group members and their executive sponsors a front-row seat to a topic that has a massive impact on our country. Most importantly, it ignited a spark in each of us to be part of the change."*

–Paola Cappellari, EyeMed Vision Care, Co-Chair, Women in the Workforce Employee Resource Group

## 2024 Racial Justice Breakfast\* Fall 2024 | Music Hall

### \$10,000 EQUITY SPONSORSHIP

- Racial Justice training of your choice for 20\*
- Special recognition from podium during event
- Pre-event signage
- Logo on all promo and post-event emails
- Logo recognition in post-event emails
- Promo video on YWCA social media (sponsor provides video)
- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### \$7,500 CHAMPION SPONSORSHIP

- Special recognition from podium during event
- Pre-event signage
- Logo on all promo and post-event emails
- Logo recognition in post-event emails
- Promo video on YWCA social media (sponsor provides video)
- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### \$5,000 DEFENDER SPONSORSHIP

- Pre-event signage
- Logo on all promo and post-event emails
- Logo recognition in post-event emails
- Promo video on YWCA social media (sponsor provides video)
- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### \$2,500 ADVOCATE SPONSORSHIP

- Logo on all promo and post-event emails
- Logo recognition in post-event emails
- Promo video on YWCA social media (sponsor provides video)
- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### \$1,500 TABLE SPONSORSHIP

- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### \$1,000 NONPROFIT TABLE SPONSORSHIP

- Recognition on digital program
- Recognition on YWCA webpage
- Table of 8 at event

### Underwriting opportunities

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- Food + Beverages | \$50,000
- Event + Video Production | \$20,000
- Event Space | \$5,000
- Photography | \$2,000
- Printing | \$4,000

\*To view YWCA-led training choices, visit [www.ywcacincinnati.org/training](http://www.ywcacincinnati.org/training)

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## Additional Sponsorship Opportunities

### Domestic Violence Shelter Weekly Meal Sponsor | \$3,000

We are a safe space and operate the only shelters in Hamilton and Clermont counties for survivors. Our food operations team provides more than 42,000 fresh meals to our domestic violence shelter families every year and knows the power of a good, hearty meal, served with dignity.

**Survivor Testimony:** *“The YWCA here was exactly where I was supposed to be. I’ve never, ever experienced healing, I’ve never experienced the peace and freedom that you’ve offered.”*

–Makayla, Shelter Guest

### Rising Stars Leadership Program Lunch | \$2,500 (5)

Celebrate your company’s commitment to empowering women and promoting diverse workplaces by celebrating women’s leadership. Graduates of the Rising Stars Leadership Program are certified by the YWCA as ready-to-serve on local boards and are added to the YWCA’s Board Registry. There are more than 600 Rising SiStars in the region; 40 are selected each year.

**Participant Testimony:** *“Participating in the Rising Stars 2023 program validated my natural tendency to lead with vulnerability while promoting powerful strategies I could adopt to be more adaptable, compatible, and impactful in my personal life and career. I gleaned timeless resources to tap into for growth and an incomparable network of women to lean on in this journey. I now proudly advocate for other women to take on this opportunity.”*

–Yasmin Chilton, Public Relations and Communications Manager, The Port of Greater Cincinnati Development Authority

### Mamie Earl Sells Scholarship Tea | \$2,000

The Mamie Earl Sells Scholarship Tea awards an outstanding Black Greater Cincinnati high school senior woman with a scholarship to enter a post-secondary institute. Personally dedicated to the YWCA during the last decade of her life, Mamie played a leadership role in developing the Career Women of Achievement event and served as board member, vice president of membership and overall friend to the YWCA.

**Scholarship Awardee:** *“To me, lifting as you climb means providing help to others to allow them to take another step-in life, elevating themselves. I feel that it is important to lift as you climb because once you reach the top the journey isn’t over, you have to continue down the path and if you choose not to lift those beneath you with a helping hand you will walk that path alone and not feel the true sense of accomplishment.”*

–Mahogany Wooten, 2023 Mamie Earl Sells Scholarship Honoree

### Contact Information

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