

***We Believe* Annual Fundraising Event 2021 Sponsorship Opportunities**

At YWCA Central Carolinas...

We believe that all women and families deserve safe, affordable housing.

We believe that all children should have access to a high-quality education.

We believe that our community is stronger and better when we stand together against racism.

At YWCA Central Carolinas, we believe in eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. And we are proud to invite you to join us in our commitment by sponsoring YWCA's 2021 *We Believe* event.

YWCA's annual *We Believe* event is our single biggest fundraiser each year, raising hundreds of thousands of dollars to support all of YWCA's programs, including transitional housing programs for women and children facing homelessness, out-of-school literacy programs for children in low-income households, and racial justice programs that educate and mobilize our community. By sponsoring our 2021 *We Believe* event, your company will support each of these efforts and benefit from substantial visibility.

Last year, more than 600 people attended our *We Believe* event. **In 2021, we are excited to offer an all-virtual live event, allowing us to invite and engage an even larger audience and incorporate unique sponsorship benefits.** The following page has full details on each sponsorship level and corresponding benefits.

***We Believe* 2021**

Thursday, February 25

5pm

- The event will be held virtually.
- Revenue generated will **directly** support YWCA Central Carolinas' programs for women, children and families.
- Expected attendance: 500+

Will you join YWCA in our work to eliminate racism, empower women and promote peace, justice, freedom and dignity for all by sponsoring our 2021 *We Believe* event?

	Empower EQUITY \$15,000	Empower JUSTICE \$10,000	Empower FREEDOM \$5,000	Empower DIGNITY \$2,500
Opening remarks during virtual event	●			
Logo placement on direct mail piece prior to event (Deadline: Dec. 31)	●			
Featured blog story on how your business supports YWCA's mission	●			
Verbal recognition during virtual event	●	●		
Logo placement on email save-the-date (Deadline Email 1: Dec. 1; Deadline Email 2: Dec. 31)	●	●		
Company thanked on YWCA's outdoor marquee	●	●		
Logo placement in slideshow before and after virtual event	<i>Large Logo</i>	<i>Medium Logo</i>	<i>Small Logo</i>	
Logo placement in event related e-blasts (Deadline: Dec. 31)	<i>All</i>	<i>2x</i>	<i>1x</i>	
Logo on YWCA's TV screens in lobby and fitness center	●	●	●	
Logo placement on scrolling sponsor wall during virtual event	●	●	●	<i>Name Only</i>
Logo placement on YWCA's event webpage hyperlinked to your site	<i>Large Logo</i>	<i>Medium Logo</i>	<i>Name Only</i>	<i>Name Only</i>
Logo placement on external event landing page	<i>Large Logo</i>	<i>Medium Logo</i>	<i>Small Logo</i>	<i>Name Only</i>
Sponsorship recognized on social media on Facebook, Twitter, LinkedIn, Instagram	<i>3x (including logo)</i>	<i>2x (including logo)</i>	<i>2x (name only)</i>	<i>1x (name only)</i>



We will support YWCA's 2021 *We Believe* Event at the following level:

- Empower EQUITY - \$15,000
- Empower JUSTICE - \$10,000
- Empower FREEDOM - \$5,000
- Empower DIGNITY - \$2,500
- We are unable to sponsor the event but wish to make a contribution to support your programs for women, children and families. \$ _____

Please select a payment method:

- Please send us an invoice for our sponsorship (to be fulfilled on or before March 31, 2021).
- A check is enclosed payable to YWCA Central Carolinas.
- Please charge this credit card number _____
Name on Card _____
Expiration _____ Security Code _____

Company Name

Contact Person

_____ Contact Telephone _____ Contact Email

_____ Mailing Address _____ City, State, Zip

_____ Authorized Signature _____ Date

**Please direct all questions to Sarah Lanners Avinger
at 980-585-0498 or savinger@ywcacentralcarolinas.org.**