

ANNUAL FUNDRAISING EVENT

2025 Sponsorship Opportunities

03.04.25

THE REVELRY AT CAMP NORTH END

Contact

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AT YWCA CENTRAL CAROLINAS...

We believe all women and families deserve safe, affordable housing.
We believe all children should have access to a high-quality education.
We believe 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. We are proud to invite you to join us in our commitment by sponsoring YWCA's 2025 *We Believe* event.



ABOUT YWCA CENTRAL CAROLINAS

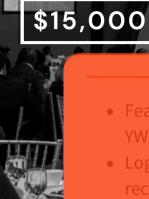
YWCA Central Carolinas has served the Charlotte region since 1902, evolving to meet the changing needs of our community. Our transitional housing programs serve up to sixty-six women and ten families facing homelessness by providing safe, affordable transitional housing and comprehensive case management services on our Park Road campus. In our seven Youth Learning Centers in two counties, YWCA operates free, accessible literacy-based programs for K-5 grade students after school and all day during the summer. In our racial justice and advocacy work, we host forums and events to educate and mobilize our community to combat systems of oppression. Finally, YWCA's co-ed fitness center empowers individuals in their wellness journey and connects them to our mission.



We Believe 2025 will take place on **Tuesday, March 4th at 12 pm at The Revelry at Camp North End**. This annual 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 families facing homelessness, out-of-school literacy programs for children in low-income communities, and racial justice programs that educate and mobilize our community.

This dynamic event provides awareness and education to the community surrounding YWCA's mission. It emphasizes the impact that access to safe, affordable housing and out-of-school literacy programming can have on individuals in the Charlotte community. This year's program will also highlight graduates of YWCA transitional housing programs who have successfully moved into permanent housing and the successes of the students in one of our seven Youth Learning Centers. It will celebrate the many ways YWCA Central Carolinas and our supporters are coming together to lift up our community and honor the dignity of all people.

We look forward to partnering with our sponsors to collectively fulfill our mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all.



PRE-EVENT BENEFITS

- Featured blog story on YWCA's website on how your business supports YWCA's mission, shared on YWCA's social media
- Logo placement on mailed event invitation letter (sent to 1,300+ recipients)
- Prominent logo placement on email save-the-date (sent to 6,000+ recipients, 43% avg. open rate) ☆
- Company thanked on YWCA's outdoor marquee on Park Road
- Logo placement in <u>all</u> event related e-blasts (sent to 6,000+ recipients, 43% avg. open rate)
- Company thanked with logo on scrolling TV screens in YWCA's lobby and fitnes
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Twitter), LinkedIn, & Instagram three times, including logo

DURING-EVENT BENEFITS

- Opportunity for one representative to provide opening remarks during the event (~450 attendees)
- Verbal recognition during event
- Prominent logo placement in event program placed at each seat
- Prominent logo placement in scrolling slideshow before event begins
- Prominent logo placement on printed signage at event
- Up to 8 seats (1 table) at the We Believe event in premium location



ADDITIONAL SPONSORSHIP OPPORTUNITIES

	Empower JUSTICE \$10,000	Empower FREEDOM \$5,000	Empower DIGNITY \$2,500
Verbal recognition during event	✓		
Logo placement on email save-the-date	✓		
Company thanked on YWCA's outdoor marquee	✓		
Logo placement in slideshow before event	√ Medium Logo	√ Small Logo	
Logo placement in event-related e-blasts	2x	1x	
Logo on YWCA's TV screens in lobby and fitness center	✓	✓	
Logo placement on YWCA's event webpage hyperlinked to your site	√ Medium Logo	√ Name only	√ Name only
Logo placement on external event landing page	√ Medium Logo	√ Name only	√ Name only
Logo placement on event program	√ Medium Logo	√ Small Logo	√ Small Logo
Logo placement on printed signage at event	√ Medium Logo	√ Small Logo	√ Small Logo
Sponsorship recognized on social media on Facebook, X, LinkedIn, Instagram	2x (including logo)	2x (name only)	1x (name only)
Reserved seating at in-person event	√ 5 seats	√ 3 seats	✓ 2 seats

if confirmed by January 6

FOR MORE INFORMATION CONTACT:

Madie Armstrong *Philanthropy Manager*

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WHAT YOUR SUPPORT PROVIDES

Your support of YWCA Central Carolinas makes a direct impact on our community. From July 2023 to June 2024:

151 INDIVIDUALS FACING HOMELESSNESS

had a safe place to live in our transitional housing programs.

284 CHILDREN

from low-income households received after-school literacy support.

290 COMMUNITY MEMBERS

were educated and mobilized through racial justice and advocacy events.