



eliminating racism  
empowering women

**ywca**

Central Carolinas

# WE BELIEVE 2025

ANNUAL FUNDRAISING EVENT

## 2025 Sponsorship Opportunities

03.04.25

THE REVELRY AT  
CAMP NORTH END

### Contact

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**YWCA**  
**IS ON A**  
**MISSION**

# 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.

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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.



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## ABOUT YWCA CENTRAL CAROLINAS

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**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.

# ABOUT THE EVENT



*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.**

# EMPOWER EQUITY PRESENTING SPONSOR

**\$15,000**

## 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 all 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 fitness center
- Prominent logo placement on event landing page linked to your site
- Prominent logo placement on external event landing page
- Sponsorship recognized on social media (Facebook, LinkedIn, Twitter), LinkedIn, & Instagram three times, including logo

# SPONSORSHIP LEVEL TAKEN!

## 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

☆ if confirmed by January 6

△ if confirmed by January 10

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Empower JUSTICE**  
\$10,000

**Empower FREEDOM**  
\$5,000

**Empower DIGNITY**  
\$2,500

	<b>Empower JUSTICE</b> \$10,000	<b>Empower FREEDOM</b> \$5,000	<b>Empower DIGNITY</b> \$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  
marmstrong@ywcacentralcarolinas.org

# 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

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

**284** CHILDREN

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

**290** COMMUNITY MEMBERS

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were educated and mobilized through racial justice and advocacy events.