

eliminating racism
empowering women
ywca

CORPORATE SPONSORSHIP OPPORTUNITIES

eliminating racism empowering women

ywca

YWCA of Greater Atlanta
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www.ywcaatlanta.org

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YWCA of Greater Atlanta

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Dear Supporter of Women and Girls:


What will you do today to eliminate racism and empower women? For over a century, the YWCA of Greater Atlanta has transformed the lives of women and girls through innovative programming and tireless advocacy of equal opportunities for all. ***Please join us in this mission by considering a sponsorship to the YWCA of Greater Atlanta. Your company will receive benefits and marketing opportunities that clearly exhibit a commitment to eliminating racism and empowering women in Atlanta.***


As a sponsor of the YWCA you will be recognized as a sponsor at *our* signature events: the 2008 Salute to Women of Achievement, recognizing the accomplishments of women whose professional and civic lives embody the YWCA's mission and benefiting 3,000 YWCA program participants. Attached please find a full list of benefits that include, among others, opportunities to participate in a print and TV media campaign reaching over 1.2 million people throughout the metro Atlanta area *and* special recognition of women at your company who embody the mission of the YWCA.

Founded in 1902, the YWCA of Greater Atlanta provides programs that empower Atlanta's women and girls through education, advocacy and unity. Strengthened by diversity, the YWCA draws together people who strive to create opportunities for women's growth, leadership and power to attain a common vision: peace, justice, freedom and dignity for all people. Please consider your commitment to this vision and respond on the enclosed form by February 28, 2008 to take advantage of all the benefits.

What can you do today? Support the YWCA. Eliminate racism and empower women.

Sincerely,


Brenda Reid
Publix Supermarkets
Board Chair, YWCA of Greater Atlanta


Justine Boyd
CEO
YWCA of Greater Atlanta

Save the Date: 2008 Salute to Women of Achievement, May 14, 2008

ANGEL \$75,000

- ❖ Opportunity to sponsor a program of the YWCA and help women and girls
- ❖ Appointment of key company executive to a YWCA committee
- ❖ Prominent Recognition as Presenting Sponsor at signature YWCA annual events: Salute to Women of Achievement and Open Your Purse including:
 - Opportunity for company executive to address over 1,000 supporters of the YWCA at both events and receive recognition of company from the podium
 - Full-page black and white ad in the Salute AJC Special Section (a \$5346 value, full priced AJC ad ranges from \$12,000-\$32,000) distributed to over 1 million subscribers
 - Dedicated page in the Salute 25th Anniversary Program book for publicizing company's philanthropic focus
 - Salute to ten outstanding women leaders from your company in the Salute program book
 - Mention in all pre and post printed press and media materials including, among others, Public Service Announcements on WSB-TV, Channel 2 in prime air time and Executive appearance on WSB-TV, Channel 2 People 2 People quarterly segments and on-air logo placement
 - Prime visibility in all materials for both events:
 - Logo on street banners displayed outside the YWCA of Greater Atlanta
 - Cover 4-color ad in program books
 - Spot in video(s)
 - Logo in invitations and on all signage
 - 3 preferred tables at Salute and 2 preferred tables at Open Your Purse
 - 10 invitations to the pre-event reception for the 2008 Women of Achievement Inductees
- ❖ Visibility in YWCA newsletter, hot link from the YWCA website and listing in the annual report

CHAMPION \$50,000

- ❖ Opportunity to sponsor a program of the YWCA and help women and girls
- ❖ Recognition as Champion Sponsor at signature YWCA annual events: Salute to Women of Achievement and Open Your Purse including:
 - Half-page black and white ad in the Salute AJC Special Section (a \$2754 value, full priced AJC ad ranges from \$12,000-\$32,000) distributed to over 1 million subscribers
 - Salute to eight outstanding women leaders from your company in the Salute program book
 - Mention in all pre and post printed press and media materials
 - Prime visibility in all materials for both events:
 - Full page 4-color ad in program books
 - Spot in video(s)
 - Logo in invitations and on all signage
 - 2 preferred tables at Salute and 2 preferred tables at Open Your Purse
 - 6 invitations to the pre-event reception for the 2008 Women of Achievement Inductees
- ❖ Visibility in YWCA newsletter, hot link from the YWCA website and listing in the annual report

ADVOCATE \$25,000

- ❖ Recognition as an Advocate Sponsor at signature YWCA annual events: Salute to Women of Achievement and Open Your Purse including:
 - Quarter-page black and white ad in the Salute AJC Special Section (a \$1335 value, full priced AJC ad ranges from \$12,000-\$32,000) distributed to over 1 million subscribers
 - Salute to six outstanding women leaders from your company in the Salute program book
 - Prime visibility in all materials for both events:
 - Full page 1-color ad in program books
 - Logo in invitations and on all signage
 - 1 preferred table at Salute and 1 preferred table at Open Your Purse
 - 4 invitations to the pre-event reception for the 2008 Women of Achievement Inductees
- ❖ Visibility in YWCA newsletter, hot link from the YWCA website and listing in the annual report

BENEFACTOR \$15,000

- ❖ Recognition as a Benefactor Sponsor at the signature YWCA annual event Salute to Women of Achievement including:
 - Eighth-page black and white ad in the Salute AJC Special Section (a \$767 value, full priced AJC ad ranges from \$12,000-\$32,000) distributed to over 1 million subscribers
 - Salute to four outstanding women leaders from your company in your eighth-page ad in the Salute AJC Special Section and the Salute program book
 - Prime visibility in all materials:
 - Full page 1-color ad in program book
 - Listing on invitation and all signage
 - 1 table at Salute
 - 2 invitations to pre-event networking reception(s)
- ❖ 6 tickets to Open Your Purse
- ❖ Visibility as a Benefactor sponsor in YWCA marketing material including: a monthly newsletter, a direct link from the YWCA website and listing in the annual report

MENTOR \$10,000

- ❖ Recognition as a Mentor Sponsor at the signature YWCA annual event Salute to Women of Achievement
 - Listing in the Salute AJC Special Section distributed to over 1 million subscribers
 - Salute to two outstanding women leaders in the Salute program book
 - Visibility in materials:
 - Half page 1-color ad in program book
 - Listing in invitation and on signage
 - 1 table at Salute
- ❖ 4 tickets to Open Your Purse
- ❖ Visibility as a Mentor sponsor in YWCA marketing material including: the newsletter and listing on the YWCA website and the annual report

MOTIVATOR \$5,000

- ❖ Recognition as a Motivator Sponsor at the signature YWCA annual event Salute to Women of Achievement including:
 - Listing in the Salute AJC Special Section distributed to over 1 million subscribers
 - Visibility in materials:
 - Quarter page 1-color ad in program book
 - Listing in invitation and signage
 - 1 table ticket at Salute
- ❖ Visibility as a Motivator sponsor in YWCA marketing material including: the newsletter and listing on the YWCA website and the annual report

PATRON \$2,500

- ❖ Visibility as a Patron sponsor in the YWCA the annual report
- ❖ Recognition as a Patron Sponsor at the signature YWCA annual event Salute to Women of Achievement including:
 - Listing in the Salute AJC Special Section distributed to over 1 million subscribers
 - Listing in program book, invitation and signage
 - 1 table at Salute

Note: The majority of all Salute sponsorship dollars will go directly to Help Prepare and Support Children's Success in School by providing operating support for early learning and educational after school programs for over 1,300 children in greater Atlanta. The tax-deductible charitable contribution for all sponsorship levels is over 90%. Please see sponsorship confirmation letter for specific information on tax-deductible charitable contribution by level.



A 25 Year Legacy of Saluting Phenomenal Women

The YWCA of Greater Atlanta's Salute to Women of Achievement is always a special event, but this year is even more meaningful – this year marks Salute's 25th anniversary of honoring women who continually make positive strides in business, our communities and in the lives of others. Salute is a building block for the YWCA, helping us raise funds necessary to help strengthen our programs, increase our visibility, and expand our reach.

Our Programs, Our Legacy

Our organization is continually evolving to better meet the needs of our community, and we have worked diligently to hone our programs to make them more meaningful and sustainable. Backed by strong corporate and community partnerships and a committed Board of Directors and staff, our new development strategy is priming us to secure our rich legacy – which is more than 100 years strong – so that we can help women and children look toward bright futures for years to come.

Designed to Help Women and Children

Our programs, all financially self-sufficient, are designed to help end racism and empower women and girls, and we are constantly seeking to grow and expand. The YWCA of Greater Atlanta, and the women, children and families we serve, are grateful to all of our friends and partners who make our programs possible.

Please read about our programs below. For more information, please visit www.ywcaatlanta.org.

Women in Transition, which includes our shelter program, has been expanded to include independent living, job and financial training components.

Empowered Youth Entertainment program which uses drama and music to teach inclusion and racial justice in middle schools, was instituted and has won many awards and scholarships for the high school kids involved in the program.

TGITech, a guidance and preparation program to emphasize the importance of science, math, engineering and technology curriculum for young women, was redesigned to address middle school girls.

Northeast Early Learning Center's capacity has been expanded to 120 children with a large percentage on subsidized tuition and lunch programs;

Kydzone, our after school program, has introduced a fitness and nutrition component through Falcon Fitness.

EncorePlus® Program has continued to help meet the community's needs relating to health disparities in the areas of breast and cervical cancer through education and screening referral services for women in underserved communities. .

Pledge Form

We are proud to become a sponsor of the YWCA at the following level:

- \$75,000** **Angel**
- \$50,000** **Champion**
- \$25,000** **Advocate**
- \$15,000** **Benefactor**
- \$10,000** **Mentor**
- \$ 5,000** **Motivator**
- \$ 2,500** **Patron**

BUSINESS NAME (As you wish it to appear in YWCA collateral)	
CONTACT	
CONTACT NUMBER	
FAX NUMBER	
MAILING ADDRESS	
EMAIL ADDRESS	
WEBSITE ADDRESS	

Contact (404) 835-1621, for additional information

(404) 427-7582 Fax

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