2013 YWCA Inspire Luncheons

Sponsorship Opportunities

**Eastside**  
America Ferrera  
Actress and Humanitarian  
Thursday, March 21, 2013  
Meydenbauer Center

**Seattle**  
Geena Davis  
Academy Award-winning Actor  
Tuesday, April 30, 2013  
Washington State Convention Center

**Snohomish County**  
Elizabeth Gilbert  
Bestselling Author  
Thursday, May 9, 2013  
Edward D. Hansen Conference Center

**Mission**

The mission of the YWCA Seattle | King | Snohomish is to advance the quality of life for women of all ages, races and faiths, and their families. In support of this mission, the YWCA provides services to meet critical needs, promote self-sufficiency, reduce violence, eliminate racism and achieve equal opportunities for all people.

**Celebrating 25 years of YWCA Luncheons!**

> Your sponsorship contribution is **100% tax-deductible** and helps underwrite these powerful events so that all Luncheon proceeds directly benefit YWCA programs throughout King and Snohomish counties.  
> Every year, nearly **4,000 community members** gather for the YWCA Inspire Luncheons. Luncheon guests include:  
  • Executives from top international businesses such as Microsoft, Starbucks, Boeing and Costco.  
  • Representatives from federal, state and local government.  
  • Our region’s leading philanthropists and community members.  
  • A mix of approximately 85% women and 15% men.  
> Last year, the Inspire Luncheons raised **$1.49 million** for YWCA housing, employment, health and youth programs  
> 88% of post-event survey respondents in 2012 could name two or more Luncheon sponsors.  
> The YWCA has increased online interaction through our social media sites by 60% and increased unique website visitors to more than 75,000 each year (an average of 7,000 visitors per month).
We invite you to join us as a 2013 YWCA Inspire Luncheon sponsor!

2013 YWCA Inspire Luncheon sponsorship opportunities range from $1,500 to $50,000, with both single-event and all-event packages. Sponsorship levels include a combination of print, social media and day-of-event recognition benefits.

**All-Event Platinum Sponsor | $50,000**

*Only one sponsor will be recognized at this level.*

In honor of the 25th Anniversary of the YWCA Luncheons, this exclusive sponsorship offers the highest level of recognition at all three events and throughout the year as a YWCA partner.

**All-Event Signature Sponsor | $25,000**

*Industry exclusivity; only four sponsors will be recognized at this level.*

**Event benefits and recognition at each Luncheon**

- Premium table location with seating for up to 11 guests.
- Company logo in light projection, rotating slide presentation and on event banner.
- Live recognition from the stage.
- Full-page ad in event programs distributed to 4,000 Luncheon guests.
- Invitations for table host plus two guests to attend exclusive pre-event reception with keynote speaker.
- Company executive speaking opportunity during exclusive pre-event reception.
- Live social media mention from each Luncheon.

**Print and web benefits**

- Company logo on promotional posters distributed throughout King and Snohomish counties.
- Company logo linked on YWCA Inspire Luncheon webpage from January through August 2013.
- Ongoing social media opportunities.
- Company logo in YWCA newsletter (9,000 circulation).
- Company logo on confirmation email sent to pre-registered guests.
- Company logo in spring Puget Sound Business Journal thank you ad (157,000 readers).
- Company name in the YWCA Progress Report to the community (9,000 circulation and published on YWCA website).
All-Event Premier Sponsor | $20,000
Includes all Benefactor Sponsor benefits plus:

Event benefits and recognition at each Luncheon
• Company logo in light projection.
• Invitations for table host plus two guests to attend exclusive pre-event reception with keynote speaker.

Print and web benefits
• Company logo linked on YWCA Inspire Luncheon webpage from January through August 2013.
• Company logo on confirmation email sent to pre-registered guests.
• Company logo in spring Puget Sound Business Journal thank you ad (157,000 readers).

All-Event Benefactor Sponsor | $15,000

Event benefits and recognition at each Luncheon
• Premium table location with seating for up to 11 guests.
• Live recognition from the stage.
• Half-page ad in event programs distributed to 4,000 Luncheon guests.
• Company logo in rotating slide presentation and on event banner.
• Invitations for table host plus one guest to attend exclusive pre-event reception with keynote speaker.
• Live social media mention from each Luncheon.

Print and web benefits
• Company name linked on YWCA Inspire Luncheon webpage from January through August 2013.
• Company logo in YWCA newsletter (9,000 circulation).
• Ongoing social media opportunities.
• Company name in spring Puget Sound Business Journal thank you ad (157,000 readers).
• Company name in the YWCA Progress Report to the community (9,000 circulation and published on YWCA website).
Single Event Sponsorship Opportunities: 
Eastside / Seattle

**Patron Sponsor | $10,000**

**Event benefits and recognition**
- Preferred table location with seating for up to 11 guests.
- Quarter-page ad in event program distributed to up to 2,000 Luncheon guests.
- Company name in rotating slide presentation.
- Invitations for table host plus one guest to attend exclusive pre-event reception with keynote speaker.
- Live social media mention from the Luncheon.

**Print and web benefits**
- Company name linked on YWCA Luncheon webpage from January through May 2013.
- Company name in YWCA newsletter (9,000 circulation).
- Ongoing social media opportunities.
- Company name in the YWCA Progress Report to the community (9,000 print circulation and published on YWCA website).

**Supporting Sponsor | $5,000**

**Event benefits and recognition**
- Reserved table with seating for up to 11 guests.
- Announcement ad in event program distributed to up to 2,000 Luncheon guests.
- Company name in rotating slide presentation.
- Invitation for table host to attend exclusive pre-event reception with keynote speaker.

**Print benefits**
- Company name on YWCA Luncheon webpage from January through May 2013.
- Company name in YWCA newsletter (9,000 total circulation).
- Company name in the YWCA Progress Report to the community (9,000 print circulation and published on YWCA website).

**Contributing Sponsor | $2,000**

**Event benefits and recognition**
- Reserved table with seating for up to 11 guests.
- Company name in event program distributed to up to 2,000 luncheon guests.
- Company name in rotating slide presentation.
- Invitation for table host to attend exclusive pre-event reception with keynote speaker.

**Print benefits**
- Company name on YWCA Luncheon webpage from January through May 2013.
  Company name in YWCA newsletter (9,000 circulation).
Single Event Sponsorship Opportunities: Snohomish County

**Patron Sponsor | $5,000**

**Event benefits and recognition**
- Preferred table location with seating for up to 11 guests.
- Quarter-page ad in event program distributed to up to 800 Luncheon guests.
- Company name in rotating slide presentation.
- Invitations for table host plus one guest to attend exclusive pre-event reception with keynote speaker.
- Live social media mention from the Luncheon.

**Print and web benefits**
- Company name linked on YWCA Luncheon webpage from January through May 2013.
- Company name in YWCA newsletter (9,000 circulation).
- Ongoing social media opportunities.
- Company name in the YWCA Progress Report to the community (9,000 print circulation and published on YWCA website).

**Supporting Sponsor | $2,500**

**Event benefits and recognition**
- Reserved table with seating for up to 11 guests.
- Announcement ad in event program distributed to up to 800 Luncheon guests.
- Company name in rotating slide presentation.
- Invitation for table host to attend exclusive pre-event reception with keynote speaker.

**Print benefits**
- Company name on YWCA Luncheon webpage from January through May 2013.
- Company name in YWCA newsletter (9,000 total circulation).
- Company name in the YWCA Progress Report to the community (9,000 print circulation and published on YWCA website).

**Contributing Sponsor | $1,500**

**Event benefits and recognition**
- Reserved table with seating for up to 11 guests.
- Company name in event program distributed to up to 800 Luncheon guests.
- Company name in rotating slide presentation.
- Invitation for table host to attend exclusive pre-event reception with keynote speaker.

**Print benefits**
- Company name on YWCA Luncheon webpage from January through May 2013.
- Company name in YWCA newsletter (9,000 circulation).
## 2013 YWCA Inspire Luncheons Sponsorship Opportunities

### Summary of Sponsorship Benefits

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Signature</th>
<th>Premier</th>
<th>Benefactor</th>
<th>Patron</th>
<th>Supporting</th>
<th>Contributing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table location</td>
<td>Premium</td>
<td>Premium</td>
<td>Premium</td>
<td>Premium</td>
<td>Preferred</td>
<td>Reserved</td>
<td>Reserved</td>
</tr>
<tr>
<td>Company presence displayed at Luncheon</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Luncheon program recognition</td>
<td>Full page ad</td>
<td>Full page ad</td>
<td>Half page ad</td>
<td>Half page ad</td>
<td>Quarter page ad</td>
<td>Announcement ad</td>
<td>Name</td>
</tr>
<tr>
<td>VIP reception invitation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ongoing social media opportunities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Live social media mention at Luncheons</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Live stage recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Industry exclusivity</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on event banner</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP reception speaking opportunity</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|                       | Logo link | Logo link | Logo link | Name link | Name | Name | Name |
| Web presence (Jan. thru May 2013) |           |           |           |           |      |      |      |
| YWCA newsletter recognition | Logo      | Logo      | Logo      | Logo      | Name | Name | Name |
| YWCA Progress Report recognition | ✓        | ✓         | ✓         | ✓         | ✓    | ✓    | ✓    |
| Extended web presence (thru Aug. 2013) | ✓        | ✓         | ✓         | ✓         | ✓    | ✓    | ✓    |
| Puget Sound Business Journal recognition | Logo | Logo | Logo | Name | |
| Company logo on event poster | ✓        | ✓         |         |            |        |      |      |
| Company logo on confirmation email | ✓        | ✓         |         |            |        |      |      |
| 2013 Platinum sponsor recognition | ✓        |           |         |            |        |      |      |
Sponsorship Commitment Form

**All-Event:**
- Platinum: $50,000
- Signature: $25,000
- Premier: $20,000
- Benefactor: $15,000

**Single Event:**

**Eastside**
- Patron: $10,000
- Supporting: $5,000
- Contributing: $2,000

**Seattle**
- Patron: $10,000
- Supporting: $5,000
- Contributing: $2,000

**Snohomish County**
- Patron: $5,000
- Supporting: $2,500
- Contributing: $1,500

Please email, fax or mail your completed form to:

Karyn McKelvey
kmckelvey@ywcaworks.org
Fax: 206.490.4385
Phone: 206.490.4383

Development
YWCA Seattle | King | Snohomish
1118 Fifth Avenue
Seattle, WA 98101

---

Sponsor: __________________________________________________________
(Please write name exactly as you would like it to appear in published materials)

Contact Name: __________________________________ Title: __________________________

Address: __________________________________________________________

City: __________________________ State: __________ Zip: __________

Phone: ______________________ Fax: __________ Email: ______________________

Facebook: ____________________ Twitter: ______________________

Please bill for the level indicated above

☐ A check is enclosed for the level indicated above

☐ YES, my company would like to host one or more tables at the Luncheons

☐ YES, we would like to attend the Luncheon, please reserve ____ seats for our representatives

☐ NO, we are unable to attend the Luncheon

Signature of Authorized Representative (if form is sent via email, no signature is required):

_________________________________________ Date: ________________________

---

give help. get help.
ywcaworks.org

Questions?
Karyn McKelvey | 206.490.4383 | kmckelvey@ywcaworks.org