

YWCA's 17th Annual *In the Company of Women Luncheon* Sponsorship Information

- **Keynote Speaker**..... **ROSIE PEREZ**, Actress and Activist
Lively, entertaining and celebrated for her television and movie roles over the past 23 years, Perez has also been a vocal activist for a number of causes, especially those related to AIDS and inner-city youth. She serves as the head of the Artistic Board for the Urban Arts Partnership and actively supports the Women for Peace & Justice in Vieques, Puerto Rico. She will deliver an inspiring message that celebrates culture, diversity and the empowerment of all women.



- **Date** **TUESDAY, March 20, 2012**
- **Location** **CT CONVENTION CENTER • Hartford, CT**
- **Time**..... 11:00 a.m. - 12:30 p.m. • Registration/Reception/Vendor Expo
12:30 p.m. - 2:00 p.m. • Program
2:00 p.m. - 3:00 p.m. • Persimmon Plaza
- **Format**..... Table Captain Guests contribute at luncheon during appeal/check writing ceremony. For guests of sponsors the decision to make an additional contribution during the appeal is entirely personal.
- **Expected Contribution** **\$150** minimum contribution per guest: tables of 10 (\$1,500 per table)
- **Sponsorship Opportunities** \$25,000; \$15,000; \$10,000; \$5,000; \$2,500
- **Individual Seats** \$150 each
- **Expected Attendance** 1,500 guests
- **Event Co-Chairs**..... **Stacy Smith Walsh** – Director, Human Resources, Day Pitney, LLP
Jean LaTorre – Chief Investment Officer, Aetna
- **Past Speakers** 2011 Lee Woodruff
2010 Michele Norris
2009 Jeannette Walls
2008 Anna Deavere Smith
2007 Isabel Allende
2006 Dr. Mae Jemison
- **To Benefit** Programs and services of **YWCA Hartford Region**
Please visit www.ywcahartford.org for more information about YWCA.
- **For More Information** Please contact Jane Beup Curtiss of MotleyBeup at (860) 299-4410;
JaneBeup@MotleyBeup.com or visit www.ywcahartford.org

In The Company of Women Luncheon **SPONSORSHIP OPPORTUNITIES**

\$25,000 Presenting Sponsorship

- Logo recognition on YWCA website, event signage, all print materials, newspaper ad & YWCA newsletter
- Logo on video screens in ballroom
- “Gobo” (logo) projected on center wall, behind podium
- 2 page ad spread in event program book
- Verbal mention and speaking opportunity at event
- Advertising booth opportunity at event
- Opportunity to distribute corporate promotional materials at guest seats
- 2 tables (20 guest seats) with premiere table placement
- 10 passes to meet & greet with speaker following keynote presentation

\$15,000 Platinum Sponsorship

- Logo recognition on YWCA website, event signage, select print materials, newspaper ad & YWCA newsletter
- Logo on video screens in ballroom
- “Gobo” (logo) projected on center wall, behind podium
- Full page ad in event program book
- Verbal mention from podium
- Advertising booth opportunity at event
- 1 table (10 guest seats) with premiere table placement
- 8 passes to meet & greet with speaker following keynote presentation

\$10,000 Gold Sponsorship

- Logo recognition on YWCA website, event signage, select print materials, newspaper ad & YWCA newsletter
- Logo on video screens in ballroom
- Logo on banner prominently displayed in ballroom
- Full page ad in event program book
- Verbal mention from podium
- 1 table (10 guest seats) with premiere table placement
- 6 passes to meet & greet with speaker following keynote presentation

\$5,000 Silver Sponsorship

- Logo recognition on YWCA website, event signage, select print materials, newspaper ad & YWCA newsletter
- Logo on video screens in ballroom
- Full page ad in event program book
- 1 table (10 guest seats) with priority table placement
- 2 passes to meet & greet with speaker following keynote presentation

\$2,500 Bronze Sponsorship

- Listing on YWCA website, event signage, select print materials, newspaper ad & YWCA newsletter
- Logo on video screens in ballroom
- Half page advertisement in event program book
- 1 table (10 guest seats) with preferred table placement



In The Company of Women Luncheon SPONSORSHIP REGISTRATION FORM

Proceeds of the *In the Company of Women* Luncheon will benefit YWCA Hartford Region. Please complete the form below.

Business/Organization Name (exactly as it should appear in printed materials):

Authorizing contact:

Address:

Phone:

Email:

Fax:

Contact name(s) for guest list, ad copy, etc. (if different from above)

Email:

Phone:

Fax:

We are pleased to register for the *In the Company of Women* Luncheon Sponsorship as indicated below:

- | | | | |
|-----------------------------------|---------------------------|------------------|------------------------------|
| <input type="checkbox"/> \$25,000 | <i>Presenting Sponsor</i> | 2 page ad spread | Ad size 11" (w) x 8.5" (h) |
| <input type="checkbox"/> \$15,000 | <i>Platinum Sponsor</i> | 1 full page ad | Ad size 5.5" (w) x 8.5" (h) |
| <input type="checkbox"/> \$10,000 | <i>Gold Sponsor</i> | 1 full page ad | Ad size 5.5" (w) x 8.5" (h) |
| <input type="checkbox"/> \$ 5,000 | <i>Silver Sponsor</i> | 1 full page ad | Ad size 5.5" (w) x 8.5" (h) |
| <input type="checkbox"/> \$ 2,500 | <i>Bronze Sponsor</i> | ½ page ad | Ad size 5.5" (w) x 4.25" (h) |

Please indicate if your company will be using the advertising booth provided in your sponsorship benefits.

Yes No

All ads must be received by March 1, 2012 in JPEG, TIFF, CPS or enhanced PDF format and at least 300 DPI.

Please email ads to YWCAAdBook@ywcahartford.org

Method of sponsorship payment:

- Please bill me at the above address
- Payment to follow (no invoice necessary)
- Payment is enclosed (no invoice necessary)

Please submit this registration form as soon as possible to YWCA at:

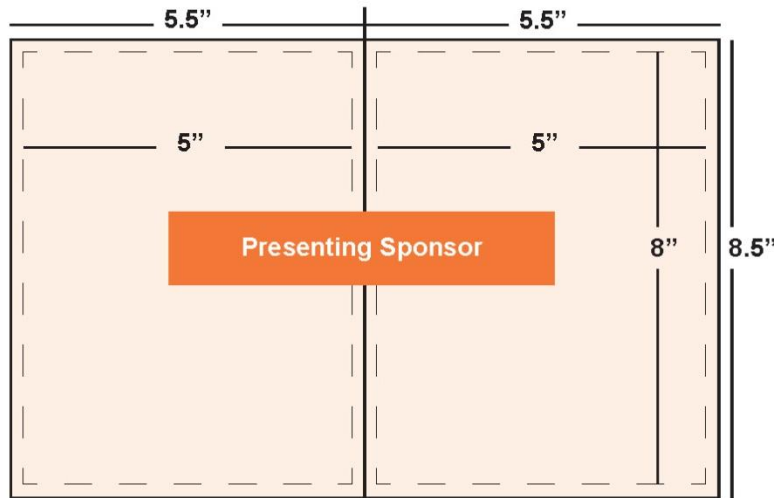
Email: DeniceG@ywcahartford.org

Fax: (860) 543-8919

**Mail: ATTN: Development Department
YWCA, 135 Broad Street, Hartford, CT 06105**

In the Company of Women Luncheon

Advertising Specifications

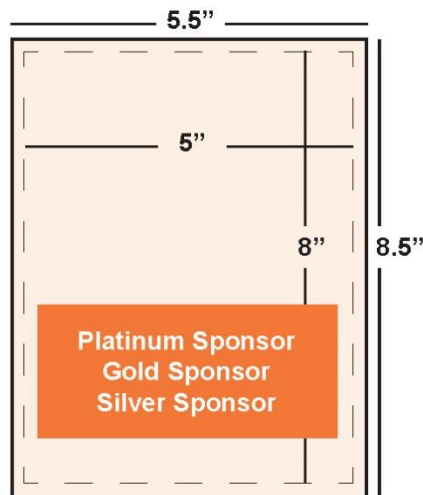


Presenting Sponsor

2 page ad spread
11" (w) x 8.5" (h)

Live area: 5" (w) x 8" (h) per page
Please keep all copy within the live area in order to maintain legibility when printed.

Color and photos may run across the gutter.



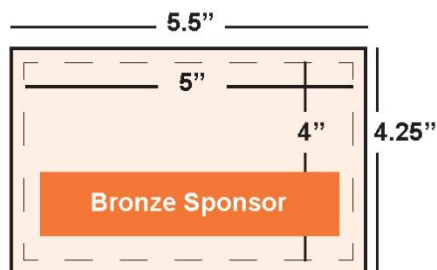
Platinum Sponsor

Gold Sponsor

Silver Sponsor

1 full page
5.5" (w) x 8.5" (h)

Live area: 5" (w) x 8" (h)



Bronze Sponsor

1/2 page ad
5.5" (w) x 4.25" (h)

Live area: 5" (w) x 4" (h)

Preferred File format is an Adobe PDF:

All PDF file dimensions must be set up to the ad sizes specified. Fonts must be properly embedded to avoid formatting and layout problems. Please ensure that ad quality is at least 300 dpi.

Adobe Illustrator or Photoshop Files:

For Illustrator, provide file as an AI file or an EPS. Convert all text to outlines. For Photoshop, please make sure the file is either a PSD, or a TIFF.

Quark or Adobe InDesign:

Include all fonts and linked images.

Live Area:

Please keep all copy within the live area in order to maintain legibility when printed.

All ads must be received by March 1, 2012

Please email ads to YWCAAdBook@YWCAHartford.org

If you have any questions, please contact Jane Beup of MotleyBeup at (860) 299-4410; JaneBeup@MotleyBeup.com