



YWCA RICHMOND

SPONSORSHIP REQUEST

OUTSTANDING WOMEN AWARDS

.....

May 2022

eliminating racism
empowering women
ywca

Richmond



Dear friend,

You have the opportunity to be a part of 42 years of bold leadership. Join YWCA Richmond as an advocate for women's leadership and sponsor the 2022 Outstanding Women Awards. The Outstanding Women Awards celebration elevates extraordinary women and highlight their accomplishments to inspire all of us to trail blaze across the Richmond region. All of our honorees, over 300 women, serve as role models in Richmond's history and are important to the foundation of our thriving community.

YWCA Richmond is on a mission to create healthy families in Richmond. We empower women to build successful homes out of the ashes of violence. We give them time to heal. We empower families with access to high quality early education at the Sprout School. We empower young people by teaching them skills to build healthy relationships skills that will last a lifetime. You empower them too.

Together, we can embrace YWCA's tradition of empowering the amazing spirit of women and their families in our region. Thank you for considering a sponsorship for the 2022 Outstanding Women Awards!

Linda Tissiere
Chief Executive Officer
YWCA Richmond

Rupa S. Murthy
Chief Advancement & Advocacy Officer
YWCA Richmond

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Sponsorship Benefits

YWCA Richmond Celebrates 42 Years of Women's Leadership!

Launched in 1980, YWCA Richmond's Outstanding Women Award and women's leadership initiatives continues to encourage, promote, celebrate and create the conditions in our region under which many more women can and will lead within their own fields.

Become a sponsor and join us in celebrating 42 years of bold leadership in Richmond, who do so much for our community!

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Recognition as we celebrate 42 years!

- Recognition from one of our 5 events celebrating women's leadership in 2022.
- Table of 10 guests at the OWA Luncheon, tickets to the virtual OWA Leadership Forum, exclusive access to private receptions with 200+ OWA Honorees
- Advertisements in the OWA Luncheon program seen by 500 guests
- Recognized as a partner of YWCA Richmond's mission to empower women & eliminate racism on multiple digital platforms, with 5000+ unique viewers
- Recognition in the YWCA Richmond's annual report.



See our sponsorship levels page for more info.

2021 Sponsors

Platinum Sponsor



Altria



Dominion
Energy®

Silver Sponsors



INVESTING *for Good*™



MARKEL®

Bronze Sponsor



VCU Health™

Crystal Sponsor



WELLCOMEDD

ADVANCED MEDICINE MADE PERSONAL

2021 OWA Virtual Watch Party Hosts

NextUp RVA

MedaRVA

Donna Wheeler

Jeffrey Wilt

Voices for Virginia's Children

Priscilla Burbank

The Anna Lou and Bob
Schaberg Foundation



2021 Facts

- 121 students attend the Sprout School, a high quality, affordable, full year preschool in Richmond.
- 25 of our students transitioned from our early childhood education program to kindergarten.
- 1839 total domestic and sexual violence calls into the EmpowerNet Hotline.
- 86 Survivors met with our Employment Navigator to work toward securing employment, job certifications, and additional education.
- 134 Women and children established new, violence free homes through rapid re-housing.
- 565 Survivors received on-site, trauma-informed crisis intervention when they arrived at the Richmond Juvenile and Domestic Relations District Court.
- 100% of survivors reported that because of the services and support received, they feel more hopeful about their lives.
- 279 Community members, including high school and college students, learned healthy relationship building and violence prevention strategies at 21 community outreach events and programs.
- 22 RVA Teen Peer Educators completed the Empower RVA Teens training, planned, and facilitated 3 virtual events.
- Young Women's Leadership Alliance launched their Voices of Change three-part virtual series, sponsored by Carmax, centering the voices of women in our community who are championing racial and gender equity.
- The 5th Rising Outstanding Women Award was presented to Amanda Eaddy McKeithan. She is an educator, storyteller, writing coach, creative consultant, and teen girl advocate in Richmond, VA. She is the founder of The Literary Enthusiast Creative Firm, LLC where she teaches the busy, professional woman how to creatively change the world. She believes that every female has a story that needs to be heard. Each story bravely told changes the world.
- 3000+ Virginians participated in the 21 Day Racial Equity Challenge.
- Last year's OWA Honorees were:
 - ART & CULTURE ::** Priscilla Burbank
 - BUSINESS ::** Linda Nash
 - EDUCATION ::** Barbara Couto Sipe
 - HEALTH & SCIENCE ::** Jeniece Roane
 - HUMAN RELATIONS &/OR FAITH IN ACTION ::** Chlo'e Edwards
 - LAW &/OR GOVERNMENT ::** Margaret Ivey
 - MEDIA & MARKETING ::** Shayla Varnado
 - NONPROFIT MANAGEMENT ::** Grace Gallagher
 - VOLUNTEERISM ::** Dena Frith Moore



2022 Nominations

Background

We invite you to nominate any woman who exemplifies the criteria for our Outstanding Women Awards. Thank you for your help in identifying these individuals who do so much for our community! View a list of all past honorees at www.ywcarichmond.org/honorees

Categories

Arts & Culture, Business, Education, Health & Science, Human Relations &/or Faith in Action, Law &/or Government, Media & Marketing, Nonprofit Leadership, Volunteerism

Criteria

- Resides in one of the following cities or counties: Charles City, Chesterfield, Colonial Heights, Dinwiddie, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, or Richmond.
- Exhibits a high level of professional or volunteer achievement and leadership skills. Generates significant impact on the Greater Richmond community through her endeavors.
- Demonstrates passionate commitment to a cause through her activities. Excels in her profession, is highly respected by her peers, and is a role model for other women in her field.
- Exemplifies YWCA Richmond's commitment to eliminating racism and empowering women in her professional and personal life.



Nominate an Outstanding Woman online today at ywcarichmond.org/owa/

ONLINE FORM: All nominations must be completed online. Two or more people may collaborate on a nomination to ensure an accurate and well-rounded representation of the nominee. **DEADLINE:** Tuesday, February 15, 2022 at 5pm

2022 Sponsorship Levels

| | | \$1,500 | \$2,500 | \$5,000 | \$10,000 | \$15,000 | \$25,000 |
|------------------|--|---------|---------|---------|-------------|-------------|-------------|
| | | VIRTUAL | CRYSTAL | BRONZE | SILVER | GOLD | PLATINUM |
| SPONSOR BENEFITS | Tickets to OWA luncheon | | 10 | 10 | 10 | 15 | 20 |
| | Tickets to OWA Leadership Forum breakfast | | 2 | 5 | 10 | 15 | 20 |
| | Tickets to Conversation Piece | | 4 | 4 | 4 | 4 | 4 |
| | Recognition in YWCA Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | 100% of sponsorship will support YWCA programs | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Recognition in OWA program | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Recognition on event signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Recognition on YWCA & ticket sales website | ✓ | ✓ | ✓ | logo + link | logo + link | logo + link |
| | Social media mentions during the month of April | | | 1 | 2 | 3 | 4 |
| | Ad placement in OWA program | | | | 1/4 page | 1/2 page | 1 page |
| | Recognition in all print ads | | | | ✓ | ✓ | ✓ |
| | #followfriday social media promotion | | | | ✓ | ✓ | ✓ |
| | Tickets to OWA Honoree Tea | | | | | 2 | 2 |
| | Recognition in event PowerPoint slideshow | | | | | ✓ | ✓ |
| | Logo on event invitation and save the date cards | | | | | ✓ | ✓ |
| | Recognition from the OWA stage | | | | | ✓ | ✓ |
| | Mention in all print interviews | | | | | ✓ | ✓ |
| | #thankyouthursday profile feature | | | | | | ✓ |
| | Prominent mention in 2 press releases | | | | | | ✓ |
| | 10 targeted social media mentions | | | | | | ✓ |

2022 Outstanding Women Awards

Sponsorship Commitment Form

Sponsorship Level:

☐ \$1,500 Virtual Sponsor

☐ \$2,500 Crystal Sponsor

☐ \$5,000 Bronze Sponsor

☐ \$10,000 Silver Sponsor

☐ \$15,000 Gold Sponsor

☐ \$25,000 Platinum Sponsor

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CONTACT EMAIL ADDRESS: _____

CONTACT PHONE NUMBER: _____

SIGNATURE: _____

DATE: _____

Payment Details:

☐ Check Enclosed

☐ Please Invoice

*Invoice to be paid 15 business days prior to event
unless alternate arrangement has been made.*

☐ Mastercard

☐ Visa Amex

☐ Discover

NAME ON CREDIT CARD: _____

AMOUNT TO BE CHARGED: _____

CARD NUMBER: _____

EXPIRATION DATE: _____ CVV: _____

BILLING ADDRESS: _____

CITY, STATE, ZIP: _____

SIGNATURE: _____

DATE: _____

Credit Card Policy: Fill in credit card information legibly including total amount to be charged to your card. Form must be signed and dated by the card holder for validation. For verification purposes, address information must be filled out as it appears on the credit card monthly statement. Failure to complete the address information, including zip code, may result in the payment not being accepted by your credit card institution. Thank you!

2022 Outstanding Women Awards

Sponsorship Deliverables and Contacts

Deliverable Details

DUE DATES

Company logo and usage guidelines 2/18/22

- black and white and color options - EPS or JPG

Social media handles and usage guidelines 2/18/22

- Facebook, Twitter, Instagram

Guest list for Honoree Tea 2/18/22

- 2 attendee names
- at the YWCA - early March

Program ads 2/18/22

Guest list for Virtual Women's Leadership Forum 4/15/22

- 20 attendee names
- Spring 2022

Guest list for Outstanding Women Awards luncheon 4/15/22

- 20 attendee names, listed in groups of 10
- attendees with vegetarian, vegan, or gluten free preferences

Outstanding Women Awards luncheon event details:

May 2022

Registration opens at 11:30 am

Program Starts at 12:00 pm

Program Ends 1:30 pm

Your Corporation/Organization Contact Names and Emails



YWCA Richmond's team of incredible employees, from the Sprout School to the EmpowerNet, are grateful to you for your patience, persistence, and powerful donations to expand access and capacity for those families in Richmond who need our expertise.

We want to express our GRATITUDE for your commitment, leadership, and passion for YWCA Richmond as we near the end of completing the renovations to our building on 5th Street and expansion to infant care at the Sprout School. In the words of our CEO, Linda Tissiere, in a recent [Richmond Times-Dispatch article](#), "This is more than a renovation. This is truly transforming how we do our work."

To learn more, please visit www.ywcarichmond.org/empowerandtransform/. As we look forward to 2022, we will celebrate 135 years of service to Richmond as we eliminate racism and empower women through women's leadership programs, racial justice education, expansion of the Sprout School, and providing safe, secure shelter and counseling to individuals who want domestic and sexual violence resources in our region.




Thank you for your dedication to our programs that promote racial, social, and economic equity for women, girls, and their families.

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empowering women
ywca

Richmond

YWCA Richmond
6 N 5th St
Richmond, VA 23219
804.643.6761

[ywcarichmond.org](http://www.ywcarichmond.org)

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#EmpowerRVA