

OUTSTANDING WOMEN AWARDS



Sponsorship Opportunity

eliminating racism
empowering women
ywca
Richmond

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OUTSTANDING
WOMEN AWARDS
YWCA RICHMOND



Dear friend,

You have the opportunity to be a part of 43 years of bold leadership. Join YWCA Richmond as an advocate for women's leadership and sponsor the 2023 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 2023 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 43 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 43 years of bold leadership in Richmond, who do so much for our community!

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Recognition as we celebrate 43 years!

- Recognition from one of our 5 events celebrating women's leadership in 2023.
- Table of 10+ guests at the OWA Luncheon, tickets to the 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.



2022Sponsors

Platinum Sponsor



Altria



**Dominion
Energy®**

Crystal Sponsors

Atlantic Union Bank

Kroger

The Community Foundation

Virginia Credit Union

Virtual Sponsor

Blue Edge Capital, LLC

Gold Sponsor



MARKEL®

Silver Sponsor



INVESTING *for Good*™

Bronze Sponsors



Bon
Secours

HUNTON
ANDREWS KURTH



2022Facts

The Sprout School served **152** children event while the pandemic continued, and **30** children graduated ready for kindergarten in 2022 **13,219** calls were managed by **EmpowerNet**. This included inbound and outbound calls.

1785 calls were domestic violence/sexual violence calls

2,412 contacts were managed via our new text/chat feature

139 new individuals received emergency shelter for a total of **741** nights.

Even during a statewide eviction moratorium we were able to move **21** clients into permanent homes and **39** into temporary housing

92 individuals received employment navigation services

172 survivors received court advocacy last year.

235 survivors received community case management

14 new volunteers were trained through our **40** hour training session

Last year's OWA Honorees were:

ART & CULTURE :: Zenobia Bey

BUSINESS :: Carter M. Reid

EDUCATION :: Kimberley L. Martin

HEALTH & SCIENCE :: Zakia McKensey

HUMAN RELATIONS &/OR FAITH IN ACTION :: Jill A. McCormick

LAW &/OR GOVERNMENT :: Kimberly C. MacLeod

MEDIA & MARKETING :: Rasheeda N. Creighton

NONPROFIT MANAGEMENT :: Karen Legato

VOLUNTEERISM :: Pam Mines



The 6th **Rising Outstanding Woman Award** was presented to **Mariah Williams**, an urban planner, storyteller, and researcher dedicated to highlighting the experiences of Black people and spaces in cities. She is the founder of **Finding Homeplace**, a platform that highlights the work of Black women in community development, discusses the history and legacy of inequity in Black communities, and reflects on black expression and resilience in urban landscapes.

2023 Sponsorship Levels

SPONSOR BENEFITS		\$2,500 CRYSTAL	\$5,000 BRONZE	\$10,000 SILVER	\$15,000 GOLD	\$25,000 PLATINUM
	Tickets to OWA luncheon	10	10	10	15	20
	Tickets to OWA Leadership Forum breakfast	2	5	10	15	20
	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					✓

2023 Outstanding Women Awards

Sponsorship Commitment Form

Sponsorship Level:

☐ \$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!

2023 Outstanding Women Awards

Sponsorship Deliverables and Contacts

Deliverable Details

DUE DATES

Company logo and usage guidelines 2/1/23

- black and white and color options - EPS or JPG

Social media handles and usage guidelines 2/1/23

- Facebook, Twitter, Instagram

Guest list for Honoree Tea 2/1/23

- 2 attendee names
- at the YWCA - early March

Program ads 2/1/23

Guest list for Virtual Women's Leadership Forum 3/31/23

- 20 attendee names
- Spring 2023

Guest list for Outstanding Women Awards luncheon 4/3/23

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

Outstanding Women Awards luncheon

event details: May 4th, 2023

- Registration opens at 11:30 am
- Program Starts at 12:00 pm
- Program Ends 1:30 pm

Your Corporation/Organization Contact Names and Emails

2024 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.

Nominations for the 44th OWA will open June 1, 2024 and close October 15, 2024 at 5pm.

YWCA Richmond's team of incredible employees, from the Sprout School to the EmpowerNet Hotline, 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.

To learn more, please visit www.ywcarichmond.org

As we look forward to 2023, we will celebrate 136 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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Richmond

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#EmpowerRVA