



purse & passion

eliminating racism
empowering women **ywca**

PURSE & PASSION 2011

ALL LEVELS OF CORPORATE SPONSORSHIP

\$25,000 Presenting Level Corporate Partner

- Your company will be prominently featured in public service announcement on ABC 33/40 to run 26 times in the months of March and April
- A company representative will be featured with a YWCA representative on ABC 33/40's *Fridays to Go*, a segment of "Good Morning Alabama"
- A company representative will be featured with a YWCA representative on ABC 33/40's "Midday News"
- Two tables for eight guests (including signage with company's name) at the Purse & Passion Luncheon on Thursday, April 7, 2011 at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- A full page ad in Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event
- Your corporate logo will be included in the:
 - ABC 33/40 website
 - *The Birmingham News* Sunday Purse & Passion promotional ad after the event (April 10, 2011)
 - Video presentation during the event
 - On-site sponsor signage
 - YWCA website, www.ywcabham.org, with 4,000+ weekly visitors
 - YWCA quarterly newsletter and annual report
 - A table for eight guests at the 4th Annual KIDS Korner Luncheon on February 8, 2011, Cahaba Grand Conference Center

\$10,000 Underwriter Level Corporate Partner

- One table for eight guests (including signage with company's name) at the Purse & Passion Luncheon on Thursday, April 7, 2011 at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- A ½ page ad in Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event
- Your corporate logo will be included in the:
 - ABC 33/40 website
 - *The Birmingham News* Sunday Purse & Passion promotional ad after the event (April 10, 2011)
 - Video presentation during the event
 - On-site sponsor signage
 - YWCA website, www.ywcabham.org, with 4,000+ weekly visitors
 - YWCA quarterly newsletter and annual report

\$6,000 Investor Level Corporate Partner

- One table for eight guests at the Purse & Passion Luncheon on Thursday, April 7, 2011 at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- A ¼ page ad in Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event
- Your corporate logo will be included in the:
 - *The Birmingham News* Sunday Purse & Passion promotional ad after the event (April 10, 2011)
 - Video presentation during the event
 - On-site sponsor signage
 - YWCA website, www.ywcabham.org, with 4,000+ weekly visitors
 - YWCA quarterly newsletter and annual report

\$3,500 Supporter Level Corporate Partner

- One table for eight (including signage with company's name) at the Purse & Passion Luncheon on Thursday, April 7, 2011, at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- Your corporate name will be included in the:
 - *The Birmingham News* Sunday Purse & Passion promotional ad after the event (April 10, 2011)
 - Video presentation during the event
 - On-site sponsor signage
 - YWCA website, www.ywcabham.org, with 4,000+ weekly visitors
 - YWCA quarterly newsletter and annual report
 - Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event

\$2,000 Sustainer Level Corporate Partner

- One table for eight guests (including signage with company's name) at the Purse & Passion Luncheon on Thursday, April 7, 2011, at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- Your corporate name will be included in the:
 - YWCA website, www.ywcabham.org, with 4,000+ weekly visitors
 - YWCA quarterly newsletter and annual report
 - Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event

\$1,000 Contributor Level Corporate Partner

- VIP seating for four at the Purse & Passion Luncheon on Thursday, April 7, 2011, at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- Your corporate name will be included in the:
 - YWCA quarterly newsletter and annual report
 - Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event

Less than \$1,000 Patron Level Corporate Partner

- VIP seating for two at the Purse & Passion Luncheon on Thursday, April 7, 2011, at 11:30 a.m. at the Sheraton Birmingham Hotel Ballroom
- Your corporate name will be included in the:
 - YWCA quarterly newsletter and annual report
 - Purse & Passion program book, which is distributed to over 1,000 guests at the luncheon and used throughout the year to introduce new and potential YW supporters to the event