

25th

ANNIVERSARY

CIRCLE OF WOMEN
ONLINE EVENT
TUESDAY, MAY 18

CIRCLE OF WOMEN

Celebrating 25 years of investing in
community to create unlimited possibilities

TUESDAY, MAY 18, 2021
6:00 - 6:45 PM - ONLINE

Your Investment in Our Community

As a sponsor of Circle of Women, you will demonstrate support for YWCA Minneapolis, serving women and families for 130 years.

About Circle of Women

In May 2021, we will celebrate the 25th anniversary of Circle of Women. In 1997, Circle of Women gathered 500 women to celebrate their power and to develop women as philanthropists in the community. The objective was to broaden the base of support for YWCA programs and help improve the future for women and girls everywhere. Since 1997, this event has grown to over 1,000 attendees and continues to raise awareness about YWCA's mission through impactful and heartfelt stories.

Woman of Power Award

At the event, we present the Woman of Power Award. In its fourth year, this award honors women from the Twin Cities community who have demonstrated commitment, enthusiasm and support of our mission. Award recipients are recognized leaders and inspiring role models who have championed racial justice and gender equity throughout their careers and community work.



Invest in the Path Forward

Systemic injustice is deeply rooted and the events of the past year brought to the forefront why YWCA’s mission to eliminate racism and empower women is ever more crucial. Together, the path forward is to demand action and dialogue around racial inequities in our community. Event sponsorship connects your organization to YWCA’s powerful legacy and invests in the path ahead.

We invite you to support our mission by becoming a sponsor.

Through equity-centered programs focused on promoting gender and racial equity, education and health and wellness, we create leaders, spark positive change, and improve the health of our community for all.

**MAKING A DIFFERENCE.
THAT’S THE DIFFERENCE.™**

Join us in celebrating the power of community to propel social and economic change. Together, we can create unlimited possibilities for all.

Your gift directly impacts 30,000+ individuals building brighter futures.

Attendees get an in-depth look at YWCA Minneapolis Early Childhood Education and Girls and Youth programs.

Average Event Information

1,000+ attendees

Over **90%** are women

Over **80%** identify as professionals

Over **80%** feel engaged

90% would tell others about this event

Almost **70%** live in affluent households (incomes of **\$100,000+**)

Over **40** sponsors contributed **\$220,000+**

2021 Sponsorship Levels

Circle of Women Event



PRESENTING \$25,000

HUMAN RIGHTS \$15,000

CHAMPION \$10,000

Sponsor Benefits

Stay-at-home experience package for 15 guests	Stay-at-home experience package for 10 guests	Stay-at-home experience package for 10 guests
Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access

Promotional Benefits

Logo on website prior to the event	Logo on website prior to the event	Logo on website prior to the event
Logo on day-of emails and website donation page	Logo on day-of emails and website donation page	Name on day-of emails and website donation page
One-page ad in program and slideshow	Logo in program and slideshow	Logo in program and slideshow
Logo on signage at YWCA fitness facilities	Logo on signage at YWCA fitness facilities	Logo on signage at YWCA fitness facilities
Social media mention	Social media mention	
Verbal recognition during event	Verbal recognition during event	
Branded item in mailed event kit for virtual guests (sponsor provided)	Branded item in mailed event kit for virtual guests (sponsor provided)	
Name and link to website in attendee thank-you email		
Short sponsor interview video OR blog on supporting YWCA Minneapolis		

Estimated Recognition Impressions: 594,000+

(Thank You Signage: 24,000+ YWCA Health and Wellness Members; YWCA Website Annual Visits: 533,000+; Social Media: 12,000+; Mission in Action Newsletter: 24,000+; Event Attendees: 1,000+)

2021 Sponsorship Levels Circle of Women Event

PARTNER \$5,000

KEYSTONE \$3,000

Sponsor Benefits

Stay-at-home experience package for 5 guests

Stay-at-home experience package for 5 guests

Unlimited virtual event access

Unlimited virtual event access

Promotional Benefits

Name on day-of emails and website donation page

Name in day-of emails

Name in program and slideshow

Name in program and slideshow

Name on website prior to the event

Name on signage at YWCA fitness facilities

Individuals Only

25th ANNIVERSARY HONORARY HOST \$2,500

Sponsor Benefits

Stay-at-home experience package for 5 guests

Recognized as a 25th Anniversary Honorary Host with name in event program

NEW! SPONSORSHIP ADD-ON:

Any Level Sponsor

DIGITAL ADD-ON

\$2,500

Promotional Benefits

- Short sponsor interview video on supporting YWCA Minneapolis
- Inclusion in social media post
- Half-page ad in program and slideshow

eliminating racism
empowering women
ywca
Minneapolis

BECOME AN EVENT SPONSOR TODAY!

Contact Alyssa Whalon at awhalon@ywcamps.org