



**eliminating racism
empowering women**

ywca

Great Lakes Bay Region

**2022
SPONSORSHIP
OPPORTUNITIES**

909 Washington Ave., Suite 5
Bay City MI 48708 989-894-9055
ywcaglbr.org

Who We Are

The YWCA Great Lakes Bay Region began serving women in Bay City over 130 years ago. Today we serve Bay, Midland and Saginaw Counties by providing programs for women's economic empowerment. The women we serve may be struggling financially, or just seeking a path forward and our programs offer help women meet their personal, economic and career goals.

In 2021, we added our InterACT Diversity, Equity and Inclusion training program. If you're interested in your team, your coworkers, your boardgoal is to help you, your coworkers, fellow club members and coworkers acknowledge and break down biases that inhibit cooperation and connection. InterACT is a program designed to confront unconscious beliefs and behaviors. Supporters like yourself allow us to carry out our mission of eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Our Events

Riverside Art Festival: The YWCA Great Lakes Bay Region's Riverside Art Festival draws over 10,000 people to downtown Bay City and along the riverfront of the Saginaw River. In 2021, we are elevating female artists and makers, as well as all artists and makers of color, by giving them center stage at RAF. Our goal is to not only for the RAF to draw high quality artists from throughout the state but to give more local artists a platform to connect with new customers in the Great Lakes Bay Region. (June 11-12, 2022).

Women of Achievement: This event honors women in the Great Lakes Bay Region who have made outstanding contributions in volunteer and/or professional activities in the areas of Business & Entrepreneurship, Community Leadership, Education, Healthcare, Social Justice, and Lifetime Achievement.

Empowerment Symposium: This is our evening of empowering speakers, which connects both ends of our mission: to eliminate racism and empower women. The event has focused on providing career and life advice for professional women, but in 2021 we are adding an exploration of race while featuring the YWCA GLBR's InterACT Diversity Equity and Inclusion program. The event includes strolling appetizers and a night full of great speakers, and regularly draws up to 250 attendees. (November 2022)

Title Sponsorships

EMPOWERMENT SYMPOSIUM TITLE SPONSORSHIP - \$5000

- Title sponsor recognized in Empowerment Symposium logo, tickets and all promotional materials, signage, recognition from the podium at the Empowerment Symposium.
- Reserved table, with preferred seating, at the Empowerment Symposium
- Open the evening with the event Welcome
- Complimentary InterACT Diversity, Equity and Inclusion program for team

RIVERSIDE ART FESTIVAL TITLE SPONSORSHIP - \$5000

- Title sponsor recognized in Riverside Art Festival logo, tickets and all promotional materials.
- Single booth (12 x 24) space with prime placement
- Listing on all signage, advertisements for the Riverside Art Festival
- Complimentary InterACT Diversity, Equity and Inclusion program for team

MISSION BUSINESS SPONSORSHIP PACKAGE- \$3000

- Recognition on all communications promotional materials, website and social media associated with our InterACT Diversity, Equity and Inclusion program. This program addresses unconscious bias and works to build a bridge of understanding. For our region to be vital and offer a high quality of life to all, we believe diversity equity and inclusion should be core principles for all employers/community organizations to adopt.
- Also includes recognition at the Inspire Sponsorship level for the Empowerment Symposium, and all of the benefits that includes.



eliminating racism
empowering women
ywca
Great Lakes Bay Region



Event Sponsorships

Riverside Art Festival Sponsorship Levels

Gold Sponsor - \$1500

- Recognition at Welcome Booth
- Business logo in event guide and on t-shirt
- Recognition on YWCA GLBR social media and advertising as well as on all printed marketing materials.

Silver Sponsor - \$750

- Business logo in event guide
- Recognition on YWCA GLBR social media and advertising as well as all printed marketing materials

Bronze Sponsor - \$500

- Recognition on YWCA GLBR social media
- Recognition on all printed marketing materials

Empowerment Symposium & Women of Achievement Sponsorship Levels

Empower Sponsorship - \$1500

- Reserved table, with preferred seating, at the Empowerment Symposium
- Inclusion in promotional materials
- Listing on entrance signs to banquet room, table sign recognition, in press releases for the event and from the podium.

Inspire Sponsorship- \$750

- Four (4) seats for the event, with preferred seating
- Inclusion in promotional materials
- Listing on entrance signs to banquet room, table sign recognition, in press releases for the event and from the podium.

Encourage Sponsorship - \$500

- Inclusion in promotional materials
- Listing on entrance signs to banquet room, table sign recognition, in press releases for the event and from the podium.

Sponsorship Agreement can be found online at
ywcaglbr.org/sponsorship-opportunities
or scan the QR Code for a link!

909 Washington Ave., Suite 5
Bay City MI 48708 989-894-9055
ywcaglbr.org

