

POWER *of the* Purse



**WOMEN
UNITED**

Join us for the 17th Annual Power of the Purse event, hosted by United Way for Southeastern Michigan's Women United affinity group. The highlight of this event is a high-energy auction of more than 100 purses. A variety of brands, price points and styles are included, along with the coveted Spotlight Purses. Proceeds from this event support the economic stability of women in Southeastern Michigan.

SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL

Power of the Purse Presenting Sponsor
\$10,000 - 1 AVAILABLE

- Corporate recognition on all pre- and post-event materials, including event press release
- Logo featured prominently on all applicable event marketing materials including social media, individual slide and event webpage
- 16 complimentary guest tickets and reserved seating

PLATINUM LEVEL

Power of the Purse Platinum Sponsor
\$5,000 - 3 AVAILABLE

- Logo featured on applicable event marketing materials including social media, individual slide and event webpage
- 8 complimentary guest tickets

GOLD LEVEL

Power of the Purse Gold Sponsor
\$2,500 - 5 AVAILABLE

- Logo featured on applicable event marketing materials, including social media and group signage at event
- 6 complimentary guest tickets

SILVER LEVEL

Power of the Purse Silver Sponsor
\$1,000 - 10 AVAILABLE

- Logo featured on applicable event marketing materials, including group signage at event
- 4 complimentary guest tickets

BRONZE LEVEL

Power of the Purse Bronze Sponsor
\$500 - 10 AVAILABLE

- Logo featured on group signage at event
- 2 complimentary guest tickets

SPOTLIGHT PURSE - IN KIND

Power of the Purse Spotlight Purse Sponsor
\$1,500 (value or higher) - 2 AVAILABLE

- Recognition at the event and pre- and post-event promotion on social media
- 2 complimentary guest tickets

2024-25 SPONSORSHIP OPPORTUNITIES

APRIL 16, 2025
5:30 - 8:30 PM

LOCATION

Morris Lawrence Building- Washtenaw
Community College

ABOUT THE EVENT

Since its inception, Power of the Purse has raised more than \$400,000 to fund grants awarded to local human service organizations focused on the advancement and economic stability of women.

The event also honors a Woman of the Year who demonstrates outstanding leadership and advocacy for women in the community.



AUDIENCE

More than 300 attendees, including business owners, community leaders and corporate partners from Southeastern Michigan join us annually. Attendees network while enjoying the open wine bar and food and bid on purses with a chance to win. Many amazing raffle baskets are also up for bid.