



16th ANNUAL

POWER OF THE PURSE

United Way for Southeastern Michigan

2024

PARTNERSHIP PACKET

UNITEDWAYSEM.COM/POP

JOIN US MARCH 20

Supporting the financial stability of women by sponsoring the 2024 Power of the Purse event at Washtenaw Community College's Morris Lawrence Building. In 2023, the POP event raised over \$65,000 and attracted 250+ attendees that represented businesses across Washtenaw County. For its 16th installment in 2024, we'll be celebrating our Woman of the Year, Alfreda Rooks, and our famous purse auction, food and drinks! We invite you and your business to show support for the women in our community and help United Way sustain the well being of women in Southeastern Michigan. Thank you to our sponsors, committee members, and attendees.

PRESENTING SPONSOR \$5,000 | LIMIT 2

- Press release including company name as the "Presenting Sponsor"
• Premium logo placement on print and electronic materials advertising the event
• Your company featured on social media and event website
• 2 Reserved Tables
• 12 event tickets @ \$75 level

PLATINUM SPONSOR \$2,500

- Premium logo placement on print and electronic materials advertising the event
• Your company featured on social media and website
• Recognition at the event including presence of logo on program, logo on signage and on big screen
• 1 Reserved Table
• 6 Event Tickets @ \$75 level

GOLD SPONSOR \$1,000

- Name on print and electronic materials advertising the event
• Your company featured on social media and website
• Recognition at the event including presence of logo on program, logo on signage and on big screen
• 4 event tickets @ \$75 level

SILVER SPONSOR \$500

- Name recognition at the event including the program
• 2 event tickets @ \$75 level

SPOTLIGHT PURSE SPONSOR

MUST DONATE A PURSE* WITH MINIMUM VALUE OF \$1,500 | LIMIT 3

- Spotlight feature of a high-value purse on social media leading up to the event
• Recognition at the event including name on the program and the big screen

* Option to donate \$1,500 toward the purchase of high-end purse in lieu of actual purse donation.

CONTACT

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WOMEN UNITED





United Way for Southeastern Michigan

2024 SPONSORSHIP COMMITMENT FORM

We request that you submit this donation form no later than **Wednesday, January 31, 2024.**

COMPANY/ORGANIZATION NAME/INDIVIDUAL NAME

ADDRESS

CITY **STATE** **ZIP**

CONTACT NAME **TITLE**

PHONE **EMAIL**

SIGNATURE **DATE**

YES, I WOULD LIKE TO BE A SPONSOR FOR THE FOLLOWING: (PLEASE CHECK BOX)

- \$5,000 Presenting Sponsor \$1,500 Spotlight Sponsor
- \$2,500 Platinum Sponsor
- \$1,000 Gold Sponsor
- \$500 Silver Sponsor

TOTAL SPONSORSHIP AMOUNT: \$ _____

PLEASE SELECT A PAYMENT OPTION:

- Check Enclosed Please Invoice
- Credit Card online
UnitedWaySEM.org/POPsponsorship



IS BILLING ADDRESS SAME AS ABOVE? (Circle one) YES NO

If no, please include billing address:

ADDRESS _____

CITY **STATE** **ZIP**

PLEASE RETURN TO
 United Way for Southeastern Michigan
 Attn: Audrey Walker
 3011 W Grand Blvd. Ste. 500
 Detroit, MI 48202
 OR email: Audrey.Walker@UnitedWaySEM.org

