



# Fundraising Gala Benefitting Education Initiatives and First-Generation College Scholarships

Power of Your Purse, hosted by Women United, is our premier fundraising gala uniting influential partners to support our educational initiatives. This event propels our mission to provide all students, no matter their circumstance, with essential education opportunities. It's your moment to display unwavering community dedication as you join us at a stunning venue, opportunity drawings, delicious food and drinks, inspiring testimonials from those impacted by our work, and other entertainment.

## **When**

May 10, 2024

## **Attendees**

Approximately 400 guests

## **Audience**

Community, political and business leaders, supporters, UWSL Women United members, and corporate partners

# Event Sponsorship

Sponsorship Levels	Table/ Event Day Sponsor <sup>1</sup>	Supporting Sponsor	Major Sponsor	Presenting Technology Sponsor	Presenting Sponsor
	\$1,750	\$5,000	\$10,000	\$15,000	\$20,000
Sponsorship Recognition Benefits					
Opportunity for remarks during program					●
Swag bag sponsorship: opportunity to provide branded bags or two items for inclusion in UWSL-branded bags					●
Ad in program			½ page	full page	full page
Social media highlight on United Way of Salt Lake platforms		post-event mention	featured	featured	featured
Company logo on marketing materials* includia invitation, signage, program, emails, presentation, etc.		●	●	●	●
Company recognition on event website		name	logo	logo	logo
Company or individual name on day-of event marketing materials	●	●	●	●	●
Gala tickets	10 guests	10 guests	10 guests	10 guests	20 guests

\* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline.

<sup>1</sup> Women United members, contact Chris Morrison for special pricing. Inclusion of logo

In-Kind Sponsorship

Sponsorship Levels	Auction Supporter	Event Sponsor	Supporting Sponsor	Major Sponsor
	Under \$2,500	\$2,500	\$5,000	\$10,000
Sponsorship Recognition Benefits				
Prominent placement of company logo on marketing materials including invitation (if prior to print deadline), event signage, program, emails, event Power Point presentation, etc.			●	●
Company name on marketing materials, event signage, emails, program, gala presentation, etc.*		●		
Company recognition on event website		name	logo	logo
Recognition in Gala program	name	name	¼ page	½ page
Donated items showcased on United Way of Salt Lake social media platforms			●	●
Gala ticket		2 guests	4 guests	4 guests

\* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline.

Individual Ticket Pricing

- \$150 Individual ticket
- \$1,250 Ticket Package (10 tickets)

Past Sponsors

