



WOMEN AND PHILANTHROPY MAKING A DIFFERENCE

## 2015-16 Sponsorship Overview

Impact 100 seeks sponsors to allow us to maintain our commitment to contribute 100% of membership funds in grants to the local community, while still supporting our increasing operating expenses. To keep our sponsorship program relatively simple, we have three levels of contribution. It is understood that no sponsor will have direct access to the Impact member mailing list.

### **Event Sponsor..... \$1000 - \$5000**

This sponsorship is tied to an event and the amount is determined by the size of the event and the amount of exposure it delivers to the sponsor. Current sponsorships and the events related to them are:

Kickoff Breakfast	\$5000	The Hill Group
Impact Week	\$3000	Vero Insurance
Press conference	\$1000	Stewart, Evans, Stewart & Emmons
Annual Meeting	\$5000	Wilmington Trust

#### *Privileges for Event Sponsor:*

Event sponsors will receive all privileges mentioned below under Contributing Sponsor, and in addition will also receive:

- Placement of a sign or pop up banner (we will provide, using sponsor's logo) at the entrance to the meeting
- Recognition as a sponsor on the Impact 100 website and in social media, including logo and [link](#) to their website from Impact's site
- Impact will not accept other Presenting sponsors who compete with the current ones
- Annually, a personal visit from appropriate Impact leadership to review plans and strengthen the relationship.

**Contributing Sponsor (includes Speaker Sponsor) .....\$2500**

For this lesser contribution, this sponsor would always be given less prominence at an event. In 2015, FP&L is co-speaker sponsor for the Kickoff Breakfast; the speaker was also co-sponsored by Impact member Helen Robertson (total contributed by both, \$5,000). Other contributing sponsors might be willing to contribute printing or administrative costs, and would not necessarily be tied to an event.

Privileges of a Contributing Sponsor (\* indicates relevant only if sponsorship is related to an event):

- Recognition as a Sponsor in the Impact 100 brochure and/or annual meeting program
- Logo and recognition as a sponsor on the Impact 100 website
- Permission to use Impact 100 logo on their website – wording such as “Proud supporter of Impact 100”
- Each Contributing sponsor will receive Impact emails which mention their sponsorship, and a year-end package with a photo of the event and copies of associated promotional materials
- Contributing sponsors will be offered the first option to become a Presenting sponsor if and when an opening occurs
- Corporate name on the printed invitation mailed or emailed to all Impact members\*
- Recognition in the printed program\*
- Placement of signage (we will provide, using sponsor’s logo) at the event\*
- Opportunity to address the meeting with brief remarks (if sponsorship is for a speaker)\*
- Reserved seats at the meeting (number varies, 2 -4)\*.

**Friend of Impact 100..... \$1000**

“Friends of Impact” are non-member supporters who contribute a minimum of \$1,000 or equivalent in-kind support toward administrative costs. Commercial entities who wish to support Impact 100 but are unable to commit to a sponsorship opportunity can become Friends. Individual non-members (such as husbands) could be in this category as well.

Privileges accorded to Friends of Impact:

- Hand-written thank you note
- Listing in program for Annual Meeting
- Permission to use Impact 100 logo on their website – wording such as “Proud supporter of Impact 100”
- Mention of their contribution in one newsletter or e-blast to Impact members
- Mention in remarks delivered by Impact 100 President at Annual Meeting
- At year-end, copies of communications mentioning their name will be sent to each Friend (with an invitation to continue being a friend contributor).
- Option to become a Contributing sponsor if and as openings occur.

This category will **not** include admission to events, use of the mailing list, or a speaking opportunity. Impact members who make an extra contribution will not be included in this category. Contributions of less than \$1,000 will not be included, though they may receive a written thank you note at the option of the President. All privileges will expire annually unless renewed by an additional contribution.

We will not be prohibited from accepting contributions from Friends whose businesses compete with one another.

Examples of in-kind contributions which will achieve designation of Friend include:

- Donated print advertising with significant value (e.g., Scripps), at least three placements.
- Extensive use of facilities (e.g. Northern Trust donating use of conference room six or more times)

Event sponsors will be asked to submit payment of their sponsorship fee thirty days in advance of the sponsored event.