Fourteenth Annual

THE POWER OF WOMEN TO MAKE A DIFFERENCE

2020 Award Luncheon

Wednesday, March 4, 2020

Ziegfeld Ballroom
141 W 54th Street | New York City
VIP Reception: 11:00 am
Luncheon & Awards: 12:00 pm
Women United

United Way of New York City (UWNYC) has relationships with over 600 corporations across New York City and more than 40,000 individuals, half of whom are women.

Women United is a network of vibrant, diverse female professionals who value the power of community, aspire to be part of something bigger than themselves, and believe in making smart investments personally, professionally, and philanthropically. These talented women advocate, fundraise and volunteer with UWNYC to improve the lives of New York City’s children and families and get them on the path to leading self-sufficient lives.

Founded in 2002, Women United has over 75,000 members internationally, representing 174 communities in six countries worldwide. Women United has raised over $1.5 billion dollars since its inception.

The Power of Women to Make a Difference Luncheon

The Power of Women to Make a Difference Luncheon honors the achievements of outstanding women leaders whose professional accomplishments are matched by their commitment to philanthropy and giving back to their community. The event attracts a diverse group, including business executives, celebrities, philanthropists, nonprofit leaders, and other notable guests. 500+ senior female executives gather to raise funds and forge new opportunities for New York City children and families. Net proceeds from this signature event support UWNYC’s ReadNYC, which convenes community partners to tackle the critical challenge of third grade reading proficiency. The program serves thousands of young people across the five boroughs each year.

Presenting Sponsor

JPMorgan Chase & Co.
Honorees

Julie Menin
Census Director/Executive Assistant Corporation Counsel for Strategic Advocacy
Mayor’s Office

Laura Hope
Head of Financial Institutions Group, The Americas
DBS Bank

Sheena Wright
President & CEO, United Way of New York City

Co-Chairs

Hedieh Fakhriyazdi
Weil, Gotshal & Manges LLP

Laura James
UPS

Host Committee

Trena Banks
BMO

Joanne Joseph
Pfizer

Beverly Morgan
Make Up Forever

Sheena Wright
President & CEO, United Way of New York City

Anta Cissé-Green
NYU Langone Health

Lola Judge
Federal Reserve Bank of New York

Laura Hope
Head of Financial Institutions Group, The Americas
DBS Bank

Cassie Ercanbrack
Fleishman Hillard

Joanna Kloczek
Deloitte

Sydney Naylor
Louis Vuitton Americas

Tia Glave
Milk Bar

Katie Mahon
Cushman & Wakefield

Emily Paasche

Sheila McGillicuddy
CIBC

Sidney Madison Prescott
E*TRADE Financial Corporation

Women United Executive Committee

Diana Azznara
EY

Jeanine Khoury
Brown Brothers Harriman

Elizabeth Wahab
Cornell Capital

Seon Barbera
Computershare

Helen Muccio
Federal Reserve Bank of NY

Holly Washington
SS&C Advent

Sarah Benveniste
Deloitte

Margaret Preston

Valerie White
Empire State Development

Laura Clayton-McDonnell
ServiceNow

Connie Schan
American Express

Alison Wolpert
DTCC

Francene Cole
Wells Fargo

Karen Tillson
Bloomingdales

Robyn Zivic
CIBC

Sponsors & Supporters

CIBC

DBS BANK

Deloitte

MAKE UP FOR EVER

nationalgrid

serviceNow

WELLS FARGO
Marketing Sponsorship Opportunities

**Presenting Sponsor**
Investment – **SOLD**
- Customized Marketing Activation to sponsor's brand objectives (pre, in-program and post)
- 2 Tier-1 tables with seating for 20 guests
- VIP Reception access for 20 guests
- Red Carpet Access and photos of select executives with honorees
- Quote in Press Release and on-site interview
- Step & Repeat Logo Branding
- On-Stage/Set Branding, including in-program acknowledgment
- Branding/Marketing Collateral: Invitation, website, program, signage, venue marquis, press materials and journal
- Social Media spotlight on all channels
- Insertion of branded item in official Gift Bag
- ReadNYC Site Visit for up to 15 at a mutually agreed upon time
- Employee Engagement (customized to sponsor objectives)
- Women United membership for 2 designated women executives
- Executive Committee eligibility
- Red Carpet Access with official photos @ Step & Repeat
- Press release mention
- Step & Repeat Logo Branding
- On-Stage, includes in-program acknowledgment
- Branding/Marketing Collateral: Invitation, website, program, signage, press materials and journal
- Social Media spotlight across all channels
- Insertion of branded item in official Gift Bag
- Women United membership for 1 designated woman executive

**Welcome Tent Sponsor**
Investment – **$20,000**
- Customized Branded Activation: To sponsor’s brand experience objectives inside check-in tent. Welcome gifting opportunity. On-site and post event
- Luncheon Tickets for 2 guests
- VIP Reception tickets for 2 guests
- Red Carpet Access with official photos @ Step & Repeat
- Press release mention
- On-Stage, includes in-program acknowledgment
- Branding/Marketing Collateral: Tent, invitation, website, program, signage, press materials and journal
- Social Media spotlight across all channels

**VIP Reception Sponsor**
Investment – **$25,000**
- Customized Marketing Activation to sponsor’s brand experience objectives in reception balcony. VIP gifting. On-site and post event
- Luncheon Tickets for 4 guests
- VIP Reception tickets for 4 guests
- Social Media spotlight across all channels
Marketing Sponsorship Opportunities

**Dessert Sponsor**
- Branding on dessert bar
- Branding on all marketing materials including: Luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

**Phone Charger Sponsor**
- Branding on phone charger
- Branding on all marketing materials including: Luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

**Décor Sponsor**
- Branding on floral decor
- Branding on all marketing materials including: Luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

**Selfie Sponsor**
- Decal Branding on various areas
- Branding on all marketing materials, luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

**WiFi Sponsor**
- Customized sign-in landing /splash page (add-on feature)*
- Branding on all marketing materials, luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

**Honoree Award Sponsor**
- Presented by sponsorship for 3 honorees
- In-program branding (iMag) for all 3 honorees
- Branding on all marketing materials, luncheon invitation, website, journal and press materials
- Insert/offering/promotion in gift bag
- Customized offer pre or post event

* Additional cost applies

**Investment – $7,000**

**Investment – $5,000**

For more information regarding marketing sponsorship opportunities, please contact:
Quohnos Mitchell | Director of Sponsorships | Glow Global Events | E: quohnos@glowglobalevents.com | T: 212.600.0324
Michelle Matheson | Vice President, Experiential Marketing | E: mmatheson@uwnyc.org | T: 212.251.4038
Luncheon Tables

Premium Supporter – $40,000
• First-tier table for 10 guests
• 10 tickets to the VIP Networking Reception
• Branding on select marketing materials, including: invitation, Luncheon website, and event signage
• Corporate spotlight on social media
• Giveaways and promotional materials in gift bags
• Invitation to attend a ReadNYC site visit
• Membership for one to the Women United Executive Committee
• Listing for a full year as a supporter of Women United on unitedwaynyc.org
• Full-page color ad in digital journal

Platinum Supporter – $25,000
• 1 prominent table for 10 guests
• 10 tickets to VIP Networking Reception
• Branding on select marketing materials, including: invitation, Luncheon website, and event signage
• Opportunity to provide giveaways and promotional materials in gift bags
• Invitation to attend a ReadNYC site visit
• One-year Membership for one to the Women United Executive Committee
• Full-page color ad in digital journal

Gold Supporter – $17,500
• 1 prime table for 10 guests
• Listing on select marketing materials, and invitation
• Invitation to attend a ReadNYC site visit
• One-year Women United membership for two executives
• Full-page color ad in digital journal

Silver Supporter – $12,500
(Sits 8, Limited Availability)
• 1 table for 8 guests
• Listing on select marketing materials
• One-year Women United membership
• Half-page color ad in digital journal

Individual Supporters

Rising Star Supporter – $2,500
Support A Female Rising Star In Your Organization
• 1 ticket to the VIP Networking Reception and Luncheon
• Organizational recognition at Luncheon and in journal
• One-year membership to Women United

Bronze Supporter – $1,000
• 1 ticket to Luncheon
• Supporter listing in journal
• One-year membership to Women United

Printed & Digital Journal Ads

PRINTED JOURNAL
COVER ADS
Color – 5” w x 8” h (No Bleed)
Back Cover ..................... $4,000
Inside Front .................... $3,000
Inside Back Cover .......... $3,000

DIGITAL ADS
FULL PAGE
Color – 5” w x 8” h
$2,000
HALF PAGE
Color – 5” w x 3.875” h
$1,000

FILES ACCEPTED:
High Res/300dpi PDF or JPEG

AD SUBMISSION DEADLINE:
February 14th, 2020

PLEASE SUBMIT ADS TO:
Email: quohnos@glowglobalevents.com

For more information regarding tables, tickets and journal ads, please contact:
Quohnos Mitchell | Director of Sponsorships | Glow Global Events | E: quohnos@glowglobalevents.com | T: 212.600.0324
## Commitment Form

### Marketing Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>SOLD</td>
</tr>
<tr>
<td>VIP Reception Sponsor</td>
<td>$25,000</td>
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<tr>
<td>Welcome Tent Sponsor</td>
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<tr>
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<td>Honoree Award Sponsor</td>
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</tbody>
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### Individual Supporters (Please indicate quantity of tables)

<table>
<thead>
<tr>
<th>Supporter</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Rising Star Supporter</td>
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</tr>
<tr>
<td>Bronze Supporter</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Contribution

- I/we are unable to attend, but would like to support Women United. Enclosed is my/our gift of $_________

### Journal Ads

<table>
<thead>
<tr>
<th>Ads Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Printed Cover Ads</td>
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<tr>
<td>Back Cover</td>
<td>$4,000</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Inside Front Cover</td>
<td>$3,000</td>
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<tr>
<td>Digital Ads</td>
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<tr>
<td>Full Page</td>
<td>$2,000</td>
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<tr>
<td>Half Page</td>
<td>$1,000</td>
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</table>

Ad submission deadline: February 14, 2020
Please submit ads to:
Email: quohnos@glowglobalevents.com

### Tables (Please indicate quantity of tables)

<table>
<thead>
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<th>Table Type</th>
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<tbody>
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<td>Premium Supporter</td>
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<tr>
<td>Platinum Supporter</td>
<td>$25,000</td>
</tr>
<tr>
<td>Gold Supporter</td>
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### Table Quantity

- Premium Supporter: ________
- Platinum Supporter: ________
- Gold Supporter: ________
- Silver Supporter: ________

### Contribution

I/we are unable to attend, but would like to support Women United. Enclosed is my/our gift of $_________

### JOURNAL LISTING (DEADLINE by February 14, 2020)

<table>
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Were you invited by a UWNYC Board, Committee Member or Luncheon Honoree?

**Board/Committee Member/Honoree's Name**

### PAYMENT INFORMATION

- Please charge my/our card for $_________
- AMERICAN EXPRESS
- MASTERCARD
- DISCOVER
- VISA
- This is a corporate card

<table>
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<th>CARD NUMBER</th>
<th>EXPIRATION DATE</th>
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</table>

Signature

- Please charge my/our card for $_________

For tax purposes $138 per person is non-deductible
Contributions and Journal Ads are deductible as provided by law
Regretfully, payments and contributions are non-refundable

Please make check payable to United Way of New York City
Please mail checks to:
Glow Global Events c/o United Way of New York City
575 5th Avenue | Suite# 14 Floor | New York, NY 10017