

## YWCA Cortland Address and Sponsorship Contact:

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YWCA Cortland 2020 Partnership and Sponsorship Levels and Benefits	Empower Partner \$10,000 per year	Persimmon Partner \$5,000 per year	Platinum Sponsor \$2,000 per event	Gold Sponsor \$1,000* per event
<i>Benefit descriptions detailed on website event page.</i>				
<b>YWCA Facility / Materials / Other</b>				
YWCA lobby signage	X			
YWCA lobby TV	two-page ad spread	one-page ad		
Annual Report	featured in 2020	highlighted in 2020	featured in 2021	highlighted in 2021
YWCA class guides, schedules, other printed materials	X			
YWCA monthly Lunch and Learn series	X			
<b>Marketing / PR / Publicity</b>				
Media outreach materials and media interviews	highlighted in all		featured	included
Event program ( <i>except Girls' Day Out; Golf may differ</i> )	two-page ad spread in all	full-page ad in all	two-page ad spread	full-page ad
Girls' Day Out drawstring backpack – logo	highlighted	included	featured**	highlighted**
Girls' Day Out handouts placed in backpack	highlighted		two-page handout**	one-page handout**
Event posters – logo or name depending on space			featured	
Website homepage – logo	featured			
Website event page – logo or company name, and link	highlighted w logo/link on all	included w logo/link	featured w logo/link	included w logo/link
Website news posts – logo or company name, and link	highlighted w logo/link on all	included w logo/link	featured w logo/link	included w name/link
Monthly website news posts	X			
Facebook event page – company name, and link	highlighted w link in all		featured w link	
Social media posts – company name, and link	highlighted w link in all	included w link in all	featured w link in all	rotating mentions
Monthly social media posts	X			
Email blasts – logo or company name, and link	highlighted w logo/link on all	included w logo/link	featured w logo/link	included w name/link
Thank you Email – logo or company name, and link	highlighted w logo/link on all	included w logo/link	featured w logo/link	included w logo/link
<b>Onsite at Events</b>				
Verbal recognition	featured at all	mentioned at all	X	
Your signage or banner	placement at all		X	
YWCA event sponsor sign – logo or company name	highlighted w logo	included w logo	featured w logo	listed w name
Special event participation opportunity			X	
Event tickets ( <i>except Golf Tournament</i> )	2 to each event		X	X
Corporate team ( <i>Golf Tournament only</i> )	X		X	X
Tee sign ( <i>Golf Tournament only</i> )	X		X	X

\* Gold = \$800 for Pig-n-Par Golf Tournament

\*\* for Girls' Day Out Sponsors only

See bottom of next page for a list of 2020 events.

<b>YWCA Cortland 2020 Partnership and Sponsorship Levels and Benefits</b>	<b>Silver Sponsor \$500 per event</b>	<b>Bronze Sponsor \$250 per event</b>	<b>Copper Sponsor \$125 per event</b>	<b>Corporate Team \$360*** per team</b>
<i>Benefit descriptions detailed on website event page.</i>				
<b>YWCA Facility / Materials / Other</b>				
YWCA lobby signage				
YWCA lobby TV				
Annual Report	included in 2021	listed in 2021	listed in 2021	listed in 2021
YWCA class guides, schedules, other printed materials				
YWCA monthly Lunch and Learn series				
<b>Marketing / PR / Publicity</b>				
Media outreach materials and media interviews				
Event program ( <i>except Girls' Day Out; Golf may differ</i> )	full-page ad****	half-page ad****	business card ad****	listing
Girls' Day Out drawstring backpack – logo				
Girls' Day Out handouts placed in backpack	one-page handout**	half-page handout**	business card copy**	
Posters – logo or company name				
Website homepage – logo				
Website event page – logo or company name, and link	included w name/link	Included w name		listing
Website news posts – logo or company name, and link				
Monthly website news posts				
Facebook event page – company name, and link				
Social media posts – company name, and link	final thank you post			final thank you post
Monthly social media posts				
Email blasts – logo or company name, and link				
Thank You Email – logo or company name, and link	included w name/link	Included w name	listing	listing
<b>Onsite at Events</b>				
Verbal recognition				
Your signage or banner				
YWCA event sponsors sign – logo or company name				
Special event participation opportunity				
Event tickets ( <i>except for Golf Tournament</i> )				
Corporate team ( <i>Golf Tournament only</i> )				X
Tee sign ( <i>Golf Tournament only</i> )	X	X	X	X

\*\* for Girls' Day Out Sponsors only  
 \*\*\* Pig-n-Par Golf Tournament only

\*\*\*\* Pig-n-Par Golf Tournament program ads:  
 \$500 Silver Sponsor = half-page ad  
 \$250 Bronze Sponsor = business card ad  
 \$125 Copper Sponsor = listing  
 \$360 Corporate Team = listing

2020 YWCA Events:  
 Girls' Day Out – February 8, 2020  
 Giving Circle Celebration – June 12, 2020  
 Pig-n-Par Golf Tournament – August 7, 2020  
 Chefs Take a Stand – October 23, 2020  
 Kitchen Tour – November 8, 2020