

# 2024 SPONSORSHIP GUIDE

Michigan Women Forward's

## WOMANUP & CELEBRATE *West Michigan*

### 2024 Woman of Achievement & Courage Awards

June 12, 2024 | 11:30 a.m.-1:30 p.m.

JW Marriott, Grand Rapids

An event to support **MichiganWomenForward**



**2024 Honoree**

**LaSandra Gaddy**  
President & CEO

Grand Rapids Community Foundation



**2024 Honoree**

**Shelley Irwin**  
Host & Producer

The Shelley Irwin Show

# Your Sponsorship *Impact*

## The mission your gift supports

Michigan Women Forward is a community development financial institution whose mission is to expand economic opportunity for women and people of color, celebrate and honor the accomplishments of Michigan women and empower the next generation of female leaders.

### Why Celebrate Female Leaders?

MWF is working to ensure all women have the opportunity to thrive and soar just like our Woman of Achievement & Courage award honorees. Women still lag in pay equity, corporate leadership roles, board appointments and other markers that have a direct connection to financial independence. Our mission to recognize the women who break through these barriers, so we can acknowledge their accomplishments AND inspire women leaders of the future.

### Why Support Entrepreneurs?

Entrepreneurship offers the unique opportunity to be the steward of your own success. Women comprise over 50% of the population and yet only 38% of businesses are owned by women. Why? Women often don't have the same access to the capital needed to start, sustain and grow a business that men do. A primary part of MWF's mission to help fill that gap and level the playing field for startup and established businesses, particularly those owned by women and people of color.

### How Your Sponsorship Helps

The revenue from WomanUp & Celebrate events across Michigan help raise unrestricted funds to support our statewide efforts to break down gender and racial barriers to improve economic equality, equity and wealth.

Each year, thanks to sponsors like you, we expand and create new opportunities to support female entrepreneurs in the West Michigan area like



## MWF In 2023

**800**

Number of Michigan small businesses we supported

**\$1,838,660**

Capital invested in Michigan small businesses and communities

**65%**

Percent of loan recipients who are women or people of color



Sarah Laman-Davis  
*The Last Mile Cafe*

Cecilia Romeros  
*Tacos Yanga*

# SPONSORSHIP RECOGNITION & BENEFITS

	<b>\$50,000</b> Impact Sponsor*	<b>\$35,000</b> Lead Sponsor*	<b>\$20,000</b> Progress Sponsor*	<b>\$10,000</b> Advancement Sponsor	<b>\$5,000</b> Empower Sponsor	<b>\$2,500</b> Launch Sponsor
Number of tickets in the preferred seating section	20	16	16	8	8	8
Live speaking opportunity at the event	✓	✓				
Inclusion as an expert source in MWF blog post	✓	✓	✓			
Included in special press release	✓	✓	✓	✓	✓	
Recognition as a sponsor during event program	Verbal Mention & Visual Logo	Verbal Mention & Visual Logo	Verbal Mention & Visual Logo	Verbal Mention & Visual Logo	Visual Logo	Visual Text
Recognition on all sponsorship collateral, including signage & event slideshow	Logo	Logo	Logo	Logo	Logo	Visual Text
Recognition as a sponsor in post-event thank you email sent to MWF supporters	Logo	Logo	Logo	Logo	Logo	Visual Text
Recognition as a sponsor on MWF website	Logo with link	Logo with link	Logo with link	Logo with link	Logo with link	Logo
Recognition as a sponsor on social media platforms	Individual Post	Individual Post	Individual Post	Group Post	Group Post	Group Post
Social media kit for sharing from corporate accounts	Personalized	Personalized	Personalized	Generic	Generic	Generic

## \*Community Impact Opportunities

Please contact a staff member if you would like to:

1. Make an in-kind donation of your tickets to an entrepreneur.
2. Discuss a program partnership option (only top two sponsorship levels).

# 2024 SPONSORSHIP REPLY FORM



Please Return Completed  
Form By Wednesday, May 15

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Organization (as it should be recognized): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Alt. Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP LEVELS

MWF staff will follow up to discuss sponsorship specifics.

- |                                                    |                                                       |
|----------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> \$50,000 Impact Sponsor   | <input type="checkbox"/> \$10,000 Advancement Sponsor |
| <input type="checkbox"/> \$35,000 Lead Sponsor     | <input type="checkbox"/> \$5,000 Empower Sponsor      |
| <input type="checkbox"/> \$20,000 Progress Sponsor | <input type="checkbox"/> \$2,500 Launch Sponsor       |

## PAYMENT INFORMATION

Amount \$ \_\_\_\_\_ ☐ Check (payable to Michigan Women Forward)  
☐ Credit Card (American Express, Master Card or Visa)  
Name as it appears on card: \_\_\_\_\_  
Card No.: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Signature: \_\_\_\_\_

Return this form to Judy Welch at [jwelch@miwf.org](mailto:jwelch@miwf.org) or mail payment & form to:

Michigan Women Forward, Attn: Judy Welch  
535 Cascade West Parkway SE, Grand Rapids, MI 49546

**Thank you for your contribution to Michigan Women Forward!**