WomanUp & Celebrate
2020 SPONSORSHIP GUIDE

April 23 | Grand Rapids Luncheon
April 27 | Detroit Dinner
Michigan Women Forward’s mission is to accelerate Michigan’s progress by advancing equality and opportunity for women and girls. Our vision is a Michigan where women are recognized leaders who thrive, contribute and uplift the state’s future. Please join us as we spread the word and enlist both financial and volunteer support with a new vision for our core endeavors:

WomanUp accelerates women’s entrepreneurship through access to capital, education and mentorship to start or grow successful businesses. Programming includes:

- #WomanUpandPitch - a business plan & pitch competition
- #WomanUpandLearn - an educational summit on business success
- #WomanUpandGrow - a symposium on growth strategies for business
- #EmpowerChangeMI - a social enterprise business plan & pitch competition

We combat inequities for middle and high school girls through programming designed to create awareness and understanding around high value careers, social responsibility, leadership and entrepreneurship. We actualize this pillar through:

- #UGOSTEMGirls - a summer camp on STEM and entrepreneurship
- #UGOGirlsonCampus - a summer camp preparing for college & career success
- #UGOGirlsforChange - an experience in becoming socially responsible leaders

MWF is a force to ensure that women are a priority in diversity and inclusion initiatives. We identify issues and problems disproportionately affecting women and girls and advocate for social and public policy solutions. When more than 11,000 survivors of sexual assault in Detroit were denied justice, MWF stepped up and declared Enough SAID (Sexual Assault in Detroit), raising money and awareness that leveraged government support to test the abandoned rape kits, investigate the crimes and prosecute the perpetrators.

We lead by example, utilizing the stories of Michigan’s extraordinary women, past and present, to inspire our young women and entrepreneurial clients. Women who have achieved great things for themselves, their families, their communities and the world deserve long-term recognition of their accomplishments.

With our bold new brand, Michigan Women Forward, we are transforming a thirty-four year tradition of support and service into an impactful force for women and girls today and tomorrow. We hope the new MWF promise for both equality and unbounded opportunity inspires renewed commitment from our thousands of donors and sponsors, as it also attracts new partners. Please join us as we spread the word and enlist both financial and volunteer support with a new vision for the women and girls of Michigan!
# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th># OF TABLES INCLUDED</th>
<th>PRE-EVENT RECOGNITION</th>
<th>ON-SITE RECOGNITION</th>
<th>POST EVENT RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCELERATE SPONSOR</td>
<td>$200,000</td>
<td>Year long recognition as lead pillar sponsor on all MWF collateral in area of interest</td>
<td>Representative invited to participate in event presentation</td>
</tr>
<tr>
<td>FORWARD SPONSOR</td>
<td>$150,000</td>
<td>Social media feature on Facebook, Instagram, LinkedIn, &amp; Twitter</td>
<td># of representatives invited to sit at head table</td>
</tr>
<tr>
<td>INSPIRATION SPONSOR</td>
<td>$100,000</td>
<td>Featured in event collateral &amp; invitation</td>
<td>Priority table placement</td>
</tr>
<tr>
<td>UPLIFT SPONSOR</td>
<td>$75,000</td>
<td>Recognition in all event &amp; related press</td>
<td>Featured on event signage</td>
</tr>
<tr>
<td>PROGRESS SPONSOR</td>
<td>$50,000</td>
<td>Social media kit for sharing from personal/corporate accounts</td>
<td>Event presentation &amp; A/V</td>
</tr>
<tr>
<td>LAUNCH SPONSOR</td>
<td>$25,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADVANCEMENT SPONSOR</td>
<td>$15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPPORTUNITY SPONSOR</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMPOWER SPONSOR</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Year long recognition as lead pillar sponsor on all MWF collateral in area of interest

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR

## Social media feature on Facebook, Instagram, LinkedIn, & Twitter

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR

## Featured in event collateral & invitation

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR

## Recognition in all event & related press

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR

## Social media kit for sharing from personal/corporate accounts

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR

## Representative invited to participate in event presentation

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR

## # of representatives invited to sit at head table

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR

## Priority table placement

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR

## Featured on event signage

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR

## Event presentation & A/V

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR

## Ongoing presence in all MWF publications for one year

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR, ADVANCEMENT SPONSOR, OPPORTUNITY SPONSOR, EMPOWER SPONSOR

## Continued recognition at all pillar related events & collateral for one year

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR, ADVANCEMENT SPONSOR, OPPORTUNITY SPONSOR, EMPOWER SPONSOR

## Logo with link to website on MWF site for one year

- Suitable for: ACCELERATE SPONSOR, FORWARD SPONSOR, INSPIRATION SPONSOR, UPLIFT SPONSOR, PROGRESS SPONSOR, LAUNCH SPONSOR, ADVANCEMENT SPONSOR, OPPORTUNITY SPONSOR, EMPOWER SPONSOR