



2024 EVENT SPONSORSHIP GUIDE

Michigan Women Forward

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MichiganWomenForward



Michigan Women Forward was founded in 1986 by Mary Jo Pulte and a group of 30 determined women. At the time, only 3% of philanthropic dollars went to causes that improved the lives of women and girls. Their goal was to improve that imbalance and work toward a brighter future for Michigan women.

The organization – named Michigan Women’s Foundation at its founding – became the only public, statewide foundation dedicated to championing the economic prospects and professional accomplishments of Michigan women.

In the past 38 years, we have worked with our corporate and foundation partners to make Michigan a state where women feel empowered to pursue their passions and have equal opportunity to succeed in those pursuits.

Over the years of working to improve the lives of Michigan women, we realized that many women dreamed of achieving financial independence through entrepreneurship. They wanted to build their own small business but didn’t have the resources, knowledge or capital to get started.

This set the course for us to become a CDFI, Community Development Financial Institution, which allows us to provide capital funding to small businesses to help promote economic growth and investment in Michigan neighborhoods. As a CDFI lender, we help fill that gap for women and BIPOC entrepreneurs who dream of opening a small business, build generational wealth and invest in their communities.

As a result, Michigan Women Forward has heightened its mission. We expand possibilities through our celebrations and recognition of female leaders and trailblazers. We invest in the dreams of female and BIPOC entrepreneurs. We create opportunities for ALL.

Our work has positive ripples. When we inspire women and invest in minority entrepreneurs, we transform our culture and our state. We don’t just move Michigan Women Forward. We move Michigan Forward.





Vision

MWF's vision is to create an inclusive economy for the State of Michigan where women and people of color can create viable businesses that build long-term sustainable wealth.



Mission

MWF is a community development financial institution whose mission is to expand economic opportunity for women and entrepreneurs of color by providing access to capital and business resources. MWF celebrates outstanding Michigan women by honoring their leadership contributions to the community, economy, and our state.

MWF'S 2023 *Impact*

Invest & Support

77 Pitch Competition & Challenge Winners Statewide

800 Entrepreneurs Served

65% of all Microloans Went to Women of Color

\$1,838,660 Invested in Entrepreneurs

Inspire & Connect

4 Women Inducted into Michigan Women's Hall of Fame

10 Michigan Women Awarded the Women of Achievement and Courage Award at WomanUp & Celebrate

1,105 Event Attendees

557 Corporate, Foundation and Individual Donors

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We used our MWF microloan to get a coffee roaster, install it and train our staff to use it. This has been huge in allowing us to have more control over our product and bring costs down.

Sarah Laman Last Mile Cafe, Grand Rapids



Celebrating
Women Leaders.
Inspiring
the Next Generation.

Michigan Women Forward Events

Our annual events are based on a simple philosophy: If you want to see more women succeed in business, politics, health and other fields of significance to our state, then you need to celebrate the ones who are blazing the way. It is through their example, that we learn and are inspired. It is through gathering together that we make connections that can help light the way. And it is through this recognition that amazing Michigan women can celebrate all they've accomplished and how far they have come.

WomanUp & Celebrate

WomanUp & Celebrate honors extraordinary leaders with the Women of Achievement and Courage Award. This prestigious award celebrates Michigan women who exemplify commitment to community service, have a proven track record as a mentor and role model for others, and empower and inspire their community. WomanUp & Celebrate is held three times throughout the year in Grand Rapids, Detroit, and cities like Battle Creek, Ann Arbor or Kalamazoo.

Expected Audience: 400-800

WomanUp & Celebrate Grand Rapids Event Date: May 15, 2024

WomanUp & Celebrate Detroit Event Date: TBD

WomanUp & Celebrate TBD Event Date: September 2024

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These remarkable women represent leadership, courage, tenacity and strength. They are all a testament to the limitless potential of Michigan girls and women, and they deserve to be celebrated.

Carolyn Cassin President and CEO, Michigan Women Forward

Michigan Women's Hall of Fame Induction Ceremony & Celebration

Each year, Michigan Women Forward inducts remarkable women into the Michigan Women's Hall of Fame where their legacy will live on forever, inspiring Michigan women to reach beyond their wildest dreams. Over the years, 350 Michigan women have been recognized for leaving their indelible mark in their fields and on our state. This event draws women and men statewide who come to support and acknowledge the accomplishments of these exceptional women.

Expected Audience: 300+

2024 Event Date: Fall 2024, exact date TBD

2024 Event Location: TBD. Typically, the event is held in Lansing or Detroit.



The success of every woman should be the inspiration for another. We should raise each other up.

Serena Williams 2012 Michigan Women's Hall of Fame inductee

Some of our previous inductees include ...



Gov. Gretchen Whitmer



Serena Williams



Florine Mark



Ruth Ellis



Marilyn Kelly



Rosa Parks

Sponsorship Recognition & *Benefits*

Here's how your organization can demonstrate its commitment to fostering female leadership and recognizing the accomplishments and contributions of Michigan women.

	All Access	Icon	Impact	Trailblazer	Fearless	Mentor	Table
MWF Event	\$50,000 ALL Statewide Events	\$25,000 WomanUp & Celebrate or Hall of Fame	\$15,000 WomanUp & Celebrate or Hall of Fame	\$10,000 WomanUp & Celebrate or Hall of Fame	\$5,000 WomanUp & Celebrate or Hall of Fame	\$2,750 WomanUp & Celebrate or Hall of Fame	\$2,250 WomanUp & Celebrate or Hall of Fame
Event tickets	8 per event (32)	16	14	12	10	8	8
WomanUp & Celebrate VIP tickets	2	2					
Opportunity to speak at event	✓	✓					
Inclusion as an expert source in MWF blog post	✓	✓	✓				
Social media kit to post on corporate accounts	Custom	Custom	General	General			
Recognition as event sponsor on MWF social accounts	✓	✓	✓	✓	✓	✓	
Recognition as event sponsor on MWF website	Logo	Logo	Logo	Logo	Text	Text	
Verbal recognition as event sponsor during event	✓	✓	✓	✓	✓	✓	
Recognition as event sponsor on signage and slideshow	Logo	Logo	Logo	Logo	Logo	Logo	
Recognition on special signage as featured sponsor	✓	✓	✓	✓	✓		

Celebrate & Elevate! Event Branding

Join us in celebrating the incredible women honored at our 2024 MWF events with our Celebrate & Elevate! Event Branding, included in each event slideshow. Share your brand logo and business information, or use this opportunity to leave an inspiring message for our amazing honorees. Choose from two size options and provide MWF with a completed hi-res .jpg or .png graphic to participate.

SMALL

Cost	\$ 250
Width	6.65 in.
Height	7.5 In.

LARGE

Cost	\$ 500
Width	13.3 in.
Height	7.5 In.

Questions?

Contact Lisa Grace

Development Director

313-771-3520 // lgrace@miwf.org



Looking for other ways to partner with MWF?

We offer several opportunities for your organization to showcase your support for community revitalization and entrepreneurial advancement as well.

Our development team is happy to work with you to create customized packages that help you support the MWF causes that matter most to you and fit your marketing and/or philanthropic goals.

Ask us about our ...

Small Business Program Sponsorships

- Workshops
- Pitch Competitions
- Webinars and more

Newsletter Sponsorships

- Small Business Resources
- Power of 100 Women

Michigan Women Forward *Sponsorships*

Contact Name: _____ Title: _____

Organization (as it should be recognized): _____

Address: _____

City: _____ State: _____ ZIP: _____

Daytime Phone: _____ Cell Phone: _____

Email Address: _____

Alt. Contact Person: _____ Phone: _____

SPONSORSHIP LEVEL

- \$50,000 All Access Sponsor
- \$25,000 Icon Sponsor
- \$15,000 Impact Sponsor
- \$10,000 Trailblazer Sponsor
- \$5,000 Fearless Sponsor
- \$2,750 Mentor Sponsor
- \$2,250 Table Sponsor

EVENT

- WomanUp & Celebrate – Grand Rapids
- WomanUp & Celebrate – SE Michigan
- WomanUp & Celebrate – TBD
- Michigan Women’s Hall of Fame

CELEBRATE & ELEVATE! Event Branding

- \$500 Large – 13.3in x 7.5in
- \$250 Small – 6.65in x 7.5in

Event name _____

PAYMENT

Amount \$ _____

Check (payable to Michigan Women Forward)

Credit Card (AMEX, Master Card, Visa)

Name as it appears on card: _____

Card #: _____ Exp. Date: _____ CVV: _____

Billing Address: _____

Signature: _____