



Dear Friend of the YWCA,

The YWCA is excited to announce our new fall fundraiser, “Under The Big Top”, to be held on Friday, October 25, 2019, 6:30 pm – 10:00 pm, at the NCC Pavilion in Waterloo, Iowa. We invite you to join us and feel like a kid again with grown-up fun for a cause! You can expect an evening filled with carnival and circus themed food, activities, games and acts, along with the very popular photo booth. All to raise funds to support important YWCA programming. Support us with your sponsorship and benefit from promotional opportunities, prominent name and product placement, and much more.

**\*Consider hosting a carnival game as a “Game of Chance” Sponsor, the perfect team building activity for your organization while supporting a great cause. Companies who sponsor a game can make their own carnival game, (with YWCA guidance) or choose one the YWCA has ready to go! Your company can brand these game areas with their signage, promotional materials, and wear costumes and/or company logos while facilitating the games for our guests to enjoy. \*\*Or similarly, perhaps your organization would like to assist one of the performers with their set-up or act.**

The YWCA of Black Hawk County has served the Cedar Valley community for more than a century; assisting more than 3,300 women, children and their families annually. Because of your support, we are able to continue to meet the critical needs of women and families in the community. Your generosity enables us to empower women and girls, serve as advocates for equal opportunities, develop young leaders and promote cultural appreciation.

For your convenience I have enclosed an informational packet describing our sponsorship levels. Please consider supporting the mission of the YWCA through this worthy event. To ensure proper recognition, we request you return your completed Sponsorship Response form by **September 20, 2019**. A sponsorship or contribution at any level is greatly appreciated!

If you have any questions regarding a sponsorship or other ways to be a part of this event, please contact me at 319-234-7589 or [agoldhorn@ywcabhc.org](mailto:agoldhorn@ywcabhc.org). We look forward to your partnership and thank you for ensuring the future of the YWCA!

Sincerely,

Annemarie Goldhorn  
YWCA Marketing and Development Director

# Sponsorship Opportunities



## *"The Ringmaster" Sponsor - \$4,000*

*(One Available)*

- Exclusive Sponsor Rights, YWCA Under The Big Top represented by your business
- Two tables reserved at the event (16 seats)
- Game or Performance sponsorship also available
- A Company representative will have the opportunity to speak at the event
- A banner or signage will be able to be displayed near the welcome table for the event
- Logo placed prominently on all promotional materials (i.e. poster, press releases, ads)
- Verbal Recognition during the Event
- Company logo displayed prominently at the event and on YWCA website along with hotlink
- Company logo displayed prominently in "Thank You" section in the YWCA program brochure (4,000+ circulation)
- This level of sponsorship provides one month of English language instruction classes to individuals immigrating to our community including free transportation and child care

## *"The Barker" Sponsor - \$1,000*

- One table reserved at the event (8 seats)
- Game sponsorship also available
- Logo and/or name placed on all promotional materials (i.e. poster, press releases, ads)
- Verbal Recognition at the Event
- Company name displayed at the event and on YWCA website along with hotlink
- Company name listed in "Thank You" section in the YWCA program brochure (4,000+ circulation)
- This level of sponsorship provides a year of parent education and support to a parent and their children including free transportation, child care and a meal

## *\*\* "The Center Ring" Sponsor- \$750*

- Four event reservations
- Company representatives can assist with a specific carnival act's set-up and performance as described in the letter\*\*
- Company name displayed at the event, listed in the event program and on YWCA website
- Company name listed in "Thank You" section in the YWCA program brochure
- This level of sponsorship provides ten weeks of summer programming for a middle-school aged girl including free transportation and meals

## *\* "The Game of Chance" Sponsor- \$600*

- Four event reservations
- Company representatives can set-up and operate a carnival game as described in letter (with YWCA guidance)\*
- Company name displayed at the event, listed in the event program and on YWCA website
- Company name listed in "Thank You" section in the YWCA program brochure
- This level of sponsorship provides one month of child care for one child in our Summer Daze program

## *"The Roustabout" Sponsor- \$500*

- Four event reservations
- Company name displayed at the event, listed in the event program and on YWCA website
- Company name listed in "Thank You" section in the YWCA program brochure
- This level of sponsorship provides one month of financial assistance to children from families with low incomes to participate in swimming lessons, dance and gymnastics



## 2019 SPONSOR RESPONSE FORM

(Name of Business/Organization)

(Please print Business name as you would like it to appear on signage and recognitions)  
has agreed to be a sponsor for the "Under The Big Top"  
to be held on October 25, 2019.

Our sponsorship level will be: *(please check one)*

- "The Ringmaster" Sponsor (One Available @ \$4,000)
- "The Barker" Sponsor (\$1,000)
- "The Center Ring" Sponsor (\$750)
- "The Game of Chance" Sponsor (\$600)
- "The Roustabout" Sponsor (\$500)
- Contributor \_\_\_\_\_

**Please complete and return Sponsor Response Form by September 10, 2019.**  
**Mail to: Annemarie Goldhorn, YWCA Marketing & Development Director,**  
**425 Lafayette St., Waterloo, IA, 50703**

Indicate form of payment:

- Enclosed is our check payable to "YWCA Black Hawk County" *(please note as sponsorship for Under The Big Top on your check)*
- Please charge my gift to my credit card (Fill out card information below clearly)  
\_\_ Visa \_\_ MasterCard \_\_ Discover Card Number \_\_\_\_\_  
Amount Charged \_\_\_\_\_ Expiration Date \_\_\_\_\_ Card Verification # *(from back of card)* \_\_\_\_\_  
Signature \_\_\_\_\_
- Please bill us at following address:

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

***Thank You for Your Support!***