



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.

Your media sponsorship ensures that our “Under The Big Top” event is promoted throughout the community. Our event cannot be successful without your partnership!

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 10, 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. We look forward to your partnership and thank you for ensuring the future of the YWCA!

Sincerely,

Annemarie Goldhorn
YWCA Marketing and Development Director

Media Sponsorship Opportunities



Media Sponsor Benefits

- Half a table reserved at the event (4 seats)
- Logo and/or name on all promotional materials (i.e. poster, press releases, ads).
- Company logo and hotlink placed on the YWCA website
- Company Logo placed in the event program
- Company Logo and/or name displayed at the event
- Recognition at the event
- Company name included in “Thank You” in the YWCA program brochure (4,000+ circulation)
- 2” by 3” black & white ad in the YWCA program brochure*
(*if sponsorship value exceeds \$1,200)

Media Sponsor Investments

Sponsor Investment (Television and Radio):

- Public Service Announcements
- Pre-recorded and/or live mentions to be aired one to two weeks prior to the event
- Live or taped interview
- List event information/sponsors on website prior to the event

0028 Sponsor Investment (Newspaper):

- Ad space prior to the event
- Thank-you ads following the event
- List event information/sponsorships on website prior to the event

(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.

Television/Radio Sponsor

Newspaper Sponsor

Business Name: _____

Contact Name: _____ Phone: _____

Address: _____

Signature/Title: _____ Date: _____

Please contact Annemarie Goldhorn, Marketing & Development Director at (319) 234-7589 or agoldhorn@ywcabhc.org with questions regarding the event or sponsorship opportunities.

Please return completed forms by September 10, 2019 to ensure proper recognition.

Thank You for Your Support!