



**Become a Soroptimist International of Tahoe Sierra
Club Sponsor
and show the community you're in the business of people.
Partner with us and you'll have advertisement NOW - December 31, 2023!**

Soroptimist International of Tahoe Sierra's (SITS) mission is to "Enhance the lives of women and youth in our community and the world." The diverse projects we support benefit our community and reach across the globe. Real and lasting accomplishments in a community begin at the grass roots level and together we can make amazing things happen. To have a healthy and economically sound community, you must have people being at their best. All communities have individuals who need help in the form of education, training, and sometimes the bare necessities, to be able to become successful community members. A partnership with you can make the difference in the life of another.

For many years our club has held a single large fundraiser (Elegant Evening) to generate funds which change lives. COVID changed the world, and it also changed our thinking. Over the past couple of years, we continued to raise funds through our online auction, and we accomplished this work without the expense of a large event! Due to rising costs and continued concerns about large gatherings, we are changing the nature of our fundraising. Rather than sponsoring a single event, our Premier and Grand Sponsors will be supporting all our service efforts throughout the 2023 year.

As a **SITS Sponsor**, you will enjoy many benefits of sponsorship. Your logo or business name and URL link would be included in our weekly e-Newsletter, hosted on both our club website at sitahoesierra.org and our fundraiser website, and you will be highlighted at all events planned throughout the year!

Our Spring Fundraiser has several elements.

- a Mad Hatter's Tea Party at Valhalla's Grand Hall on April 30.
- a raffle for two prizes - a week's stay in a condo on Maui and a week's stay in an RCI Timeshare anywhere in the world,
- and our amazing Online Auction which together with the raffle, closes on May 12.

With these 3 efforts in the works, the community would see your support throughout. We know you partner with us for the good we do together, but effective advertisement is our way of thanking you.

Our **Soroptimist Online Auction** will finalize on Friday, May 12th, 2023, and we ask that you consider becoming either a **PREMIER SPONSOR** or **GRAND SPONSOR** of our club for the year. Last year's online fundraiser was another great success. **Together** we raised \$59,000 and this enabled us to provide the most student scholarships than ever before with \$21,000 going towards their futures. Also, with the help of sponsors and our generous community we continued our work with youth as we partnered with the Tahoe Alliance for Safe Kids, Juvenile Services Council, Barton Baby Book Bags, Lake Tahoe Educational Foundation, Tahoe Arts Project, NV Diabetes Association's Camp Buck, The Drug Store Project, STMS and STHS Challenge Days, Between Horses and Humans, Tahoe Magic, STEM Education for Girls, Zawadisha, The Kellermann Foundation, Awaken, and many, many other programs. You can see details of each of these and more [here](#).

As your partner, our club works hard to provide extensive marketing benefits for you. Advertisement is important for all businesses. Both sponsorship opportunities enjoy their recognition beginning **NOW** and continuing through December 31, 2023!

- **A Premier Sponsor** package includes your business **LOGO** and URL on our club website at www.sitahoesierra.org, recognition on our [Facebook page](#), our fundraising website at

www.SITSfundraiser.org, our weekly [e-Newsletter](#), television / radio ads and interviews, and all event articles.

Premier Sponsor Donation: **\$1500.00**

- **A Grand Sponsor** package includes your business **NAME** and URL on our website at www.sitahoesierra.org, recognition on our [Facebook page](#), our fundraising website at www.SITSfundraiser.org, and our weekly [e-Newsletter](#), and television / radio ads and interviews.
- Grand Sponsor Donation: **\$750.00**

We know what you pay for advertisement on TV, print media, etc., and here's information we would like to share about the formats we provide. We reviewed just a portion of our year from Jan. 1 – May 31.

- **Google Analytics** for our club emphasizes our commitment to advertise for you and also ourselves! From just Jan. 1, 2022 – May 31, 2022, we had 2237 users of which 2,228 were new users. This is a 242% increase over our previous year! Users accounted for 3,904 separate sessions and 26,907 pageviews. 58% were female and 42% were male. Our demographics are an impressive spread! 22% aged 18 – 34, 41% aged 35-54, and 37% aged 55 and up. Our amazing results are a combination of our club website and our auction website!
- Our **online auction site** accounted for 971 registered users who enjoyed our site and generated 1,172 bids. There we hosted our sponsor links, our donations, and some FUN-mercials to highlight items people could bid on. If you missed any of the fun, then [go here](#) to enjoy!
- Our **WEEKLY e-news** that goes out to 300 individuals with an average of 68% open rate! You can view how your business would be seen [here](#).
- Our [Facebook page](#) and [YouTube Channel](#) are additional platforms to connect our supporters to YOU, our sponsor. These formats allow viewers to see your business's generosity and helps us to raise more money.

With your support, Soroptimist International of Tahoe Sierra (SITS) will continue to support our many diverse projects that create life-long changes for individuals, our community, and the world. You can complete your Sponsorship purchase either paying immediately or committing your payment on this year's auction site at www.SITSfundraiser.org. Payment can be completed via credit card or a check.

Please spread the word with others who may want to sponsor our club or who can donate items for our online auction. The sooner we hear from you, the more advertisement you receive. Together we make a world of difference!

We look forward to a partnership with you in helping the women and children in our community.

Best regards,

Paula Peterson

Paula Peterson, President

Any questions? Feel free to contact us!

Lisa Huard, Donations and Sponsor Chair
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