



**17TH ANNUAL  
AN EVENING TO  
PROMOTE RACIAL JUSTICE**  
*Visualizing a Just World*

Discovery World  
December 9, 2021  
5:30pm - 8:00PM

**Sponsorship Opportunities**

**An invitation from the Board of Directors of YWCA Southeast Wisconsin**

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Gateway Technical College

**Alonzo Walker, MD**

Medical College of Wisconsin (ret) & Community Advocate

**Milwaukee Headquarters**

1915 N Dr. Martin Luther King Jr. Dr.  
Milwaukee, WI 53212  
414-374-1800

[ywcawis.org](http://ywcawis.org)

**eliminating racism  
empowering women**

**ywca**

Southeast Wisconsin

**Racine Office**

5540 Durand Ave Suite B-296  
Racine, WI 53406  
262-898-5530



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**Connect with colleagues and friends as we visualize creating a more just world - together.**

**YWCA Southeast Wisconsin** – Eliminating Racism. Empowering Women. **We aren't new to this work.** YWCA USA began in 1858 and our affiliate, Wisconsin's first, was established in 1893. From women's empowerment and civil rights to financial literacy and pay equity, the safety and wellbeing of all women have always been our priority.

**17<sup>th</sup> Annual An Evening to Promote Racial Justice**- for nearly two decades, this event has highlighted YWCA Southeast Wisconsin's unparalleled leadership in racial justice and equity efforts, encouraging colleagues and friends to reflect on the work that is yet to be done. This event features a nationally renowned speaker, awards recognizing those with extraordinary commitment to eliminating racism and empowering women, and a place to make meaningful connections to prepare for 2022!

**This year-** Through collaboration with local artists, we not only reflect on our history of addressing the intersection of racism and sexism, we will look forward to action.

**Be our partner - We've had the expertise and moxie to rise in 2020 and 2021.** In 2020, YWCA Southeast Wisconsin met COVID-19, economic upheaval and racial justice reckoning head on – moving all programming to virtual without ever losing a day of service, expanding community platforms to promote racial justice, and focusing on women's needs as they coped with the “she-cession,” including initiating pilot projects to build digital competencies for all.

**Your sponsorship's impact** is about more than an annual event – it is about **#FuelingtheFuture**. Event proceeds support mission-first racial justice and gender equity work.



**This year's Speaker:** Sarah Lewis, PhD

Sarah Elizabeth Lewis is an associate professor at Harvard University in the Department of History of Art and Architecture and the Department of African and African American Studies. Her research focuses on the intersection of African American and Black Atlantic visual representation, racial justice, and representational democracy in the United States from the nineteenth century through the present.

Her forthcoming publications include *Caucasian War: How Race Changed Sight in America*, *The Vision and Justice Project*, and a manuscript focusing on the “groundwork” of contemporary arts in the context of Stand Your Ground Laws. Lewis is the editor, with Christine Garnier, of [an anthology on the work of Carrie Mae Weems](#) (MIT Press, 2021) and the author of *The Rise: Creativity, the Gift of Failure, and the Search for Mastery* (Simon & Schuster, 2014), a story-driven investigation of advantages gleaned from improbable foundations, even failure, in the creative process.

A frequent speaker at universities and conferences, her mainstage TED talk, [Embrace the Near Win](#), has received over 2.8 million views.

**YWCA SEW's commitment to a just, inclusive community is in our DNA...and in our sponsors' too.**

*YWCA Southeast Wisconsin is a 501(c)(3) organization and contributions are deductible as allowed by law. Tax ID #39-0806258.*

*The fair market value per ticket is \$100.*



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## Sponsorship Opportunities

### SPONSORSHIP LEVELS AND BENEFITS (we are happy to discuss customizing benefits to your communication strategy goals)

#### All Sponsors Receive:

- Event Promotion Online including organic Social Media posts, E-blasts and YWCA SEW website acknowledgment (event landing page)
- Annual Report acknowledgement
- Sponsor acknowledgement at event

#### Social Media and Network Reach (and growing)

- Email & Invitation audience: 4,500+
- Facebook page likes: 2,034
- Twitter followers: 1,278
- LinkedIn followers: 544

#### Equity Sponsor \$10,000

- Individualized podium acknowledgment with speaking opportunity at event
- VIP Seating for 20
- 10 valet parking spots
- Feature w/logo & link on YWCA SEW social media pages (includes paid posts), logo with link on the event landing page
- Full-page program feature (pdf provided virtually to all guests)
- Event press release #1 announcing sponsorship, includes paragraph describing business with sponsor quote
- Annual Report acknowledgement includes logo
- 4 passes to a 2021/2022 YWCA SEW racial justice class of choice
- 2022 monthly newsletter acknowledgement

#### Justice Sponsor \$5,000

- Individualized thanks by emcee at event
- Acknowledgement on YWCA SEW social media pages (includes paid posts), event landing page, and Annual Report acknowledgement
- Full-page program feature (pdf provided virtually to all guests)
- Event press release #2 includes paragraph noting sponsorship
- 2 passes to a 2021/2022 YWCA SEW racial justice class of choice
- Preferred Seating for 10
- Newsletter acknowledgement in event promotion and wrap up

#### Empowerment Sponsor \$3,000

- Online and social media paid presence & acknowledgments
- Event press release #2 includes paragraph noting sponsorship
- Half page program feature (pdf provided virtually to all guests)
- Preferred Seating for 6
- Podium acknowledgment at event

#### Justice Journey Contributor \$250

Individuals may honor the An Evening to Promote Racial Justice through a contribution and will be acknowledged at event. Includes individual ticket to event.

#### Community Partner \$1,000

- Facebook & Twitter acknowledgment
- Quarter page program feature (pdf provided virtually to all guests)
- Seating for 4



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**Yes! We would like to be a sponsor for  
An Evening to Promote Racial Justice: Visualizing a Just World**

Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Company/Org: \_\_\_\_\_  
(As should appear in program)  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsor Level**

|  |          |
|--|----------|
| <input type="checkbox"/> Equity                      | \$10,000 |
| <input type="checkbox"/> Justice                     | \$5,000  |
| <input type="checkbox"/> Empowerment                 | \$3,000  |
| <input type="checkbox"/> Community Partner           | \$1,000  |
| <input type="checkbox"/> Justice Journey Contributor | \$250    |

*All event proceeds support YWCA Southeast Wisconsin work to  
Eliminate Racism and Empower Women.*

I would like to donate #\_\_\_\_\_ of my sponsored seats  
back to YWCA SEW for special guests (e.g. students,  
community artists, etc.)

**Total:** \_\_\_\_\_

**Please Submit Completed Form, Logo & Payment to TrenLan Pounds**

**By Mail:**  
YWCA Southeast Wisconsin  
1915 N Dr. Martin Luther King Dr.  
Milwaukee, WI 53212

**By E-mail:**  
[tpounds@ywcasew.org](mailto:tpounds@ywcasew.org)  
414-267-3210

**Online:**  
[Sponsorship Form](#)

***Benefits commence upon receipt of written sponsorship confirmation – email acceptable.***

**Sponsorship Contacts**

Ginny Finn, Interim President & CEO  
[gfinn@ywcasew.org](mailto:gfinn@ywcasew.org)  
414.267.3220

TrenLan Pounds, Mission Support Manager  
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414.267.3210