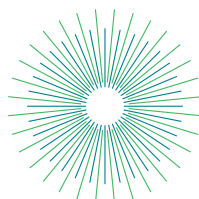




United Way  
of the Midlands



CENTRAL CAROLINA  
Community Foundation

1800 Main Street • Columbia, SC 29201  
womeninphilanthropy.com  
facebook.com/womeninphilanthropy  
803.748.7287

*Women in Philanthropy is a partnership of  
United Way of the Midlands and Central Carolina  
Community Foundation*



*years of investing*

*2012 Sponsorship Packet*

*Women investing in  
women and children.*



## Sponsor the premier organization for female philanthropists in the Midlands.

Women in Philanthropy's two annual events provide unique opportunities to expose your brand to some of the most influential women in our community, particularly during our 10th Anniversary year! Our membership consists of over 350 women who are business executives, community leaders, entrepreneurs and more. WIP is a quickly growing partnership between United Way of the Midlands and the Central Carolina Community Foundation. The networks of these two organizations are extensive—reaching more than 40,000 supporters.



**Power of the Purse**  
May 17, 2012  
The Hall at Senate's End

More than 225 female leaders attend reception and auction of purses to benefit women and children's charities in the Midlands.



**10th Anniversary Celebration**  
November 13, 2012  
The Hall at Senate's End

years of investing

A celebration of our 10th year of investing and making a difference in the community.

### Signature Sponsor

The Signature Sponsorship is a year round sponsorship available to a single company or organization that supports Women in Philanthropy at the highest level. Women in Philanthropy sends four newsletters a year, hosts several volunteer opportunities and social events as well as professional development opportunities, all in addition to the two events described above. The Signature Sponsor will receive all of the benefits of a Diamond Premier Sponsor for both annual events (please see next page for details) and in addition, have the added benefit of being the primary sponsor of Women in Philanthropy year round.

Added benefits include recognition on all printed materials for Women in Philanthropy during the 10th Anniversary Year, as well as recognition on our website and social media, advertisements in our newsletters and programs when available and more. If you have any questions about becoming Women in Philanthropy's Signature Sponsor, please contact Stephanie Parrish at 803-748-7287 or sparrish@uway.org

Signature Sponsor	\$5,000
Women in Philanthropy's Primary Sponsor	✓

### Premier Sponsors

Premier Sponsors are Sponsors of Both Signature WIP Events: Power of the Purse and 10th Anniversary Celebration.

Premier Sponsor Benefits	Diamond Sponsor \$3,000	Ruby Sponsor \$2,000
Company Logo on Invitations	✓	
Recognition on Event Invitations	✓	✓
Complimentary Tickets to Both Events and \$5 in WIP Credits for Power of the Purse to be used during the auction	8	6
Advertisement in Event Program	Full Page	Half Page
Special Recognition at Event	✓	
Recognition on Event Signage	✓	✓
Recognition on Event Program	✓	✓
Year-long Recognition on <i>womeninphilanthropy.com</i>	✓	✓
Link to Company Website on <i>womeninphilanthropy.com</i>	✓	
Advertisements in WIP Newsletter	2	1
Recognition in advertisement in The State	✓	✓
Recognition on Social Media	✓	✓
Inclusion of promotional item in gift bag* (Power of the Purse only)	✓	✓

### Event Sponsors

Event Sponsors are Sponsors of One Signature WIP event: Power of the Purse or 10th Anniversary Celebration.

Event Sponsor Benefits	Gold Sponsor \$1,000	Silver Sponsor \$500	Bronze Sponsor \$250	Host Sponsor \$125
Recognition on Event Invitations	✓	✓	✓	
Complimentary Event Tickets and \$5 in WIP Credits for Power of the Purse to be used during the auction	4	3	2	1
Recognition on Event Program	✓	✓	✓	✓
Recognition on Event Signage	✓	✓	✓	
Recognition on <i>womeninphilanthropy.com</i>	✓	✓	✓	
Recognition in advertisement in The State	✓	✓		
Advertisement in Event Program	Half Page			
Inclusion of promotional item in gift bag* (Power of the Purse only)	✓	✓	✓	✓

\*Individuals and companies who are not sponsors may also purchase a spot in the Power of the Purse gift bags for \$100. Items must be delivered to Stephanie Parrish at United Way of the Midlands by May 3, 2012. Please plan to fill 250 gift bags.