



*Empowering*  
**Women in Development  
New York**

# Sponsorship Opportunities 2016-2017

## Why Sponsor WiD?

Women in Development (WiD), New York, is your essential link to the greater New York nonprofit and fundraising community – with a diverse member network reaching women in all stages of their advancement careers.

By partnering with WiD, your organization will be seen as a committed leader in the New York fundraising arena, will experience increased visibility during highly anticipated events, and will fund programming that can change the lives of development professionals as they navigate their careers.

WiD's sponsorship plans enable you to connect with 6,000+ decision makers in the development field through programs, website, LinkedIn group, and E-Newsletter.

**WiD**  
**Sponsorship**  
offers you heightened  
visibility & exposure  
+ maximum brand awareness  
+ a leadership role in  
advancing women in  
development

**Leadership**

**Influence**

**Professional Growth**

**Community**

**Giving Back**

Sponsor WiD today at [www.widny.org/sponsor](http://www.widny.org/sponsor) or call 212.265.7650





# ANNUAL SPONSORSHIP PACKAGES

## **DIAMOND SPONSOR - WOMEN IN DEVELOPMENT** (EXCLUSIVE)

**\$10,000**

WiD's exclusive Diamond Sponsorship represents the lead sponsor role for the organization. Diamond sponsor benefits include:

- One Luncheon sponsorship with four tickets to the event, the opportunity to address guests from the podium, and one post-Luncheon e-mail to attendees
- Ruby-level sponsorship of WiD's signature event, Woman of Achievement Award Luncheon, including ten tickets with preferred seating and recognition from the podium
- Recognition in all print/online related event materials and WiD's E-Newsletter for both your sponsored Luncheon and the Woman of Achievement Award Luncheon
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in online Resource Directory
- One year recognition in E-Newsletter
- Link to value-added content via E-Newsletter
- One ticket to two WiD Luncheons, I to I Workshop, and Moving Up/Moving On panel discussion
- Exclusive invitations to WiD events as they arise throughout the year

## **GOLD SPONSOR**

**\$5,000**

Includes one Luncheon sponsorship with four tickets to the event and the opportunity to address guests from the podium, plus:

- Recognition in all print/online related event materials and WiD's E-Newsletter for both your sponsored Luncheon and the Woman of Achievement Award Luncheon
  - Ten Patron level tickets to the Woman of Achievement Award Luncheon with preferred seating
  - Your logo on WiD's website with link to your company/organization for one year
  - One year listing in WiD's online Resource Directory
- Additionally, choose one of the following two Gold Sponsorship options:
- The opportunity to offer a value-added resource, such as a webinar or white paper, to WiD's network via dedicated e-mail, E-Newsletter, and on LinkedIn site, or
  - One Meet Up sponsorship with two tickets to the event and the opportunity to address guests

## **SILVER SPONSOR**

**\$2,500**

Includes sponsorship of one of the following:

- I to I Workshop with two tickets to the event and the opportunity to address guests from the podium, or

- Moving Up/Moving On sponsorship with two tickets to the event and the opportunity to address guests from the podium

Plus, all of the following:

- Recognition in all print/online related event materials and WiD's E-Newsletter for both your sponsored Event and the Woman of Achievement Award Luncheon
- Two Patron level tickets to the Woman of Achievement Award Luncheon with preferred seating
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## **BRONZE SPONSOR**

**\$2,000**

Includes sponsorship of one of the following:

- One Meet Up with two tickets to your sponsored event and the opportunity to address guests, or
- Value-added resource (i.e. webinar, white paper) offered to members via WiD's website.

Plus, all of the following:

- Recognition in all print/online related event materials and WiD's E-Newsletter
- Two Patron level tickets to the Woman of Achievement Award Luncheon with preferred seating
- Your logo on WiD's website with a link to your company/organization for one year



# A LA CARTE SPONSORSHIP OPPORTUNITIES

## LUNCHEONS

**\$3,000**

Sponsor one of four WiD Luncheon Programs and enjoy the following benefits:

- Four tickets to your sponsored Luncheon and the opportunity to address guests from the podium
- Recognition in all print/online related event materials and WiD's E-Newsletter
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## MOVING UP/MOVING ON

**\$2,000**

Sponsor Moving Up/Moving On and enjoy the following benefits:

- Two tickets to the event and the opportunity to address guests from the podium
- Recognition in all print/online related event materials and E-Newsletter
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## I to I Workshop

**\$2,000**

Sponsor I to I and enjoy the following benefits:

- Two tickets to the event and the opportunity to address guests from the podium
- Recognition in all print/online related event materials and E-Newsletter
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## HOW TO BECOME A SPONSOR

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# WOMAN OF ACHIEVEMENT AWARD SPONSORSHIP PACKAGES

## **DIAMOND SPONSOR - \$12,000** **WOMEN IN DEVELOPMENT** **(EXCLUSIVE)**

WiD's exclusive Diamond Sponsorship includes the lead sponsor role for WiD's signature event, the annual Woman of Achievement Award Luncheon. Additional Diamond Sponsor benefits include:

- Ten Patron level tickets to the Woman of Achievement Award Luncheon with preferred seating
- The opportunity to address guests from the podium
- Recognition in all print/online related event materials and E-Newsletter
- Exclusive distribution of promotional item at the Award Luncheon
- Post-event e-mail message to attendees
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory
- One ticket each to two WiD Luncheons, Executive Leadership Forum, and President's Council event

## **RUBY SPONSOR \$6,000**

- Ten Patron-level tickets to Award Luncheon with preferred seating
- Recognition from the podium and in all print/online event materials
- One-year listing in online Resource Directory
- Your logo on WiD's website with a link to your company/organization for one year
- One year recognition in E-Newsletter
- Link to value added content via E-Newsletter

## **EMERALD SPONSOR \$3,000**

- Five Patron-level tickets to Award Luncheon with preferred seating
- Recognition from the podium and in all print/online event materials
- One year listing in WiD's online Resource Directory
- Your logo on WiD's website with a link to your company/organization for one year
- One year recognition in WiD's E-Newsletter

## **SUPER ACHIEVER SPONSOR \$1,200**

- Two Patron-level tickets to Award Luncheon with preferred seating
- Recognition from the podium and in all print/online related event materials and E-Newsletter

- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## **OVERACHIEVER SPONSOR \$600**

- One Patron-level ticket to Award Luncheon with preferred seating
- Recognition from the podium and in all print/online related event materials and E-Newsletter
- Your logo on WiD's website with a link to your company/organization for one year
- One year listing in WiD's online Resource Directory

## **ACHIEVER SPONSOR \$300**

- One Patron-level ticket to Award Luncheon with preferred seating
- Recognition from the program and in all print/online related event materials and E-Newsletter
- One year listing in WiD online Resource Directory



# PROGRAMS

## Woman of Achievement Award Luncheon

This is WiD's signature event, held each spring to recognize a distinguished colleague who has demonstrated extraordinary service to the field and a commitment to furthering the place of women in development.

Past honorees include:

- Cecile Richards, President of Planned Parenthood Federation of America
- Myra Biblowit, President of the Breast Cancer Research Foundation
- Karen Brooks Hopkins, President of the Brooklyn Academy of Music
- Ana Oliveira, New York Women's Foundation
- Emily Rafferty, President of The Metropolitan Museum of Art

Each year, our honorees and their presenters inspire an audience of over 300 guests, sharing their passion for our shared profession, along with stories about their notable achievements.

## Luncheons

Among WiD's most popular programs, Luncheons are usually held on the first Monday in October, November, February, and April. On average, 200 guests representing the spectrum of New York's leading nonprofits actively network during the 30-minute

reception that precedes each Luncheon. Luncheon presentations by notable speakers in fundraising, philanthropy and related fields share their experiences and insights into techniques and methods for success. Q&A periods enable guests to gain additional insights. Recent speakers include Florence Davis, President, The Starr Foundation; Stacy Palmer, Editor of The Chronicle of Philanthropy; Caryl Stern, President and CEO of the U.S. Fund for UNICEF; and Ann Ziff, Chairman of the Board of the Metropolitan Opera.

## Moving Up/Moving On

This dynamic late-fall workshop offers new perspectives on career advancement along with personal fulfillment strategies to at least 150 attendees every year. A panel of experts presents its perspective and advice on a chosen topic, followed by an extensive Q&A. Past topics have included finding a job with the right "fit," effective branding, recruitment strategies, mastering the interview, and evaluating and navigating career changes.

## I to I Workshop: A Structured Networking Experience

I to I provides an opportunity for 150 guests to discuss meaningful topics in a small group setting. Attendees pick a topic of interest — such as expanding your network, interviewing successfully, breaking into the development field, negotiating salary, balancing career and

family, and more. After a brief networking reception, participants break into assigned small facilitated groups to explore their chosen topic and share their experiences with peers. I to I events often include a related career development component such as Speed Résumé Reviews.

## Meet-Ups

These gatherings, held twice annually, provide invaluable opportunities for development professionals, both seasoned and new to the field, to meet and exchange ideas in an informal setting. Typically, 75 women attend and make new connections and expand their networks. Meet-Ups are especially popular among young professionals and women who are seeking employment and/or transitioning to the development field.

## Additional Benefits of WiD

**Online Resource Directory:** WiD's searchable directory of vendors and consultants who serve the nonprofit sector.

**E-Newsletter:** WiD's up-to-the-minute electronic newsletter enjoys a circulation of 5,000+ on a regular basis. Each issue balances the latest news with highlights of recent WiD programs, committee news, membership benefits, and more.



# ABOUT US

Women in Development, New York is a membership organization dedicated to the advancement of women in their fundraising careers. Through its programs and services, as well as its supportive network, WiD offers women at all levels of the field the opportunity to augment professional training and expand their career opportunities.

WiD's membership is composed of women at all phases of their development careers. WiD members represent 18 types of organizations in the greater New York area including healthcare; primary, secondary and higher education; arts and cultural; social and community services; youth development; and consulting.

WiD's network extends far beyond membership, reaching 6,000+ decision makers in the development field through programs, website, LinkedIn group, and E-Newsletter.

For its dynamic network of professionals who support each other and help advance our profession, WiD offers:

- Events that enable members to sharpen their skills and learn about current issues and emerging themes in the field
- Coaching for members in all phases of their careers
- A Job Bank, presenting new opportunities for professional advancement
- Volunteer opportunities that develop leadership skills
- A membership directory enabling members to reach out to one another
- Programs and membership levels for all stages from entry level to our President's Council for seasoned professionals

## Core Values

Women in Development, New York adopted five core values to guide its vision for the future:

### • Leadership

WiD is a leader in advancing the field of fundraising and fosters leadership in its members by providing opportunities for career growth and professional development.

### • Influence

WiD is the go-to organization for women in fundraising, bringing visibility to the profession. WiD's membership has the power to reach more than 6,000 decision-makers and to be change-agents in the field.

### • Professional Growth

WiD is dedicated to offering opportunities for individuals to gain experience, knowledge, and a strong network to advance their professional growth.

### • Community

WiD is a highly interactive, supportive, and diverse community united by our focus on equal opportunity.

### • Giving Back

WiD members give of their time, network, experience, and intellectual resources, embodying the essence of service to others.

