



WA
WOMEN'S
F^{DN.}

SPONSORSHIP OPPORTUNITIES

www.wawomensfdn.org



YEAR-ROUND SPONSORSHIP

The Convening (September)

This event is a call to action that brings together speakers, writers, thinkers, community leaders, and essential nonprofit directors to educate the WaWF community on the most pressing concerns within our annual funding and learning themes. It's open to everyone, free to attend.

Attendance goal: 200+

PopUP! (December)

This is a fast-paced, fun-filled evening of collective giving where attendees will learn about, pitch, and select our Women & Girls Grantees. PopUP! is an interactive celebration of women and girls across Washington State. It's open to everyone via tickets and table sales.

Attendance goal: 300

Celebration (June)

This event celebrates philanthropy, our grant committees, our grantees, and the work they are doing to promote gender and racial equity in Washington State. It's open to everyone, members, and the community, free to attend.

2025 attendance: 200

WHAT DOES YEAR-ROUND MEAN?

Sponsorship with the Washington Women's Foundation (WaWF) is a year-long experience that includes both ongoing and event specific offerings. You can join at any time of the year and sponsorship lasts for a calendar year from your commitment date. This approach allows broader exposure than event specific marketing with stakeholders who care about gender and racial equity. Check out the matrix on the following page.

OUR COMMUNITY

Founded nearly 30 years ago, WaWF is a women's collective giving organization that supports community transformation through learning and grantmaking in Washington State. Through our trust-based, unrestricted grantmaking programs, we exclusively support nonprofits promoting racial and gender equity. Since our founding, we've granted over 22 millions dollars to nonprofit organizations across Washington. With 1,300 active and alumni members, WaWF sees philanthropy as one way to put justice into action.

PROMOTIONAL REACH

LinkedIn: 865 impressions/month

Website visits: 10,000/month

E-communications: 61% open rate, industry standard between 20-30%

Email list: includes members, alumni members, nonprofits, and local leaders

Press distribution list: local and national multi-media and institutions focused on gender and racial equity work.

SUMMARY OF BENEFITS

| BENEFITS | Heroine (\$15K) | Inspire (\$10K) | Resilience (\$5K) | Discover (\$2.5K) | Nurture (\$1K) |
|--|--|--|--|--|----------------------------|
| Included in event press releases | ✓ | | | | |
| Participation in event programs as desired | ✓ | | | | |
| Event Exclusivity | 1 sponsor at this level | Industry exclusivity | | | |
| E-Newsletter story | 2 during the year | 1 during the year | | | |
| Podium event recognition | ✓ | ✓ | | | |
| Memberships | 2 classics for a year | 1 classic for a year | 1 classic for a year | | |
| Opportunity to provide branded merchandise | ✓ | ✓ | ✓ | | |
| Social media promotion | 2 LinkedIn stories + following company account | 1 LinkedIn story + following company account | Logo on event post + following company account | Name listing on event post + following company | Name listing on event post |
| Logo in event materials (invites, programs, PPT, event signage, digital marketing) | Prominent | Featured | Promoted | Highlighted | Name listed |
| E-Newsletter Ad | Prominent logo + hyperlink | Featured logo + hyperlink | Promoted logo + hyperlink | Highlighted logo | Name listed |
| Sponsorship webpage placement (1 year) | Prominent + hyperlink | Featured | Promoted | Highlighted | Name listed |
| Final report placement (released Jan.) | Prominent + quote | Featured | Promoted | Highlighted | Name listed |
| Seating at WaWF events | Prominently placed table | Featured placed table | Promoted placed table | Highlighted placed table | Reserved table |

To join reach out to Kim Christensen, Development Director, at kim@wawomensfdn.org or (206)844-2177



BE BOLD

THINK SMART

ACT BIG