

ANNUAL WOMEN UNITED LEADERSHIP BREAKFAST
SPONSORSHIP OPPORTUNITIES

AVERAGE ATTENDANCE: 450
DATE: November 12, 2024
LOCATION: Dunlap Champions Club
ATTENDEE DEMOGRAPHICS:
 Women United Board/Committee Members, C-Level Business Owners/Executives, Young Women Professionals, College students, and Community Volunteers

WOMEN UNITED, an affinity group of United Way of the Big Bend represents an influential force of women leaders and philanthropists who give, advocate, and volunteer to impact the lives of others throughout the Big Bend. Each Fall, Women United hosts their annual Women's Leadership Breakfast which serves as a call to action for women and all members of our community to create positive change through sharing their time, talent and treasure.



Elyce Arons is a prominent businesswoman and entrepreneur, well known as the co-founder and CEO of Frances Valentine, a New York-based luxury apparel and accessories company. With a career spanning over three decades in the fashion industry, Elyce has built a reputation for creating brands that are both innovative and timeless.

Prior to co-founding Frances Valentine in 2016, Elyce, alongside her long-time friend and business partner, the late Kate Spade, with whom she famously chased her passion for fashion all the way from Kansas to New York City, co-founded the company Kate Spade New York together in 1993.

Under her leadership, Frances Valentine has grown into a global brand while staying true to its core values of joyful, timeless fashion. Elyce is celebrated for her keen business acumen and her dedication to maintaining the integrity and vision of the brands she co-founded and has simulta-

neously raised three daughters while balancing career and family. She understands the power of deep and enduring friendship, hard work, and the importance of having a good sense of humor throughout a successful career and her life.

In addition to her entrepreneurial ventures, Elyce is a passionate advocate for creativity in business and is known for her ability to balance innovation with tradition. She continues to be an influential figure in the fashion industry, inspiring her team and customers with her commitment to excellence and her personal approach to leadership while modelling female leadership and paving the way for future leaders. Elyce resides in New York City with her husband and three daughters, where she oversees the continued growth of Frances Valentine while staying closely involved in the brand's design and creative direction. When she isn't running a global brand, you will find her gardening, playing tennis, and perusing the colorful stalls of a vintage market.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1 available)**\$10,000**

- Top billing in all promotional event collateral including company logo
- Two reserved table and tickets for 20 in prominent location with company logo Tickets to Meet & Greet (20)
- Keynote speaker seated at the presenting sponsor's table *(if agreed upon by the keynote speaker)*
- One-to-one photo opportunity during Meet & Greet
- Video Interview with your leader to be used in pre/post event social media promotion
- Company name/logo listed as presenting sponsor on email invitation (more than 11,000+)
- Company logo placed on event web page and registration page
- Promotion through our social media (13,000+ emails and social media (4,000+ Facebook, 1,750+ Twitter, Instagram)
- Prominent feature for women leader in event program
- Full page color ad on back cover of the event program
- Your leader introduced and recognized on stage with opportunity to welcome Keynote Speaker
- Digital billboard event ad placement with company name listed as presenting sponsor
- Opportunity to set up exhibit table
- Opportunity to place company material at each place setting/table *(company provides item)*
- Opportunity to provide promotional item in event bags *(company provides item)*
- Recognition at event as Presenting Sponsor

**DIAMOND SPONSOR (3 available) \$7,500**

- Significant billing on promotional event collateral
- One full table reserved (which includes tickets for 10) in prominent location with company logo
- Tickets to Meet & Greet (10)
- Group photo opportunity during Meet & Greet
- Your leader introduced and recognized on stage
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)
- Company logo on event web page
- Promotion through our social media (13,000+ emails and social media (4,000+ Facebook, 1,750+ Twitter, Instagram)
- Feature for women leader in event program
- Full page ad in the inside back cover in event program
- Opportunity to set up exhibit table
- Promotional item in event bags *(company provides the item)*
- Recognition at event as Diamond Sponsor



LEGACY SPONSOR (3 available)

\$5,000

- Company logo displayed on UWBB event web page
- One full table reserved (which includes tickets for 10) in prominent location with company logo
- Tickets to Meet & Greet (5)
- Group photo opportunity during meet and greet
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)
- Promotion through our social media (13,000+ emails and social media (4,000+ Facebook, 1,750+ Twitter, Instagram)
- ½ page full color ad in event program
- Recognition at event as Legacy Sponsor

LEADERSHIP SPONSOR

\$2,500

- Company logo on UWBB event website
- One full table reserved (includes tickets for 8) with company logo
- Tickets to Meet & Greet (2)
- Group photo opportunity during meet and greet
- Company logo on event website page
- Promotion through our social media (13,000+ emails and social media (4,000+ Facebook, 1,750+ Twitter, Instagram)
- Quarter page full color ad in event program
- Logo on reserved table
- Recognition at event as Leadership Sponsor



TABLE SPONSOR

\$1,500

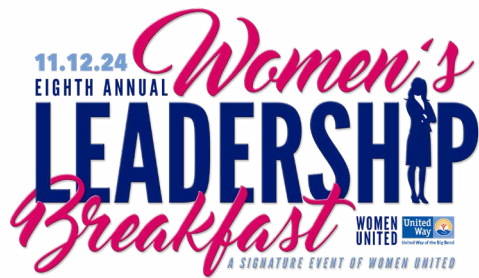
- Eight seats at a table (includes eight event tickets)
- Ticket to Meet & Greet (1)
- Photo opportunity during meet and greet
- Name/Company listed in the event program
- Logo/Name on reserved table
- Recognition at event as Event Sponsor



BECOME A SPONSOR TODAY!

Scan the QR code! Or go to bit.ly/UWBB-2024WLB





ANNUAL WOMEN UNITED LEADERSHIP BREAKFAST
SPONSORSHIP
ADVERTISING SPECS

Non Bleed Live Area

**Full page non-bleed
8"x10"**

**Full page bleed
8.75"x11.25"**

1/2 H 8"x4.875"

**1/2 H page bleed
8.75"x5"**

**1/4 V
4.125"x4.875"**

**1/4 V
4.125"x4.875"**

**1/8 H
4.875"x2"**

**1/8 V
2"x4.875"**

FILE FORMATS:

High-resolution press-ready PDF (preferred), Illustrator EPS, InDesign, or Photoshop TIFF or Jpeg. Color and gray-scale images saved at a minimum resolution of 300 dpi at 100% of actual size. Vector or line art graphics set at a minimum of 600 dpi. Text in vector images (Illustrator) must be converted to paths or outlines to eliminate font problems. Save all images as EPS or TIFF only. All four-color artwork must be saved as CMYK format.

For more information email **CAYLIE ATKINS** at caylie@uwbb.org, or call 850.414.0862

