

# OPENING DOORS ANNUAL SPONSORSHIP

## Fighting systemic racism, advancing gender equity, and enhancing the wellbeing of communities.

As a non-profit organization, YWCA Northern New Jersey relies on the support of corporate and individual donors to deliver women & girls empowerment, racial equality, youth development, senior wellness program to those we serve.

We continue to deepen our mission in Bergen County, where we will always be firmly rooted while bringing vital new programs and services to additional northern New Jersey counties, including Essex, Hudson, Morris, and Passaic.

Opening Doors is a sponsorship opportunity for companies that want to have the most meaningful involvement in essential programs that improve the lives of women, girls, and families.

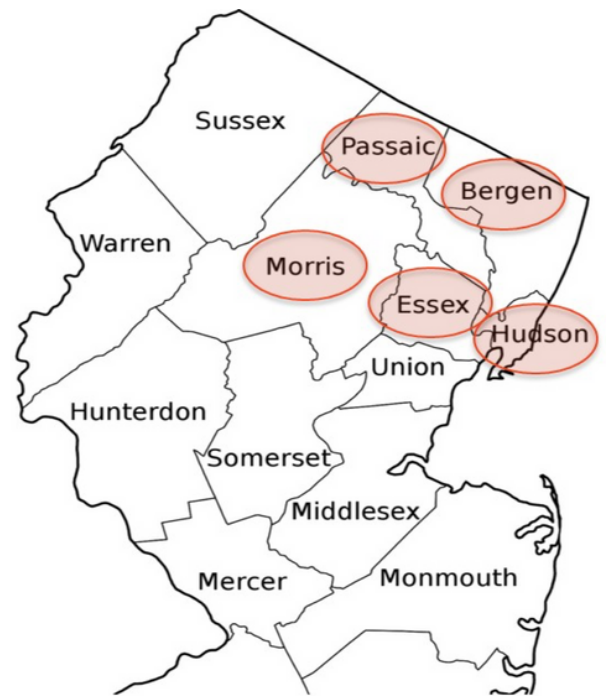
YWCA Northern New Jersey hosts a diverse array of events ranging from large-scale leadership recognition events to practical hands-on workshops to innovative health and wellness programs.

Your association with our premiere events—YW Gala, Tribute to Women of INfluence (TWIN), Women's Leadership Conference and Racial Justice Awards—provides an opportunity for your company to:

- Expand your capacity to serve the community.
- Connect your brand & message with the powerful mission and reputation of YWCA Northern New Jersey.
- Provide meaningful and engaging opportunities for your employees.
- Enlighten, inspire, and empower women, girls, and families.

There are thousands of women, girls and families who struggle daily with issues of equality, employment, safety, racism, and self-esteem. Opening Doors lets our corporate partners play an active role in providing the tools and resources they need to overcome adversity and strive to fulfill their goals and dreams.

Together, we further our joint commitment to the people we serve and expand our reach to people of every age, race, ethnicity, gender, sexual orientation, and socio-economic status.



YWCA Northern New Jersey **Service Area**

Contact us to discuss how we can partner  
together to make a difference in our community

Stefany Koslow:  
skoslow@ywcannj.org  
201-724-2813

Follow Us



# Annual Sponsorship Options

Annual sponsorships may begin any month of the year and run for 12 months

## SPONSOR BENEFIT

EMPOWERMENT LEVEL  
\$25,000

HOPE LEVEL  
\$15,000

INSPIRATIONAL LEVEL  
\$10,000

### GALA - Walking The Talk

Company Name/Logo and Event Email, Print, Web, PR, Social Media, Signage	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>
Logo placement on weekly YWTV Facebook Live	☑	☑	N/A
Ad in digital Gala Journal	<b>Cover or Outside Back Cover</b>	<b>1 Full Page Ad</b>	<b>1/2 Page Ad</b>
Complimentary Tickets	<b>4</b>	<b>2</b>	<b>1</b>

### TWIN - Tribute to Women of INFLUENCE

Company Name/Logo and Event Email, Print, Web, PR, Social Media, Signage	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>
TWIN Honorees - <i>Employee Nominations</i>	<b>2</b>	<b>1</b>	<b>1</b>
Ad in Digital TWIN Journal	<b>Cover or Outside Back Cover</b>	<b>1 Full Page Ad</b>	<b>1/2 Page Ad</b>
Complimentary Tickets	<b>4</b>	<b>2</b>	<b>1</b>

### RACIAL JUSTICE AWARDS

Company Name/Logo and Event Email, Print, Web, PR, Social Media, Signage	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>
Ad in Racial Justice Program	<b>Cover or Outside Back Cover</b>	<b>1 Full Page Ad</b>	<b>1/2 Page Ad</b>
Complimentary Tickets	<b>4</b>	<b>2</b>	<b>1</b>

### WOMEN'S LEADERSHIP CONFERENCE

Company Name/Logo and Event Email, Print, Web, PR, Social Media, Signage	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>
Complimentary Tickets	<b>4</b>	<b>2</b>	<b>1</b>

### ADDITIONAL BENEFITS

Company Name/Logo on YW Calendar of Events and Eblast	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>
Speaker/Mentorship Opportunity - <i>Women's, Girls, Senior Health &amp; Wellness and Racial Justice Programs</i>	<b>2 Programs or Workshops</b>	<b>1 Program or Workshop</b>	<b>1 Program or Workshop</b>
Company Logo on Camp T-shirts	<b>Top Placement</b>	<b>Premium Placement</b>	<b>Prominent Placement</b>

# A Year at YWCA Northern New Jersey: Programs with Purpose

Additional events include community presence and outreach, panels, and presentations plus our ongoing wellness workshops and healingSPACE services. Bolded events feature our Opening Doors sponsors.

## WOMEN'S EMPOWERMENT

WEN on the Go!  
*Women's Empowerment Network*

YW WE360  
Business Essentials –  
*Ureeka*

YWTech Lab

**Women's Leadership Conference**

Circle of Care

Next Chapter

Motherhood:  
Uncensored

StartUP

Your Story

Moving Ahead

## TWIN

*Tribute to Women of Influence*

**Walking the Talk GALA**

## GIRLS EMPOWERMENT

Serious About  
STEAM (SAS)

GEN on the Go  
*Girls Empowerment Network*

empower  
(U)niversity

GEN Camp  
*Girls Empowerment Network*

*Serious About STEAM (SAS) Camp*

## RACIAL JUSTICE

Undoing Racism  
Trainings

Raising Race  
Conscious Children

R.A.C.E. Trainings  
*Race and Cultural Empathy Training*

21-Day  
Racial Equity &  
Social Justice Challenge

Courageous  
Conversations

Until Justice  
Just Is

Voices

## Racial Justice Awards

Share the Mic  
Now

Solidarity Circle  
through Art

## SENIOR HEALTH & WELLNESS

Onsite Senior  
Fitness Classes

Bergen County  
Virtual Senior  
Fitness Classes

Virtual Friendship  
Fridays

Virtual Friendship  
Fridays – Nutrition  
and Wellness

Healthy Mind –  
Healthy Life  
*Virtual Support Group*

Senior Wellness  
Book Group

## CHILD CARE & CAMPS

Before & After  
School Care:  
*Cresskill  
Dumont  
Harrington Park  
Oradell*

Vacation Day

Summer Camps:

*YWCamp@Mahwah  
YWCamp@Dumont  
YWCamp@Weehawken*

Leaders In Training

GEN Camp  
Girls  
Empowerment  
Network

## YWCA Northern New Jersey Marketing/ Promotional Channels

### CHANNELS

### VEHICLE

EMAILS	Monthly E-Calendars & E-blasts
PRINT/DIGITAL MEDIA	Event Flyers, Invitations
WEB	YW Sponsor Page, Event/Ticketing Webpage
PR	Event Press Releases
SOCIAL MEDIA	YW Facebook, YW Instagram, YW LinkedIn, YW Twitter
EVENTS	Event Signage and Presentations

As we expand our presence in additional northern New Jersey counties, our reach is anticipated to grow.

# Annual Sponsorship Selection



Payment questions? Contact Stefany Koslow at 201-724-2813 or skoslow@ywcannj.org.

## 1. CONTACT INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Preferred Phone \_\_\_\_\_

## 2. SPONSORSHIP LEVEL (Select one)

\$25,000 Empowerment Level

\$15,000 Hope Level

\$10,000 Inspiration Level

3. \$ \_\_\_\_\_ Sponsorship TOTAL \$ \_\_\_\_\_

Please mail your completed sponsorship form and check  
(payable to YWCA Northern New Jersey) to:

**YWCA Northern New Jersey**

**214 State Street**

**Hackensack, NJ 07601**

**Attn: Fund Development**

Questions? Contact Stefany Koslow at 201-724-2813 or skoslow@ywcannj.org

**YWCANNJ.ORG**