

POWER

WEDNESDAY, SEPTEMBER 21, 2022

11:30 A.M. – 1 P.M.

STATEHOUSE CONVENTION CENTER

EVENT CHAIRS:
SHANNON HENDRIX, MS, RD, LD &
BEVERLY MORROW



**POWER OF
THE PURSE**

WOMEN'S FOUNDATION
ARKANSAS

PURSE

PRESENTED BY:



**Arkansas
Children's**

HOSPITALS • RESEARCH • FOUNDATION

ABOUT POWER OF THE PURSE

WHO WE ARE:

The Women's Foundation of Arkansas (WFA) was launched in 1998 when two of our founders, Pat Lile and Olivia Farrell, saw the need for funding dedicated to investing in projects that support women and girls in our community. These women were instrumental in seeking out prominent female leaders from "Top 100 Women in Arkansas," where the idea for an organization for and by women was initiated. We strive to not only expand educational opportunities for women who do not have access to them, but also empower and equip women with necessary resources for emerging occupations, improve the economic status of Arkansas women, and promote mentorship for women and girls who need tangible and emotional support.

In 1999, the first Power of the Purse luncheon was held to announce the grants made possible to support these causes with donations from the original founders. WFA now holds this fundraising event each year to honor accomplished women, announce grants made that year and highlight other WFA programs. This year's Power of the Purse Luncheon will be held Wednesday, September 21, 2022, at the Statehouse Convention Center.

JOIN US IN CELEBRATING OUR 2022 HONOREES:

FIRST LADY SUSAN HUTCHINSON
Woman
in Public Service

HEATHER LARKIN
Woman in
Philanthropy

ESPERANZA MASSANA-CRANE
Woman in Business

SHELLEY SIMPSON
Woman in
Innovation,
Sponsored by MHP/Team SI

HOW YOU CAN HELP:

We envision a state of equal opportunity – where women have a choice and a voice. However, this dream is unachievable without the monetary support of generous sponsors. This year, we are inviting you to become a sponsor prior to media coverage for this event and before we send invitations, e-newsletters and run advertising so that your name or company name may be recognized through some of these platforms, including the program and program collateral.

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2022 POWER OF THE PURSE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$25,000 (RESERVED)

- Logo and/or company name on program, general invitation and other program materials
- Logo and/or company name in media coverage for event and e-newsletter
- Company name on WFA website in prominent location
- Logo on presentation during Power of the Purse Luncheon
- Full-page ad in Power of the Purse program
- CEO or person of your choice is given five minutes at luncheon to share why your company is supporting WFA
- WFA e-newsletter feature article
- 20 in-person guest invitations + virtual tickets to Power of the Purse Luncheon

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2022 POWER OF THE PURSE SPONSORSHIP OPPORTUNITIES

PARTNER LEVEL: \$10,000

- Logo and/or company name on program, general invitation and other program materials
- Logo and/or company name in media coverage for event and e-newsletters
- Company logo on WFA website
- Logo on presentation during Power of the Purse Luncheon
- Table signage at Power of the Purse Luncheon
- Full-page ad in Power of the Purse program
- Preferred seating with 10 in-person guest invitations + virtual tickets to Power of the Purse Luncheon
- Opportunity to show video highlighting sponsor company/organization during Power of the Purse Luncheon. Video should not exceed 1 minute in length and must be submitted to WFA by September 13

WOMEN-EMPOWERED LEVEL: \$5,000

- Logo and company name in program and signage for event
- Logo and company name in e-newsletters
- Logo on presentation during Power of the Purse Luncheon
- Table signage at Power of the Purse Luncheon
- Company logo on WFA website
- Full-page ad in Power of the Purse program
- Ten in-person guest invitations + virtual tickets to Power of the Purse Luncheon

Presented by:



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PATRON LEVEL: \$2,500

- Logo and/or company name on program and presentation during Power of the Purse Luncheon
- Company name on WFA website
- Half-page ad in Power of the Purse program
- 10 in-person guest invitations + virtual tickets to Power of the Purse Luncheon
- Table signage at Power of the Purse Luncheon

FRIEND LEVEL: \$1,250

- Logo and/or company name on program and presentation during Power of the Purse Luncheon
- Ten in-person guest invitations to Power of the Purse Luncheon
- Table signage with company name at Power of the Purse Luncheon

INDIVIDUAL TICKETS:

- In-person tickets are \$125 each
- Virtual tickets are \$25 each

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PAYMENT OPTIONS

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Woman
in Public Service

HEATHER LARKIN
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ESPERANZA MASSANA-CRANE
Woman in Business

SHELLEY SIMPSON
Woman in
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Sponsored by MHP/Team SI

PAYMENT METHOD:

Credit card payment preferred (Visa, MasterCard or American Express)

Card # _____ Expiration Date _____ Sec. Code _____

Check enclosed (make payable to Women's Foundation of Arkansas)

Please invoice for sponsorship.

I am unable to sponsor Power of the Purse this year. Please contact me again at another time.

CONTACT INFORMATION:

Company Name _____

Department _____

Mailing Address _____

City _____ State _____ ZIP _____

Primary Contact Title _____

Telephone _____ Fax _____

Email _____

YES! I WANT TO SPONSOR POWER OF THE PURSE IN 2022!

PRESENTING: \$25,000

PARTNER: \$10,000

WOMEN-EMPOWERED LEVEL: \$5,000

PATRON: \$2,500

FRIEND: \$1,250

PLEASE RESPOND BY AUGUST 24 FOR INCLUSION IN PUBLICATIONS.

Please contact Becky Flynn, Director of Development, at bflynn@womensfoundationarkansas.org with any questions.