



Power of the Purse

Where fun & fashion meet philanthropy!

E-Swag Partner Opportunity

Power of the Purse - April 24, 2025

Get your brand in front of 350+ community oriented and exceptional women. The E-Swag Partner is an opportunity for women-owned and women-centric businesses to support Women United while increasing your brand and customer engagement.

United Way of Greater New Bedford's Women United brings you, Power of the Purse - an evening of fabulous fun, entertainment, and our exquisite online designer handbag auction.

E-Swag Partner Benefits:

- Business and brand promoted to 350 attendees pre and post event
- Business tagged on combined E-Swag Partner social media posts (minimum 2)
- Business name/ logo on event signage/video loop
- Signage for business promoting partnership - post event
- 2 post event posts
- Business name/logo included in event highlight video post event

E-Swag Bag Partner Commitment:

- Provide discount offer for product or service OR free item upon visit to business location for Power of the Purse attendees. Coupons must be valid until September 30, 2025
- Support Power of the Purse by (choose at least one):
 - Donate \$125 to support Women United initiatives
 - Donate a **new** handbag valued at \$125 minimum to be included in the event auction (must be received by April 4th)
 - Purchase a ticket for Power of the Purse
- Promote Power of the Purse through a minimum 2 social media posts/shares and tagging United Way of Greater New Bedford in each



Scan the QR code to sign up to be an E-Swag Partner, upload your logo and information for the e-coupon.

"Partnering with Power of the Purse as an E-Swag Partner has been an incredible experience for Bella Medical Aesthetics. The exposure has elevated our brand and brought in a steady flow of new clients. We're grateful for the opportunity to be part of such a well-regarded event and look forward to future partnerships that help us continue to grow and serve our clients." – Bella Medical Aesthetics

Questions

If you have any questions or need more information, contact Paula Montgomery, Women United Director, at pmontgomery@unitedwayofgnb.org or 508-994-9625 ext. 213.



UNITED WAY
Greater New Bedford

**WOMEN
UNITED**