

POWER of the PURSE

2026 E-Swag Bag Partner

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, where fun and fashion meets philanthropy. The event, recognized by South Coast Almanac 4 years in a row as the "Best Gala" on the South Coast. This is a fabulous evening of entertainment, networking, and our exquisite online designer handbag auction.

E-SWAG BAG 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, 2026.
- 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

*Power of the Purse
April 30, 2026*



"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

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



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

WHAT IS WOMEN UNITED?

Women United is a network of individuals leveraging their collective power to elevate and strengthen women through education, action, and philanthropy. Learn more and join us, visit unitedwayfgnb.org/women-united.