

WOMEN UNITED PRESENTS

# POWER *of the* PURSE

Where fun and fashion meets philanthropy!

2026  
*Sponsorship  
Opportunities*



*April 30, 2026  
Century House*



**UNITED WAY**  
Greater New Bedford

**WOMEN  
UNITED**



**All 2026 Power of the Purse sponsors will receive the following benefits:**

- Logo on various event materials
- Link to company's website on event landing page
- Logo on combined sponsor social media posts
- Recognition during the event

- Business name/ logo on event signage/ video loop
- Business name/logo included in event highlight video post event

\*Sponsorship commitment must be received by February 10th to receive VIP Swag Bags if applicable



### Tote Sponsor - \$10,000

**Tote sponsors will receive Sponsor Benefits outlined above plus:**

- Featured as "Power of the Purse Lead Sponsor" on all auction listings
- Logo on event Step & Repeat
- Logo on Save the Date postcard
- 12 VIP tickets with 4 VIP Swag Bags\*
- Co-branded event favor
- Featured in radio promotion and press releases
- 4 Exclusive branded and tagged social media posts
- Opportunity to participate in pre-event photo/video shoot
- Acknowledgement as Lead sponsor during event program



### Satchel Sponsor - \$7,500

**Satchel sponsors will receive Sponsor Benefits outlined above plus:**

- 8 VIP tickets with 2 VIP Swag Bags\*
- Logo on Save the Date postcard
- Co-branded event favor
- Featured in radio promotion and press releases
- 2 Exclusive branded and tagged social media posts
- Opportunity to participate in pre-event photo/video shoot
- Acknowledged as Satchel sponsor during event program



### Clutch Sponsor - \$5,000

**Clutch sponsors will receive Sponsor Benefits outlined above plus:**

- Company logo on event signage
- 4 VIP tickets with 2 VIP Swag Bags\*
- 1 Exclusive branded and tagged social media post
- Acknowledged as Clutch sponsor during event program
- Opportunity to participate in pre-event photo/video shoot



### Crossbody Sponsor - \$2,500

**Crossbody sponsors will receive Sponsor Benefits outlined above plus:**

- 4 General Access tickets
- Acknowledged as Crossbody sponsor during event program

### Wristlet Sponsor - \$1,000



**Wristlet sponsors will receive Sponsor Benefits outlined above plus:**

- 2 General Access tickets

### Wallet Sponsor - \$500



**Wallet sponsors will receive Sponsor Benefits outlined above**

## 2026 Underwriting Benefits

**All 2025 Power of the Purse underwriters will receive the following benefits:**

- Recognition during the event
  - 2 General Access tickets\*
  - Logo/name included on event website and in auction software
  - Inclusion in post event social media posts
- \* \$1,000 + Underwriters Only

*Décor - \$3,500*

**SOLD** *"It" Bag - \$3,000 ~ Exclusive*

**SOLD** *Signature Cocktail - \$2,500 ~ Exclusive*

*Floral - \$2,500*

**SOLD** *Champagne - \$1,500 ~ Exclusive*

*Entertainment - \$1,500*

*Dessert Bar - \$1,500*

*Auction - \$1,000*

**SOLD** *E-Swag Key Tag - \$750*

**SOLD** *New Mom Room - \$500 ~ Exclusive*

*Purse Partner \$150 - \$300*

A purse will be purchased in your business name and recognized on auction page.



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## WE ARE WOMEN UNITED.

As an integral part of United Way of Greater New Bedford, Women United is a network of individuals leveraging their collective power to elevate and strengthen women through education, action, and philanthropy.

## WE IGNITE CHANGE.

Working together towards common goals, we ignite change and help women and families in Greater New Bedford. Women United efforts support early childhood success, early literacy, and financial literacy for women through programs, initiatives, and collaborations.

## Women United Leadership Council

The Women United Leadership Council is an advisory body providing leadership and strategic recommendations to UWGNB's Women United.

**Starlene Alves, Esq.** - Alves Law Group  
**Cheryl Bartlett** - New Bedford Community Health  
**Kate Carney** - Carney Family Charitable Foundation  
**Jennifer Downing** - New Bedford Ocean Cluster  
**Guelmie Santiago** - Santiago Professional Services  
**Jill Simoes, Chair** - JICAN Consulting

## POWERED BY WOMEN UNITED

**Since 2018, these local programs and initiatives have been made possible through support from Women United leaders and Power of the Purse.**



### BABY BUNDLES

**Provides** new moms carefully packaged bundles filled with baby essentials like diapers, wipes, bibs, and more! Plus important information about early childhood development, literacy, and local programs and services.



### FINANCIAL WELLNESS FOR WOMEN

**Empowers** women to take control of their finances through a 10-week financial education program focused on building healthy financial habits with goal-setting, budgeting, credit management, and long-term financial planning.



### LANTERN

**Delivers** expert tips, child development resources and events directly into the hands of anyone caring for children 0 - 11. A free service which is available in English, Spanish, and Arabic. Now offering an Autism Spectrum Disorder channel. Sign up by texting **GREAT to 274448**



### WASH & READ

**Creates** reading corners at area laundromats for children to read while there and take books home to build their own library, increasing literacy and develop a love of reading.

**Get involved, become a Women United Leader - [unitedwayofgnb.org/women-united](https://unitedwayofgnb.org/women-united)**