



Power of the Purse

Where fun and fashion meets philanthropy!

Sponsorship Opportunities



Women
United



United Way
of Greater New Bedford

April 24, 2025
Century House





2025 Sponsor Benefits

All 2025 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

Power of the Purse



Tote Sponsor - \$10,000

Tote sponsor 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 Bag
- 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 above plus:

- 2 General Access tickets



Wallet Sponsor - \$500

Wallet sponsors will receive Sponsor Benefits outlined above



Power of the Purse

2025 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

*Not included for Purse Partner

Décor - \$3,500

"It" Bag - \$3,000

Signature Cocktail - \$2,500 (Exclusive)

Floral - \$2,500

Champagne - \$1,500 (Exclusive)

Entertainment - \$1,500

Dessert Bar - \$1,500

Cheese Bar - \$1,500

Auction - \$1,000

E-Swag Key Tag - \$750



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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 and financial and early literacy 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.

- Jill Simoes, Chair** - JICAN Consulting
- 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

POWERED BY WOMEN UNITED

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

Expanding our efforts to elevate and strengthen women and United Way of Greater New Bedford's commitment to economic stability, Women United teamed up with Women's Money Matters to offer a comprehensive financial literacy program for women. To date, three cohorts of women have gone through the program with each participant's journey being supported by a 1:1 volunteer coach. The expansion of our literacy work to include financial literacy for women is rooted in the belief that a foundation of core money management skills paired with the tools and confidence to do it, can transform women's lives.



Wash & Read

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



Bright by Text

Delivers expert tips, child development resources and events directly into the hands of anyone caring for children 0 - 8. A free service which is available in English and Spanish. Sign up now by texting **GREAT to 274448**



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.

Get involved, become a member - unitedwayofgnb.org/women-united