

United Way
of New York City



UNITED WAY OF NEW YORK CITY
WOMEN UNITED

Fifteenth Annual

THE POWER OF WOMEN
TO MAKE A DIFFERENCE

2021 Award Luncheon

Wednesday, March 24, 2021

Virtual Platform

VIP Networking Reception

11:30 am

Program & Awards

12:00 pm

United Way
of New York City



Fifteenth Annual
**THE POWER OF WOMEN
TO MAKE A DIFFERENCE**
2021 Award Luncheon

UNITED WAY OF NEW YORK CITY
WOMEN UNITED

Women United

United Way of New York City (UWNYC) has relationships with over 600 corporations across New York City and more than 40,000 individuals, half of whom are women.

Women United is a network of vibrant, diverse female professionals who value the power of community, aspire to be part of something bigger than themselves, and believe in making smart investments personally, professionally, and philanthropically. These talented women advocate, fundraise and volunteer with UWNYC to improve the lives of New York City's children and families and get them on the path to leading self-sufficient lives.

Founded in 2002, Women United has over 75,000 members internationally, representing 174 communities in six countries worldwide. Women United has raised over \$1.5 billion dollars since its inception.

The Power of Women to Make a Difference Luncheon

The Power of Women to Make a Difference Luncheon honors the achievements of outstanding women leaders whose professional accomplishments are matched by their commitment to philanthropy and giving back to their community. The event attracts a diverse group of business and nonprofit leaders, celebrities and other notable guests.

This year's virtual Luncheon will engage even more senior female executives than ever before through our interactive platform. Guests will be able to move in and out of rooms just like an in-person event, enjoy the program and network with one another in a live setting.

Net proceeds from our 2021 Luncheon will once again raise funds to benefit UWNYC's ReadNYC initiative, ensuring an equity-focused education for children in disadvantaged communities. The COVID-19 pandemic has had a devastating impact on New York City, especially children and families in low-income communities. We invite you to join us to address this tremendous need that currently exists for many families in our great city.



Presenting Sponsor

JPMORGAN CHASE & CO.

Women on the Move

United Way
of New York City



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Honorees

Nadja Bellan-White
Global Chief
Marketing Officer
VICE Media Group

Lisa Opoku
Global Chief Operation
Officer, Engineering Division
Goldman Sachs

Jennifer Piepszak
Chief Financial Officer
JPMorgan Chase & Co.

Keynote

Misty Copeland
Principal Dancer
American Ballet Theatre

Sheena Wright

President & CEO, United Way of New York City

Co-Chairs

Trena Banks
Vice President
BMO

Carol Hasenstab
Vice President
Republic Bank

Host Committee

Rebecca Bellamy de Robles
Athene USA

Erika Irish Brown
Goldman Sachs

Sadia Mehmood
Mary McDowell Friends School

Frances Scandariato
Deloitte

Ruth Burgos
City National Bank

Patty Jafari
Republic Bank

Beverly Morgan
Benefit Cosmetics

Eleni Thomas
KPMG

Julia Clay
Brenau University

Laura James
UPS

Yelena Nersesyan
Weil Gotshal & Manges, LLP

Ann Vermes
Weil, Gotshal & Manges LLP

Hedieh Fakhriyazdi
Weil, Gotshal & Manges LLP

Joanna Klocek
Deloitte

Christine Renella
JPMorgan Chase & Co.

Marie Wessels
PwC

Tia Glave
Milk Bar

Paulina Levine
The ExecuSearch Group

Heather Romero
National Grid

Women United Executive Committee

Diana Azznara
EY

Suzanne Cutler

Ryland McClendon
JPMorgan Chase & Co.

Connie Schan
American Express

Sarah Benveniste
Deloitte

Lori Davis-West
Lori Davis Consulting

Helen Mucciolo
Federal Reserve Bank of NY

Bari Trontz
DTCC

Laura Clayton-McDonnell
ServiceNow

Anne Falvey
Sidley Austin LLP

Toby Osofsky Baer
American Express

Holly Washington
SS&C Advent

Francene Cole
Wells Fargo

Jeanine Khoury
Brown Brothers Harriman

Maria Pollina
JPMorgan Chase & Co.

Robyn Zivic
CIBC

Previous Sponsors & Supporters

Presenting Sponsor

JPMORGAN CHASE & Co.



DBSBANK

Deloitte.

MAKE UP FOR EVER
PROFESSIONAL - PARIS

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**WELLS
FARGO**

United Way
of New York City



UNITED WAY OF NEW YORK CITY
WOMEN UNITED

Fifteenth Annual **THE POWER OF WOMEN TO MAKE A DIFFERENCE** *2021 Award Luncheon*

Marketing Sponsorship Opportunities

Presenting Sponsor

Investment – **SOLD**

- Customized Virtual Marketing Activation to sponsor's brand objectives (pre, in-program and post)
- 2 virtual tables with seating for 20 guests
- VIP Reception access for 20 guests
- Luncheon item sent to all 20 guests
- Quote in Press Release and pre-recorded video interview
- Logo Branding on Virtual Event Platform
- Set Branding, including in-program acknowledgment
- Branding/Marketing Collateral: Invitation, website, program, signage, press materials, and digital journal showcased during program
- Receive Printed Program
- Social Media spotlight on all channels
- Insertion of branded item in physical/virtual gift bag
- Employee Engagement / Volunteer Opportunity (customized to sponsor objectives)
- Women United membership for 2 designated women executives
- Executive Committee eligibility

VIP Reception Sponsor

Investment – **SOLD**

- Customized Virtual Marketing Activation to sponsor's brand experience objectives (during Virtual Reception and post event)
- Luncheon Tickets for 4 guests
- VIP Reception tickets for 4 guests
- Luncheon item sent to all 4 guests
- Press release mention
- Logo Branding on Virtual Event Platform during Reception
- Verbal acknowledgment during program
- Branding/Marketing Collateral: Invitation, website, program, press materials and virtual journal showcased during program
- Receive Printed Program
- Social Media spotlight across all channels
- Insertion of branded item in physical/virtual gift bag
- VIP Gifting Opportunity
- Women United membership for 1 designated woman executive

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Marketing Sponsorship Opportunities

Investment – \$7,000

Dessert Sponsor

- Branding on dessert item mailed to select guests
- Branding on all marketing materials including: Luncheon invitation, website, virtual journal showcased during program, and press materials
- Insert/offer/promotion in physical/virtual gift bag
- Customized offer pre or post event

Honoree Award Sponsor

- Presented by sponsorship for 3 honorees
- In-program branding for all 3 honorees
- Branding on all marketing materials, luncheon invitation, website, virtual journal showcased during program, and press materials
- Receive Printed Program
- Insert/offer/promotion in physical/virtual gift bag
- Customized offer pre or post event

Fifteenth Annual
**THE POWER OF WOMEN
TO MAKE A DIFFERENCE**
2021 Award Luncheon

Luncheon Tables

Premium Supporter – \$40,000

- 1 Virtual Table for 10 guests
- 10 virtual tickets to the VIP Networking Reception
- Luncheon item (TBD) sent to all 10 guests
- Physical/Virtual gift bag for all 10 guests
- Branding on select marketing materials, including: Invitation and Luncheon website
- Receive Printed Program
- Corporate spotlight on social media
- Insert/offer/promotion in gift bag
- Membership for one-year to the Women United Executive Committee
- Listing for a full year as a supporter of Women United on unitedwaynyc.org
- Full-page color ad in digital journal

Platinum Supporter – \$25,000

- 1 Virtual Table for 10 guests
- 10 virtual tickets to VIP Networking Reception
- Luncheon item (TBD) sent to all 10 guests
- Physical/Virtual gift bag for all 10 guests
- Branding on select marketing materials, including: Invitation and Luncheon website
- Insert/offer/promotion in gift bag
- One-year Membership for one to the Women United Executive Committee
- Full-page color ad in digital journal

Gold Supporter – \$17,500

- 1 Virtual Table for 10 guests
- Physical/Virtual gift bag for all 10 guests
- Listing on select marketing materials, and invitation
- One-year Women United membership for two executives
- Full-page color ad in digital journal

Silver Supporter – \$12,500

- 1 Virtual Table for 10 guests
- Physical/Virtual gift bag for all 10 guests
- Listing on select marketing materials
- One-year Women United membership for two executives
- Half-page color ad in digital journal

Individual Supporters

Rising Star Supporter – \$2,500 Support A Female Rising Star In Your Organization

- 1 ticket to the virtual VIP Networking Reception and Luncheon
- Organizational recognition at Luncheon and in journal
- One-year membership to Women United

Bronze Supporter – \$1,000

- 1 ticket to the virtual VIP Networking Reception and Luncheon
- Organizational recognition at Luncheon and in journal
- One-year membership to Women United

Early Bird Ticket \$500 (ends 11:59 pm February 16, 2021)

- 1 ticket to the virtual Luncheon

Printed & Digital Journal Ads



PRINTED JOURNAL COVER ADS

- Color – 5" w x 8" h (No Bleed)
- Back Cover \$4,000
 - Inside Front \$3,000
 - Inside Back Cover \$3,000

DIGITAL ADS FULL PAGE

- Color – 5" w x 8" h
- \$2,000

- ### HALF PAGE
- Color – 5" w x 3.875" h
- \$1,000

FILES ACCEPTED:
High Res/300dpi PDF or JPEG

AD SUBMISSION DEADLINE:
March 1, 2021

Please submit ads to:
Paulette Scalamandre at
paulette@glowglobalevents.com



Fifteenth Annual
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Commitment Form

Marketing Sponsorship Opportunities

- Presenting Sponsorship **SOLD**
- VIP Reception Sponsorship **SOLD**
- Dessert Sponsor \$7,000
- Honoree Award Sponsor \$5,000

Tables (Please indicate quantity of tables)

- _____ Premium Supporter \$40,000
- _____ Platinum Supporter \$25,000
- _____ Gold Supporter \$17,500
- _____ Silver Supporter \$12,500

Individual Supporters

(Please indicate quantity of tickets)

- Rising Star Supporter \$2,500
- Bronze Supporter \$1,000

Contribution

_____ I/we are unable to attend, but would like to support Women United. Enclosed is my/our gift of \$ _____

Journal Ads

Printed Cover Ads

- Back Cover \$4,000
- Inside Back Cover \$3,000
- Inside Front Cover \$3,000

Digital Ads

- Full Page \$2,000
- Half Page \$1,000

Ad submission deadline: March 1, 2021

Please submit ads to: Paulette Scalamandre at paulette@glowglobalevents.com

PLEASE COMPLETE ALL FIELDS

FIRST NAME _____ MI _____ LAST NAME _____

JOURNAL LISTING (DEADLINE by March 1, 2021) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Were you invited by a UWNYC Board, Committee Member or Luncheon Honoree? _____
Board/Committee Member/Honoree's Name

PAYMENT INFORMATION

- Please charge my/our card for \$ _____
- AMERICAN EXPRESS MASTERCARD DISCOVER VISA This is a corporate card

NAME ON CARD _____

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 CARD NUMBER

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 EXPIRATION DATE

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 SECURITY CODE

SIGNATURE _____

- Please charge my/our card for \$ _____

Please make check payable to United Way of New York City
 Please mail checks to:
 Glow Global Events c/o United Way of New York City
 575 5th Avenue | Suite# 14 Floor | New York, NY 10017

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