



VIRTUAL EVENT | WEDNESDAY, DECEMBER 8

# POWER OF THE PURSE

2021 marks the 100th Anniversary of United Way of Greater Philadelphia and Southern New Jersey and throughout the coming year, we will celebrate this milestone with a variety of events and programs including this year's Women United Power of the Purse event.

On December 8, Women United will celebrate our current portfolio of Impact initiatives and recognize extraordinary women in leadership and philanthropy. You will have the opportunity to see firsthand how, in partnership with United Way, Women United empowers women and families in our community to build strong, independent lives from cradle to career.

Event proceeds will make a measurable difference in the lives of women and families in our community through best-in-class programs that support initiatives in Early Learning, Career Pathways, and Financial Empowerment.

This year, we will recognize the impactful work of our 2021 sponsorship recipients: BankWork\$, Volunteer Income Tax Assistance (VITA), and partner agencies Girls Inc. of Greater Philadelphia and Southern New Jersey, Tri-County YWCA in Pottstown, and Urban Promise in Camden, NJ.

This is your moment to invest in a meaningful movement, leaving your fingerprints on a legacy of change that benefits women and families in our community. Our 100th Anniversary celebration will culminate in April 2022 with the first annual OpporTUNITY Summit and Celebration to be held at Girard College in Philadelphia.

## 2021 HONOREE



**SUSAN JACOBSON**  
PRESIDENT,  
JACOBSON STRATEGIC  
COMMUNICATIONS

Each year, Women United recognizes the outstanding contributions of women leaders dedicated to changing the lives of others. This year, we are pleased to honor **Susan Jacobson**, President of Jacobson Strategic Communications, a leading Philadelphia-based public relations, public affairs, and crisis management firm. Actively engaged in the community, Susan is the Chair of the Chamber of Commerce for Greater Philadelphia, serves as Vice Chair of the National PBS Foundation Board, and as a Commissioner on the Governor's Pennsylvania Commission for Women.



United Way  
of Greater Philadelphia  
and Southern New Jersey

UNITED WAY OF GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY  
**WOMEN UNITED**

2021 WOMEN UNITED POWER OF THE PURSE  
**SPONSORSHIP OPPORTUNITIES:**

UNITEDFORIMPACT.ORG

**PRESENTING** (LIMIT 1)

**\$25,000**

- Pre-recorded speaking opportunity at event
- 30 tickets to the event
- Donor spotlight in e-newsletter sent to 55,000+ people
- Inclusion in press release
- Prominent logo placement on event invitation, all promotional materials, social media and during the event
- Logo placement on United Way Website

**CENTENNIAL**

**\$10,000**

- 20 tickets to the event
- Donor spotlight in e-newsletter sent to 55,000+ people
- Inclusion in press release
- Logo placement on event invitation, all promotional materials, social media and during the event
- Logo recognition on United Way Website

**TRUSTWORTHINESS**

**\$6,500**

- 15 tickets to the event
- Inclusion in press release
- Logo placement on event invitation, all promotional materials, social media and during the event
- Logo placement on United Way Website

**FAIRNESS**

**\$3,500**

- 10 tickets to the event
- Inclusion in press release
- Logo placement on event invitation, all promotional materials, social media and during the event
- Logo placement on United Way Website

**100th Anniversary OpportUNITY Summit and Evening Celebration Opportunities:**

**PRESENTING**

- Recognition as a Convening Sponsor for a meal or cocktail hour across all marketing platforms, press releases, social media and collateral
- (2) tables at the Celebration
- (10) tickets to OpportUNITY Summit
- Opportunity to include promotional item in participant swag bag

**CENTENNIAL**

- (1) table at the Celebration
- (5) tickets to OpportUNITY Summit
- Recognition on event materials, press release, and website, social media, program book, and onsite at the event
- Opportunity to include promotional item in participant swag bag

**YOUR INFORMATION**

Name & Title \_\_\_\_\_

Company \_\_\_\_\_  
 (as it should appear on all printed materials)

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Select your sponsorship level:

**PRESENTING SPONSOR**

**\$25,000**

**FAIRNESS SPONSOR**

**\$3,500**

**CENTENNIAL SPONSOR**

**\$10,000**

**INDIVIDUAL TICKET**

**\$50**

**TRUSTWORTHINESS SPONSOR**

**\$6,500**

**UNABLE TO ATTEND,  
 please accept donation of:**

**\$** \_\_\_\_\_

**For questions or to request an invoice,  
 please call Elizabeth Maninfior at 215.665.2539  
 or [events@unitedforimpact.org](mailto:events@unitedforimpact.org)**

**Please forward this completed form to  
[events@unitedforimpact.org](mailto:events@unitedforimpact.org) or mail to:**

**United Way of Greater Philadelphia and Southern New Jersey  
 ATTN: WU Power of the Purse  
 PO BOX 787897  
 Philadelphia, PA 19178-7897**