



Dear Business Friend,

As a business leader, the Women's Fund of Western Massachusetts turns to you to join us in transforming communities by investing in the lives of women and girls as a ***Corporate Partner***. In recognition of the power of collaborative grantmaking, we have launched the *Corporate Partnership Program*, offering corporations the opportunity to make tax-deductible contributions that directly support our grantmaking work in the four western counties.

**When you partner with the Women's Fund you receive the highest visibility:**

- Exposure to our audience of 50,000 women & their families, across all four counties
- Prominent online recognition through our website, e-newsletters, and social media
- Networking and promotional opportunities at widely attended events, leading up to and including our 15<sup>th</sup> Anniversary celebration
- Public demonstration of your business' investment in women-led solutions
- Designation of a grantee in the focus area and county of your choice

Levels of corporate grant support range from \$5,000 to \$25,000. A multi-year pledge of support provides your business with the maximum return on your marketing dollars, while helping the Women's Fund deepen its impact in the very neighborhoods and communities you serve.

I hope you take some time to review the enclosed materials and consider a partnership with the Women's Fund.

Sincerely,

Claudia Pazmany  
Director of Development



## **2012 Corporate Partnership Opportunities and Benefits**

### **Corporate Partner Benefits**

**\$5,000 - \$25,000 per year  
in each of three years**

#### *Granting Options (your tax-deductible gift):*

- Designate your grant support to one of the following three focus areas:  
*Educational access and success; economic justice; or, safety and freedom from violence*
- Designate the county for which you would like your grant to benefit:  
*Berkshire, Franklin, Hamden, or Hampshire*

You also receive the benefits of our Corporate Underwriters for the next three years:

#### *Marketing and Promotion*

- Top color logo listing with link on our website
- Premiere recognition with link in our e-newsletters
- Consistent, individual recognition and link in all social media
- Top logo listing in our Annual Reports

#### *Event Visibility and Recognition*

- Special logo recognition at all of our events
- Four priority seats at Leadership Institute completion ceremonies
- Four priority seats at Annual Celebration dinners and 2013 Conference luncheon
- Premiere logo display on video screen at our Annual Celebrations and 2013 Conference
- Full page ads in our Annual Celebration and 2013 Conference programs
- Prominent logo recognition in Golf Classic brochures, programs and tee box signs

And other benefits, such as:

- Opportunity to address audience at our highly anticipated 15<sup>th</sup> Anniversary in 2013
- Promotional items displayed or distributed at our Annual Celebrations and Golf Classics
- Premiere vendor booth at 2013 Conference
- Additional logo listing with link in the Grants section of our website
- Featured story in our Annual Report
- Prominent recognition in our Annual Grants announcement/press release
- Photo opportunity with designated grantee organization  
(provided to local press and included on our website and social media)

***For more information please contact: Claudia Pazmany, Director of Development, (413) 529-0087 x13 or via email at [cpazmany@womensfund.net](mailto:cpazmany@womensfund.net)***