

**join the ywca greater baltimore for**

# **leader lunch** 2011

honoring women and their work

## **Sponsorship Opportunities**

**eliminating racism  
empowering women**

**ywca**

May 6, 2011, noon 'til 2 pm, Marriott at Camden Yards

For more information: [JMartin@baltimoreywca.org](mailto:JMartin@baltimoreywca.org), 410-685-1460 x112

## ywca greater baltimore mission and programs

**Mission:** The YWCA is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

**Local, national, and international scope:** Founded in 1883, the YWCA Greater Baltimore is a 501(c)(3) nonprofit with programs in Baltimore City, Baltimore County, northern Anne Arundel County, and Harford County. We are affiliated with YWCA USA, which has 2.5 million members in 250 local associations. The national YWCA works on behalf of local Associations to advocate for national programs and policies to empower women and eliminate racism. We are also part of the World YWCA, which has 25 million members in 122 countries working to advance the welfare of women worldwide. The YWCA is the world's oldest, largest multicultural women's organization.

**Programs:** The YWCA offers a variety of programs in the areas of affordable childcare, supportive housing, the economic empowerment and advancement of women, and racial justice. Our programs are summarized below.

### **Stabilizing Vulnerable Populations through Supportive Housing**

From our inception, the YWCA has provided housing and services to meet the needs of at-risk women and children. We opened and operated the state of Maryland's first emergency shelter for women, as well as Baltimore City's first convalescent care center for medically fragile homeless women.

The YWCA continues to provide supportive housing to the most vulnerable members of our community through our **Druid Heights Transitional Housing Program** for 23 families with children in Baltimore City. Our new **Arbutus Permanent Supportive Housing Program** for chronically homeless women in Baltimore County provides an innovative supportive housing model in a facility that has been renovated to meet stringent green standards. This program, the first to provide single-resident-occupancy (SRO) housing for chronically homeless women in the County, emphasizes respect, dignity, and sustainability to help long-term-homeless women achieve stability and build satisfying, secure lives.

### **Providing Affordable, High-Quality Care for the Children of Working Families**

The YWCA's comprehensive affordable daycare programs provide year-round, all-day care to infants and toddlers, helping working families in Baltimore City and northern Anne Arundel County to make ends meet.

## ywca greater baltimore mission and programs (cont.)

The YWCA's **Upton Childcare Center** serves 74 children ages 6 weeks to 5 years from low-income families in inner city Baltimore. In partnership with the Baltimore City Childcare Resource Center, the Upton Center offers a Head Start program and the Creative Curriculum. The center works with children to support their physical and social development and implements the Baltimore City Public School System's curriculum for 3- and 4-year-olds. Like the Upton Center, the **North County Childcare Center**, in northern Anne Arundel County, provides daycare for infants and toddlers year-round, working with the public school system and other resources to ensure that children enter school ready to learn.

### **Before- and After-School Programs**

The YWCA offers before- and after-school care programs for children ages 5 to 12 in the following elementary schools outside Baltimore City: Reisterstown and Timber Grove in Baltimore County; Hickory, Joppatowne, and Forest Lake in Harford County; and Overlook, Linthicum, Sunset, and George S. Cromwell in northern Anne Arundel County. Programs encourage academic achievement, creativity, and physical fitness for children, and reliability, security, and convenience for parents.

### **Advancing Racial Justice and Promoting Diversity**

In keeping with our long history of racial justice action and advocacy, the YWCA is honored to be part of a growing pro-equity and anti-oppression movement in and beyond the greater Baltimore area. Our **Hearts and Minds Project** utilizes hard-hitting public awareness strategies, advocacy, and community organizing to promote informed discourse about structural racism and how to dismantle it.

### **Honoring and Promoting Leadership**

Each May, the YWCA's **Leader Lunch** event pays tribute to extraordinary women leaders in the Baltimore metropolitan area. Selected for their accomplishments in business, education, and civic life, these honorees exemplify the YWCA's tradition of leadership, combining professional excellence with a personal commitment to helping others. Honorees collectively form the YWCA's Academy of Leaders, a group of over 90 inspired women awarded in previous years.

Spearheaded by the YWCA's Morgan State University program, the **Youth Leadership Initiative (YLI)** will develop a model for activating YWCA programs on college campuses throughout the region.

## leader lunch fact sheet

### **leader lunch**

May 6, 2011, 12 noon - 2 pm  
Marriott at Camden Yards  
110 South Eutaw Street  
Baltimore, Maryland 21201

### **honoree reception**

May 5, 2011, 6 pm  
Marriott at Camden Yards  
110 South Eutaw Street  
Baltimore, Maryland 21201

- Leader Lunch is an annual event honoring professional women who exemplify the YWCA's ideal of women in leadership, promoting vibrant workplaces and sustaining our community.
- The Honoree Reception, open only to current and previous honorees, sponsors, and their guests, is a highly coveted opportunity to meet and network with inspiring women at the forefront of Baltimore's business community.
- In addition to recognizing leaders in areas such as technology, communications, government, education, and entrepreneurship, the YWCA honors an individual who has made a major contribution to racial justice. A promising high school senior is also selected as our Future Leader and awarded a scholarship.
- Professional peers, employers, and prior honorees nominate honorees, with final selection made by a special YWCA board committee.
- Each year, Leader Lunch gathers approximately 400 business and civic leaders, friends, and associates to recognize honorees for their many accomplishments. Tickets are \$75, of which \$38 is tax deductible; tables are \$725, of which \$380 is tax deductible.
- All event proceeds support the YWCA Greater Baltimore and its programs to promote racial justice and the economic advancement of women.
- Local media outlets including, but not limited to, the Baltimore Business Journal, the Baltimore Sun, The Daily Record, Smart Woman Magazine, Baltimore Magazine, the Afro American, Urbanite Magazine, and local news stations have promoted the event.
- To date, the YWCA has honored over 90 outstanding women leaders, who have in turn become part of the YWCA Academy of Leaders, providing role models for future leaders and inspiration to the YWCA and its supporters.
- Last year's corporate sponsors included PNC Bank, Turner Construction Company, Constellation Energy, Northrop Grumman Corporation, AEGON Direct Marketing Services, Ameriprise, the Maryland Employees Credit Union, and Rusch Communications, among others. Every year, dozens of additional organizations and individuals provide funding, in-kind services, and materials.
- Seven years of feedback on the event indicates that attendees view Leader Lunch as a much-needed, one-of-a-kind honoring women and their work. Each year, guests comment on the quality and professionalism of the event and the inspiration of meeting so many extraordinary women on a single occasion.

## honorees 2011

Every year in May, the YWCA proudly presents Special Leader and Racial Justice Awards to outstanding women leaders nominated by their peers and selected by the YWCA's Board of Directors. The YWCA's board president selects the recipient of the President's Award.

Women are chosen to receive Special Leader Awards on the basis of accomplishments in their professions and in civic life. Each Special Leader Awardee exhibits excellence in her field and serves as an outstanding role model for other women, both within and beyond the workplace.

In addition to meeting all the criteria for the Special Leader Awards, each year's Racial Justice Awardee demonstrates dedication to racial justice and equity and has made a significant contribution toward the elimination of racism.

The following women will be honored at this year's Leader Lunch event. We will announce the recipient of the YWCA Future Leader Award and scholarship at a later date.

### *Racial Justice Award*

**A. Adar Ayira**  
Project Manager  
More in the Middle Initiative  
Associated Black Charities

### *President's Award*

**Mary Corey**  
Senior Vice President  
Director of Content  
The Baltimore Sun

### *Special Leader Awards*

**Barbara Clapp**  
Principal  
Barb Clapp Advertising and Marketing

**Natalie D. Eddington, PhD**  
Dean  
School of Pharmacy  
University of Maryland

**Maria Korsnick**  
Chief Nuclear Officer  
Constellation Energy Nuclear Group

**Cecile K. Perich**  
Senior VP, Human Relations  
McCormick & Company Inc.

**Jeanette Glose Partlow**  
President  
Maryland Chemical Company

**Randi Pupkin**  
Founder and Executive Director  
Art with a Heart

**Ginny Robertson**  
Publisher and Editor  
On Purpose Woman Magazine  
President, Ginny Robertson, LLC

**Dr. Ruthe T. Sheffey**  
Professor of English and Language Arts  
Morgan State University

**signature sponsorship**  
**investment: \$15,000**

**benefits of sponsorship at this level:**

- Premier placement of logo and acknowledgement as the Premiere Sponsor on the Leader Lunch invitation and all collateral materials and signage
- Opportunity for a company representative to give remarks at Leader Lunch and the reception
- Invitations to the Honoree Reception the evening before Leader Lunch
- Collaboration with your company's public relations department and coordination of event photo opportunities with your corporate leaders
- A special press release identifying your company as a major supporter of the YWCA and Leader Lunch
- Your company banner prominently displayed at the event and prominent company signage throughout the venue
- Identification as the Premiere Sponsor in all other media releases and promotions
- Two full-page ads in prominent locations in the event program
- Opportunity to give a corporate gift of your choice to all Leader Lunch participants (optional)
- Recognition in the YWCA's Annual Report, which reaches more than 1,000 households in the Baltimore metropolitan area
- Two tables of ten for your company in a prime location
- Ten women chosen by your company as Leaders in the Workplace; each leader receives:
  - » Acknowledgement in the event program
  - » Recognition at the event
  - » A group photo
  - » A Certificate of Leadership
  - » An invitation to the Honoree Reception

**forerunner sponsorship**  
**investment: \$10,000**

**benefits of sponsorship at this level:**

- Prominent placement of your company's logo on the Leader Lunch invitation and other collateral materials and signage
- Your company banner prominently displayed at the event
- Invitations to the Honoree Reception the evening before Leader Lunch
- Identification in all media releases and promotions as an Forerunner Sponsor
- Full-page ad in a prominent location in the event program
- Prominent company signage at the event
- Recognition in the YWCA Annual Report, which reaches more than 1,000 households
- A table of ten for your company at the event
- Eight women chosen by your company as Leaders in the Workplace. Each woman receives:
  - » Acknowledgement in the event program
  - » Recognition at the event
  - » A group photo
  - » A Certificate of Leadership
  - » An invitation to the Honoree Reception

**benefactor sponsorship**  
**investment: \$5,000**

**benefits of sponsorship at this level:**

- Logo placement on the Leader Lunch invitation and other collateral materials and signage
- Invitations to the Honoree Reception the evening before Leader Lunch
- Identification in media releases and promotions as a Benefactor Sponsor
- Half-page ad in the event program
- Recognition in the YWCA Annual Report, which reaches more than 1,000 households
- A table of ten for your company at the event
- Six women chosen by your company as Leaders in the Workplace. Each woman receives:
  - » Acknowledgement in the event program
  - » Recognition at the event
  - » A group photo
  - » A Certificate of Leadership
  - » An invitation to the Honoree Reception

**sustainer sponsor**  
**investment: \$2,500**

**benefits of sponsorship at this level:**

- Logo placement on the Leader Lunch invitation and other collateral materials
- Quarter-page ad in the event program
- Invitations to the Honoree Reception the evening before Leader Lunch
- Recognition in the YWCA Annual Report, which reaches more than 1,000 households
- A table of ten for your company at the event
- Four women chosen by your company as Leaders in the Workplace. They receive:
  - » Acknowledgement in the event program
  - » Recognition at the event
  - » A group photo
  - » A Certificate of Leadership
  - » An invitation to the Honoree Reception

**supporter sponsorship**  
**investment: \$1,500**

**benefits of sponsorship at this level:**

- Logo placement on the Leader Lunch invitation and other collateral materials
- 1/8- page ad in the event program
- Invitations to the Honoree Reception the evening before Leader Lunch
- Recognition in the YWCA Annual Report, which reaches more than 1,000 households
- A table of ten at the event
- Two women chosen by your company as Leaders in the Workplace. They receive:
  - » Acknowledgement in the event program
  - » Recognition at the event
  - » A group photo
  - » A Certificate of Leadership
  - » An invitation to the Honoree Reception

## program advertisements

### reach a high-value target audience

Leader Lunch event programs are seen by hundreds of the Baltimore area's leading professionals in business, research, government, and the nonprofit sector. Following the event, the program is used to promote Leader Lunch to new potential sponsors and community leaders.

### ad specifications

All ads will be printed in black and white (grayscale).

<b>Signature Sponsors</b> (can bleed .125 inches off the page on three sides)	<b>2 full-page ads, 7 x 11 inches each</b>	<b>nonsponsors: \$1,500</b>
<b>Trailblazer Sponsors</b> (can bleed .125 inches off the page on three sides)	<b>1 full-page ad, 7 x 11 inches</b>	<b>nonsponsors: \$750</b>
<b>Benefactor Sponsors</b> (can bleed .125 inches off the page on three sides)	<b>1 half-page ad, 7 x 5.25 inches</b>	<b>nonsponsors: \$400</b>
<b>Sustainer Sponsors</b> (no bleeds)	<b>1/4-page ad, 3.125 x 5.375 inches</b>	<b>nonsponsors: \$225</b>
<b>Supporter Sponsors</b> (no bleeds)	<b>1/8-page ad, 3.25 x 2.625 inches</b>	<b>nonsponsors: \$150</b>

### additional specifications

Ads must be submitted in TIFF or EPS format (no LZW, PDF, or JPG).

Fonts must be included or outlined.

Color must be grayscale (preferred) or black and white.

Images must be 300 ppi at 100% size.

Ads must be received by the YWCA **no later than April 15, 2011**, in order to be included in the Leader Lunch 2011 event program. Please email your ad(s) and questions to Jo Martin, director of development and communications, at [JMartin@baltimoreywca.org](mailto:JMartin@baltimoreywca.org) or 410-685-1460 x112.