

# YWCA IS ON A MISSION

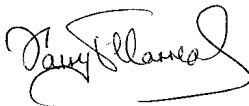
On Thursday, April 22<sup>nd</sup>, and Friday April 23<sup>rd</sup>, YWCA of Syracuse and Onondaga County, Inc. will be presenting its **22<sup>nd</sup> Annual Day of Commitment to Eliminate Racism and Promote Justice** as part of a National Stand Against Racism call. The event is themed “**No Hate. No Fear. Creating Equity in Our Community.**”

Since its inception, the Day of Commitment has featured the Induction Ceremony of our Academy of Diversity Achievers, which has honored nearly 350 community leaders for spearheading programs that embrace and promote diversity, support opportunities for women’s growth and leadership, and advance the elimination of racism. The Day of Commitment has also been a medium for important diversity training, offering dozens of professional development workshops on multicultural and Diversity & Inclusion initiatives that have benefited nearly 1,000 event participants. With the backing of corporate partners that choose to invest in YWCA’s community-oriented work, the event has evolved into a signature fundraiser that celebrates notable work to end discrimination while equipping participants to launch similar projects themselves. This year are planning for in person and virtual activities to observe the event!

Proceeds from the event help support key YWCA programs and services in the community, such as healthy youth and teen programming, scholarships for children to attend YWCA summer camps, science equipment for girls in our STEM workshops, computer and job skills training, and our Women’s Residence Program, which helps victims of domestic violence and homelessness in Syracuse get back on their feet and once again actively contribute to society.

We are immensely appreciative of your previous support, and hope that you have found it a rewarding and worthwhile investment. Can we count on you to partner with us once again to continue to fulfill our mission in Syracuse and Onondaga County? We would love to welcome you into the 2021 YWCA Circle of Corporate Change Makers and offer the below menu of event support opportunities. Thank you for your consideration.

Sincerely,



Fanny Villarreal  
**Executive Director, YWCA of Syracuse and Onondaga County**



**YWCA of Syracuse & Onondaga Co. Inc.**  
401 Douglas Street, Syracuse, NY 13203  
P 315.424-0040 F 315.424.1249  
[ywca-syracuse.org](http://ywca-syracuse.org)



## Event Background

### We have an in person and virtual celebrations!

To promote progress toward a more equity society, YWCA of Syracuse and Onondaga County, Inc. will hold the **22<sup>nd</sup> Annual Day of Commitment** on Thursday, April 22<sup>nd</sup> and Friday, April 23<sup>rd</sup>. Themed “**No Hate. No Fear. Creating Equity in Our Community.**” The event will include a safe walk (by invitation only) to City Hall steps with a joined proclamation on **Thursday April 22<sup>nd</sup>**. On **Friday, March 23<sup>rd</sup>** we will have a Facebook live event from our YWCA Facebook page at 12noon to 1pm.

### Your Support Will Make a Difference!

As one of the YWCA’s two annual fundraisers, the Day of Commitment raises support that makes it possible for the organization to maintain operations like its Women’s Residence Program, after school activities, teen programming, and Girls Inc. STEM-oriented summer camps. With your event sponsorship, YWCA will be able to bolster programming that supports women, increase equity and racial justice, help girls grow up to be **strong, smart and bold**, and foster values in our youth that will promote healthy relationships and overall well-being throughout our neighborhoods and communities.

Through your corporate investment, you will be demonstrating a commitment to advancing local efforts to eliminate the racism and discrimination that cause divisive inequality and keep opportunity from being accessed by all. You will also help sustain a historic organization making a crucial difference in Syracuse and Onondaga County.

### “No Hate, No Fear: Creating Equity in Our Community”

*Thank you for your partnership!*



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## “No Hate, No Fear: Creating Equity in Our Community”

Thursday, April 22<sup>nd</sup> “Walk and Joined Proclamation”

Friday, April 23<sup>rd</sup> Facebook live event

### Day of Commitment Partnership Opportunities

#### **\$10,000 “Event Champion” (Exclusive sponsorship level; limited to 1 corporation)**

##### **“No Hate, No Fear: Creating an Equity Community”**

- Title sponsor logo on all marketing material
- Opportunity to provide Welcome Remarks (up to 5 minutes)
- Title sponsor logo on T-Shirts (utilized for the walk)
- Title sponsor logo in all virtual event signage
- Title sponsor logo in all events related social media
- Title sponsor logo on events web pages

#### **\$8,000 “Equity Commitment (2 available)”**

- Sponsor logo on all marketing material
- Special mention at events
- Sponsor Logo on T-Shirts (utilized for Walk)
- Sponsor mention for all Media releases
- Sponsor logo on e-news (1, 500 plus subscribers) in April, May, and June.
- Sponsor logo on all virtual event signage
- Sponsor logo in all event related social media
- Sponsor logo on events web pages

#### **\$5,000 “Community Visionary”**

- Sponsor logo on all marketing materials
- Sponsor logo on e-news (1, 500 plus subscribers) in April, May, and June.
- Sponsor logo on all virtual event signage
- Sponsor logo in all event related social media
- Sponsor logo on events web pages

#### **\$2,500 “Empowerment Partner”**

- Sponsor logo on all marketing materials
- Sponsor logo on all virtual event signage
- Sponsor logo in all event related social media
- Sponsor logo on events web pages

#### **\$1,000 “Progress Ally”**

- Sponsor logo on all marketing materials
- Sponsor logo on events web pages



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**“No Hate, No Fear: Creating Equity in Our Community”**

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**Day of Commitment Partnership Confirmation**

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**YES**, we fully support YWCA’s Day of Commitment to Eliminate Racism & Promote Diversity and will sponsor at the following level:

\_\_\_\_\_ **\$10,000 “Event Champion”**

\_\_\_\_\_ Check is enclosed.

\_\_\_\_\_ **\$8,000 “Equity Commitment”**

\_\_\_\_\_ Check will be mailed by \_\_\_\_\_

\_\_\_\_\_ **\$5,000 “Community Visionary”**

\_\_\_\_\_ Please charge to:

\_\_\_\_\_ **\$2,500 “Empowerment Partner”**

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

\_\_\_\_\_ **\$1,000 “Progress Ally”**

Billing zip \_\_\_\_\_

3-digit code on reverse \_\_\_\_\_

Please make checks payable to:

YWCA of Syracuse & Onondaga County

401 Douglas Street

Syracuse, New York 13203

**Please return form by Friday, April 16<sup>th</sup>, 2021**



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