

# SPONSORSHIP COMMITTEE POSITION DESCRIPTION

*Power of the Purse* plays a critical role in identifying and securing financial support for this best-in class event which helps women and families in our community achieve financial security. It is a professional networking lunch including a program full of entertainment, thought leadership, stories with success topped off with an incredible silent auction and opportunity to fund the mission.

**Objective:** To serve on the 2023 Sponsorship Committee for Women United's *Power of the Purse*. You will work in conjunction with event co-chairs, your staff partner and volunteer committee to raise a minimum \$200,000 in sponsorship.

- Secure support from your company at a top sponsorship level. Open doors and make connections for partnership managers with new and former sponsors.
- Recruit and engage a committee of peers to set individual revenue goals and sell sponsorship.
- Open doors and make connections with new and former sponsors to drive event revenue and attendance.
- Attend bi-weekly committee calls (held via Teams - 30 minutes per meeting) to report on financial progress.
- Follow up on securing attendee names, sponsorship fulfillment ect.
- Support event marketing efforts in partnership with United Way as needed.
- Attend annual in-person event.
- Make a personal contribution at the event (Fund the Mission, Auction Procurement)
- Post Event - Thank you calls top donors. (Table Captains to thank attendees)
- Assist with sending out the appropriate thank you letters.

***Thank you for your leadership on the sponsorship committee.***

**United Way Women United's 12th Annual Power of the Purse Luncheon and Silent Auction!**  
**June 8, 2023 | 11:00 a.m. - 1:30 p.m. | Connecticut Convention Center**  
**Featuring Keynote Speaker Jessica Bruder, Bestselling Author and Journalist.**