



## 2021 Partnership Opportunity

*Your partnership with GateWay of Hope supports women, children, and families in our community.*

March 2021

Dear Friend,

Thank you for considering a strategic philanthropic partnership with GateWay of Hope that can build valuable goodwill for you and your company.

GateWay of Hope is a non-profit women's counseling and life coaching center. We focus on women because depression, anxiety, and trauma touch women across a wide swath of our population, regardless of socio-economic background, race or ethnicity. Many women in the workplace struggle with emotional turmoil, resulting in lower productivity, increased absenteeism and revenue loss. A healthier woman means a healthier employee. Our mental health counseling and life coaching services help women to overcome issues such as:

- Grief & Loss issues
- Depression or Anxiety
- Trauma experiences from childhood sexual assault
- Betrayal recovery from marital infidelity
- Various types of abusive relationships, i.e. emotional, psychological, financial, spiritual, and/or physical abuse

In 2020, the COVID-19 pandemic roared into our lives, with the highest toll of the pandemic felt by women, particularly women who are low income, as well as women of color and single moms. While women are 47% of the U.S. labor force, they accounted for 54% of initial COVID-19 related job losses.<sup>1</sup>

Women have faced multiple challenges, including childcare, homeschooling responsibilities, mental health and burnout during this pandemic. Many women are worried about layoffs, furloughs and financial insecurity. The Women's Enrichment Symposium is a way to give back to women by:

- Offering encouragement and support during a difficult time
- Offering a sense of community where women can feel listened to and understood
- Offering hope, healing and wholeness to women who have been adversely affected by the pandemic

By becoming a sponsor for this **3-day virtual event**, you will not only be supporting women, but associating your company with the good will and positive market presence that will resonate with many during this difficult time.

Sponsorship levels are listed on attached pages. We are specifically interested in partnering with businesses that target women as their primary customers. We strive for a reciprocal relationship with opportunities for your employees to volunteer and be involved with GateWay of Hope and for our staff to serve your employees with lunch and learn workshops.



<sup>1</sup> WSJ – women in the workplace 09/30/2020



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I will call you soon to see if you have any questions. Thank you for considering this strategic partnership request. It will help to make our community a better place to live!

Warmly,

Dacia Moore  
Executive Director



### Sponsorship of the Women's Enrichment Symposium: Thursday, April 22 – Saturday, April 24, 2021

**Target Audience:** Women who live or work in the Greater Kansas City area.

**Geographic Area:** Johnson County, Jackson County, Wyandotte County

**Anticipated Attendance:** 100 individuals

**Advertising Reach:** Businesspersons living in and/or working in Johnson, Jackson, or Wyandotte Counties using social media, website, and e-newsletter, Olathe Chamber of Commerce, Olathe Rotary, and notification to local churches. This is a fundraising event.

The Women's Enrichment Symposium, our signature event, offers a way for you to get your name in front of women in our community who have a heart for helping others. In 2021, the 3-day symposium will be virtual.

### Benefits to you and your business:

1. Promotes community goodwill as a supporter of GateWay of Hope, a non-profit women's counseling & life coaching center.
2. Promotes your business to potential clients and/or customers.
3. Qualifies you for a FREE lunch and learn workshop by GateWay staff for your employees.
4. Helps your company build name recognition.
5. Empowers women to break the cycle of unhealthy relationships (including domestic abuse) and create new legacies.
6. Expands services and programming to reach more significant numbers of women.
7. Empowers and celebrates the accomplishments of women and girls.
8. Identifies your business as a sponsor on our website and marketing/media-related materials.

***\*To take advantage of all listed benefits, please secure your partnership by March 15, 2021.\****

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### About GateWay of Hope:



Since 2006, GateWay of Hope, a faith-based non-profit organization, has offered women a safe, confidential, and hope-centered environment of support. Our vision is to serve as the premier place where women can transform their lives and create new legacies -- positively impacting themselves and future generations. Located in Olathe, Kansas, women come to GateWay of Hope from Metropolitan Kansas City to receive counseling, coaching, and support group services. GateWay of Hope

takes a comprehensive approach to meeting the needs of women. Annually, GateWay of Hope provides nearly 300 women with supportive services, which benefit children, families, and the entire community and contributes to breaking the impact of dysfunctional families and the cycle of family violence.

### Words from our clients

*"I think the most positive thing I enjoy is that GateWay is a place to build women up by other women."*

*"I don't know where I would be if I had not discovered GateWay. I am grateful."*

*"My marriage is becoming more authentic, transparent because I am. My children are experiencing more direct communication from me."*

*"My son benefits big because I am a better me. He is a 3-year-old and we practice talking about feelings, living in truth, and setting boundaries."*

### Champion Partner – \$3,000

- Specific mention as Champion Partner in 2 media advisories and 2 press releases promoting the event
- Company name and logo on digital event program disseminated to all guests
- Opportunity to show company promotional video (up to 3 min) during symposium opening session and during Well Women Wednesday weekly zoom calls in April, May and June 2021
- Opportunity to distribute virtual business cards to guests
- Opportunity to distribute virtual swag bags to guests with promotional codes and business information
- Complimentary tickets for 6 guests to attend our next major event
- Recognition in GateWay of Hope's communications, including 4 e-newsletters and 4 social media posts
- Complimentary "Building Resilience" gifts for 6 guests
- Company logo and link to company website on GateWay's website for 1 full year

**Impact:** Underwrites individual counseling for 10 women for up to 6 weeks each, or individual coaching for 10 women for up to 8 weeks each, or 7 support groups for 8 women for up to 8 weeks per session

### Thriving Partner – \$2,000

- Mention as an event sponsor in 2 media advisories and 2 press releases promoting the event
- Company name and logo on digital event program disseminated to all guests
- Opportunity to distribute virtual company business cards
- Complimentary tickets for 4 guests to attend our next major event



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- Recognition in GateWay of Hope's communications, including 3 e-newsletters and 3 social media posts
- Complimentary "Building Resilience" gifts for 4 guests
- Company logo and link to company website on GateWay's website for 9 months

**Impact:** Underwrites individual counseling for 7 women for up to 6 weeks each, or individual coaching for 10 women for up to 6 weeks each, or 5 support groups for 8 women for up to 8 weeks per group session

### Life Saver Partner – \$1,000

- Mention as an event sponsor in 2 media advisories and 2 press releases promoting the event
- Company name on digital event program disseminated to all guests
- Complimentary tickets for 2 guests to attend our next major event
- Recognition in GateWay of Hope communications, including 2 e-newsletters and 2 social media posts
- Link to company website on GateWay's website for 6 months

**Impact:** Underwrites individual counseling for 5 women for up to 6 weeks each, or individual coaching for 7 women for up to 6 weeks each, or 3 support groups for 8 women for up to 8 weeks per group session

### Advocate Partner – \$500

- Company name on digital event program disseminated to all guests
- Complimentary tickets for 1 guest to attend our next major event
- Recognition in GateWay of Hope communications, including 1 e-newsletter and 1 social media post
- Link to company website on GateWay's website for 3 months

**Impact:** Underwrites the cost of individual counseling for 2 women up to 6 weeks each, or individual coaching for 4 women for up to 6 weeks each, or 1 group for 8 women for up to 8 weeks per group session

### Community Partner – 1-5 tickets = \$60 - \$300.00; 6-8 tickets = \$360 – \$480.00

Purchase multiple tickets @ \$60.00 per ticket to be used as a scholarship for women who can't afford the ticket price of this event





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*\*To take advantage of all listed benefits, please secure your partnership by March 15, 2021.\**

## Partnership Commitment Form

YES, I will partner with GateWay of Hope (select one option)

- Champion Partner – \$3,000
- Life Saver Partner – \$1,000
- Thriving Partner – \$2,000
- Advocate Partner – \$500
- Community Partner – \$60.00 - \$480 (# of tickets \_\_\_\_\_)



- I would like to discuss tax-deductible gift opportunities.
- I would like my contribution to be 100% tax-deductible.
- I cannot partner at this time, but please accept my donation of \$ \_\_\_\_\_

Bill me for the total amount       Check, Payable to GateWay of Hope is enclosed

I will pay in two equal payments

Secure PAY-PAL Online Payment @ [www.gwhope.org](http://www.gwhope.org)

Credit Card;  M/C,  Visa,  American Express (your donation is secure)

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

Security Code \_\_\_\_\_ Zip Code \_\_\_\_\_

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

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Please return completed form to:***

GateWay of Hope, 801 N. Mur-Len, Ste 111, Olathe, KS 66062 or [alyciag@gwhope.org](mailto:alyciag@gwhope.org)

***Thank you!***