



2020

Sponsorship Opportunities

Investing in Women,
Families & Our Community



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Message from the Board President

Welcome to WiNGS, where women come to learn, to access resources and to connect with other women working to make their lives and their children's lives better.

For more than 25 years, I've helped successful families manage their financial lives. I've seen firsthand the opportunities that wealth provides for families, businesses and the greater community.

At the same time, through my community work, I've seen the challenges faced by women working hard yet still struggling to support their families. Women faced with unthinkable choices like putting food on the table or paying their rent. These are the women to whom we open our doors everyday at WiNGS. Women ready to make a change, just needing the resources and support to make it happen.

Our programs work. Support from the public and private sectors make them available to all who need them.

As you think about where you, your company, your church or community group can make an impact, I invite you to consider WiNGS. There are many ways to engage and invest in our work during the year. Please take time to explore this guide to see where you might step up and help a woman discover new possibilities. From the entrepreneur to the first-time mom, you'll be surprised to see how together we strengthen families, neighborhoods and communities across north Texas.

With thanks,
Laura Ryan | Board President

ABOUT WINGS

WINGS broadens a woman's sense of what's possible. Coaches, mentors, and home visitors work side-by-side with every woman who comes to us, providing the tools she needs to succeed. Most women come to WINGS seeking financial security. Others need guidance to start their small business. For first-time moms, it's education and support as she navigates through pregnancy and baby's first two years. **Regardless of what brings a woman to WINGS, she leaves confident and with a brighter future for herself, her family and her broader community.**



WOMEN'S ENTERPRISE helps women on their journey toward entrepreneurship. This program teaches women business and personal finance skills and provides the education needed to build a solid business plan and prepare for launch. New this year is small business support and consulting. Throughout their journey, women build their professional skills while becoming part of a broader network of peers and professionals.



FINANCE & CAREER programs offer women financial peace of mind. Women begin with a benefit screening to help stabilize their budgets. It's the first step in financial education classes, where they'll start to learn healthy financial behaviors. Midway through education, women are enrolled in financial coaching where they'll receive support and encouragement on their path to their goal. Along the way, women grow their savings, reduce debt and/or build their credit scores. Workforce training is available for women looking to increase their income.



NURSE-FAMILY PARTNERSHIP empowers first-time moms to transform their lives and create better futures for themselves and their babies. This home visitation program starts at pregnancy and continues through baby's second birthday, with mom and her WINGS nurse meeting more than 60 times.

YEAR-ROUND PROGRAM INVESTMENTS : WOMEN'S ENTERPRISE

Invest in an Entrepreneur. WiNGS Women's Enterprise program offers continuous end-to-end programming for women entrepreneurs with a focus on micro businesses. Education on core business concepts and technical assistance is provided classroom-style, while individual mentoring is available from corporate volunteers and staff. Business advisors teach courses such as marketing, negotiations, leadership and time management.

Target Audience: a majority of participants reside in low-to-moderate income communities, making this program eligible for Community Reinvestment Act (CRA) funding.

DID YOU KNOW? Last year businesses owned by men received close to 80% of all sales revenues, whereas businesses owned by women received just 12%.



SPONSOR A BUSINESS TRAINING COHORT

\$7,500

This 12-week, 36-hour course provides the education and resources women need to build their business plan, learn key business operations and develop a business pitch. Sponsors are recognized on class materials and have an opportunity to attend the class of their choice as well as graduation.

Cohort Schedules: January, March, July, August and October

SPONSOR AN ENTREPRENEUR DEVELOPMENT SERIES

\$5,000

This 5-week series is designed for the woman thinking of starting a business. The course helps her prepare for entrepreneurship, including an exploration into various business models. Sponsors are recognized on class materials and have an opportunity to attend the class of their choice.

Series Schedules: January, March, July, and October



Visit wingsdallas.org/getinvolved/sponsor/ to become a Sponsor

INVEST IN AN ENTREPRENEUR cont'd

SPONSOR A BUSINESS PLAN TRAINING GRADUATION

\$2,500

This event is one of the many highlights of the program, celebrating the successful completion of core business training along with the creation of a business plan. Graduates select a class representative who speaks alongside the specially selected keynote speaker. Following the ceremony, graduates host an exhibition to display their product, promote their business and practice their pitch.

SPONSOR A FLIGHT SESSION

\$1,500

FLIGHT Sessions are 6-hour, full-day sessions designed to help the would-be entrepreneur determine the feasibility of her business idea as well as her readiness to proceed. Sponsors are recognized on the course materials and have an opportunity to provide the Welcome at the event.

Dates: February 8; April 11; June 13; October; December

SPONSOR A QUARTERLY MASTERS CLASS

\$750

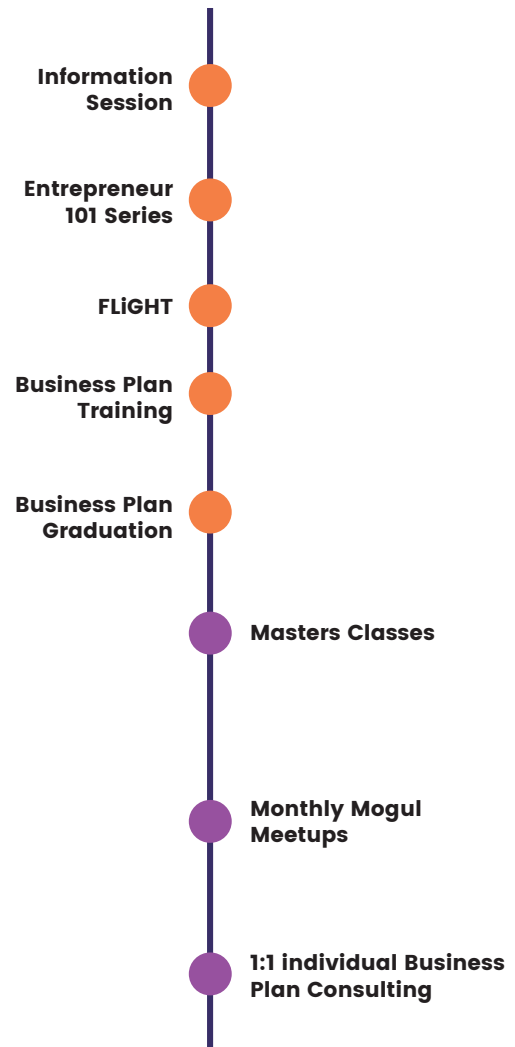
Designed for graduates, these classes offer topics to help the entrepreneur launch her business and increase the likelihood of her success. Sponsors are recognized on class materials and have an opportunity to speak at the class.

SPONSOR A MONTHLY MOGUL-MEETUP

\$500

Offered exclusively to graduates operating businesses, this monthly gathering provides ongoing learning and peer support opportunities. Sponsors are recognized on class materials and have an opportunity to present their topic of choice.

PROGRAM COMPONENTS



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YEAR-ROUND PROGRAM INVESTMENTS : FINANCE & CAREER

The Road to Financial Freedom. Today our community faces critical economic challenges and the responsibility falls squarely on the social sector to provide solutions that strengthen families, neighborhoods and communities. At WiNGS, women begin to build financial assets through coaching, education and career advancement services. For some it's improving their credit score or reducing debt, for others their goal is to grow their savings to buy a home, get an education, or simply to have a financial cushion in the event of an emergency.

Target Audience: a majority of participants reside in low-to-moderate income communities, making this program eligible for Community Reinvestment Act (CRA) funding.

DID YOU KNOW? 1 in 4 Dallas Households has Zero or Negative Net Worth?



SPONSOR A CAREER COHORT

\$15,000

Each Career Cohort is industry-specific, such as banking or health. This high-touch experience includes self-assessments and one-on-one consultation on resume development and interview skills. The program culminates with job interviews and placements with industry partners. Positions must pay a minimum of \$15/hour. Sponsors are recognized on all course materials and promotions and have first access to qualified candidates.

Dates: February, May, August, November

SPONSOR A SEMESTER OF GED® OR ESL EDUCATION

\$7,500

GED® or General Education Development is the equivalent of a high school degree and an important first step in increasing employment opportunities. WiNGS offers one Spanish-speaking GED® course per semester and integrates it with an English as a Second Language (ESL) course. The ESL course helps participants improve their communication and speaking skills. New in 2019 is the addition of a GED® course for English-speaking participants. Sponsors will be recognized on course materials and promotions.

Dates: Spring and Fall (English and Spanish cohorts)

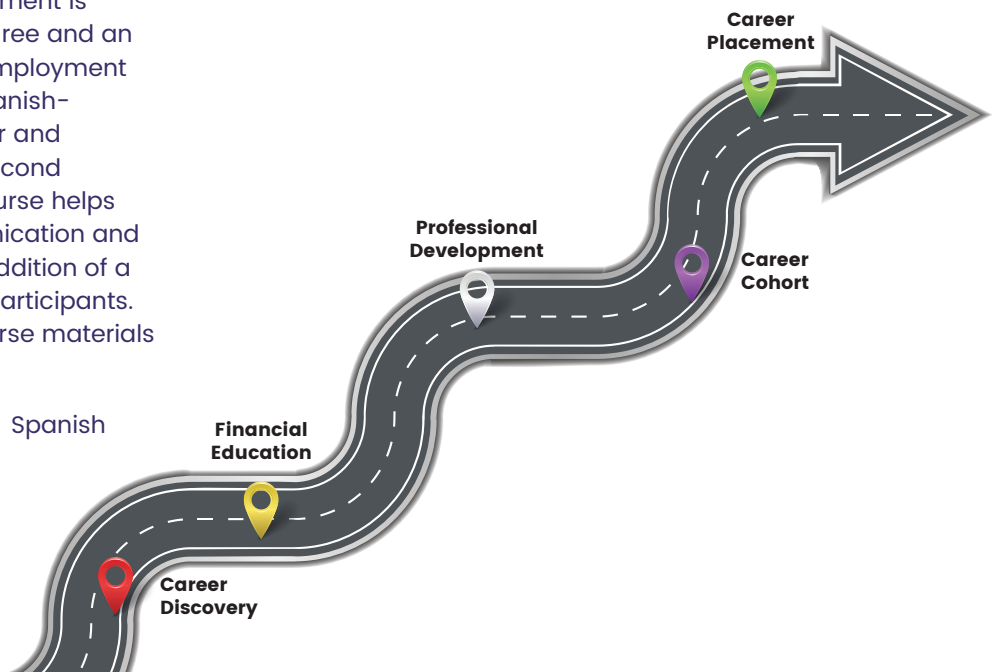
SPONSOR A RISE FINANCIAL EDUCATION SERIES

\$5,000

This 4-week/12-hour education series is a mix of education, skill building and goal setting. Topics range from identifying personal values to assets and liabilities, credit and investing. For some, financial coaching begins in week 3 and often continues after the series graduation. Others may begin with coaching, then move into the education series. Sponsors are recognized on class materials and have an opportunity to welcome participants at the first session and celebrate with graduates at the fourth session.

Dates (English): 1 Series per Month

Dates (Spanish): January, April, June, September





SPONSOR TAX CREDIT EDUCATION CLASSES

\$2,500

Tax Credit Education is a 90-minute session that provides vital information to participants on federal tax credits as well as referrals to free tax preparation sites. Classes begin in November and include information on how to avoid predatory tax products. A majority of the classes are held at partner locations and offered in Spanish. Sponsors are recognized on class materials.

Tax Season Dates: November – March

SPONSOR TWO PROFESSIONAL DEVELOPMENT WORKSHOPS

\$1,500

Offered monthly, these workshops help women build their career skills. Subjects range from Microsoft Office 101, to communication, organization and planning. Sponsors will be recognized on print materials and have an opportunity to provide input on the content.

Dates: Monthly

SPONSOR A CONTINUING EDUCATION COURSE

\$1,000

Continuing Education courses offer a variety of workshops for the family with a focus on personal and professional development. Classes are 90-minutes and cover topics such as: childbirth, stress management and retirement. Classes are in English and Spanish. Sponsors are recognized on any print materials and have an opportunity to provide input on the content.

Courses are held twice per month on weeknights and Saturdays

Volunteers make WINGS work. They share their time, passion and expertise to help women reach their dreams.

SPONSOR THE ANNUAL VOLUNTEER APPRECIATION EVENT

\$2,500

This annual celebration is an evening of gratitude as we celebrate volunteers' commitment to our mission and honor those who've made special contributions during their service. WINGS has an active pool of 100 volunteers that represent numerous companies and communities across North Texas. The event sponsor will have an opportunity to attend the event, meet our volunteers and provide branded items for volunteer gift bags. Sponsors will be recognized on the event invitation, program and promotional materials.

Date: April

SPONSOR A VOLUNTEER TRAINING

\$750

Volunteers teach classes and work one on one with women as financial coaches and business mentors. Each volunteer receives specialized training and guidance to ensure alignment with our philosophy and values. Sponsors will be recognized on training materials and invited to attend the annual Volunteer Appreciation Event.

Dates: February, May, July, October

SPONSOR A VOLUNTEER NETWORKING EVENT

\$500

Our volunteers enjoy the women they mentor and teach – and they also enjoy getting to know one another! Networking and social events provide an opportunity for volunteers to expand their personal and professional networks and to connect with others who share their commitment to empowering women. Sponsors will have an opportunity to attend the event and provide a brief welcome.

Dates: February, June, October, December

YEAR-ROUND PROGRAM INVESTMENTS : NURSE-FAMILY PARTNERSHIP

Invest in a Mom. Being a first-time mom can be hard. WiNGS helps make it a little easier.

The Nurse-Family Partnership program pairs first-time moms with experienced WiNGS nurse-home visitors. Visits begin during pregnancy and continue through the baby's second birthday. During this critical time in the baby's early life, mom learns how best to prepare for and care for her new baby. As the baby becomes a toddler, emphasis shifts to how mom will financially support her new family. In all, mom and nurse will have over 60 home visits, growing mom's confidence and building a bond that lasts well beyond the program's end.

\$15,000

- Provides a first-time mom with 2 and a half years of support and education from a WiNGS nurse-home visitor

\$6,500

- Provides nurse-home visits for a mom and her toddler

\$2,500

- Provides nurse-home visits for a mom during her pregnancy

\$1,500

- Provides Welcome Home visits for the first 6-weeks following baby's birth



In 2009, Angelica found out she was pregnant. Just 13 years old, she felt hopeless and wanted to give up, but knew she wanted to keep the baby. Her doctor recommended WiNGS' Nurse-Family Partnership program where she met her nurse, Holly. The two soon developed a special bond that helped Angelica prepare for motherhood.

Holly taught Angelica everything she needed to know about her baby, but she also challenged Angelica to believe in herself.

“Holly helped me feel like I could take control and become somebody. She made me believe that it would get better and I could overcome the challenge.”

They met over 60 times throughout Angelica's delivery and the first two years of her son's life. Angelica says the experience helped her become accountable.

“I was part of a relationship with my nurse and I had to work on it, too. I had to meet the goals for each visit.”

Angelica graduated from high school early and got her Associates Degree in Nursing from El Centro College. At age 22, she is a nurse in Baylor Dallas' pulmonary unit and attending UTA to get her Bachelor's degree in nursing. She hopes to work in the emergency room.

“You just have to make sacrifices. My husband and I are building a better future for ourselves and our kids.”

SPECIAL EVENTS

MENTORS & ALLIES AWARDS LUNCHEON

May 14, 2020 | The Statler Dallas



The Mentors & Allies Award honors individuals and corporations for their commitment to lifting up women. Your support of the Luncheon demonstrates to your employees, customers and the greater community your commitment to building strong women and families, and a vibrant north Texas.

Target audience: 600 corporate and community leaders.



PRESENTING SPONSOR

\$25,000

- // 3 tables with premier seating for 30 guests
- // Name or logo on all advertising and materials, including pre-event activities
- // Recognition at the Luncheon by event emcee
- // An opportunity to speak for 5 minutes at Luncheon
- // Logo appearance on big screens and sponsor signage at Luncheon
- // Logo and 100-word statement included on website w/link to sponsor's website
- // 5 social media promotions
- // 5 promotional items placed in gift bags
- // Half-page advertisement in Luncheon program
- // 10 tickets to VIP Patron Party



Visit wingsdallas.org/events to become a Sponsor

MENTORS & ALLIES AWARDS LUNCHEON cont'd

CHAMPION SPONSOR

\$15,000

- ✓ 2 tables with premier seating for 20 guests
- ✓ Name or logo on all advertising and materials for the event
- ✓ Logo appearance on big screens and sponsor signage at Luncheon
- ✓ Logo and 75-word statement included on website w/link to sponsor's website
- ✓ 3 social media promotions
- ✓ 3 promotional items placed in gift bags
- ✓ One-third-page advertisement in Luncheon program
- ✓ 8 tickets to VIP Patron Party

MENTOR SPONSOR

\$10,000

- ✓ 1 table with premier seating for 10 guests
- ✓ Name and logo on all advertising and materials for the event
- ✓ Logo appearance on big screens and sponsor signage at Luncheon
- ✓ Logo and 50-word statement included on website w/link to sponsor's website
- ✓ 2 social media promotions
- ✓ 2 promotional items placed in gift bags
- ✓ Quarter-page advertisement in Luncheon program
- ✓ 8 tickets to VIP Patron Party

PARTNER SPONSOR

\$7,500

- ✓ 1 table with premium seating for 10 guests
- ✓ Name or logo on all advertising and materials for the event
- ✓ Logo featured on sponsor signage at Luncheon
- ✓ Logo and 25-word statement included on website w/link to sponsor's website
- ✓ 1 social media promotion
- ✓ 1 promotional item placed in gift bags
- ✓ Logo in Luncheon program
- ✓ 6 tickets to VIP Patron Party

ALLY SPONSOR

\$5,000

- ✓ 1 table with preferred seating for 10 guests
- ✓ Name and logo on all advertising and materials for the event
- ✓ Logo featured on sponsor signage in high traffic areas
- ✓ Logo included on website
- ✓ 1 social media promotion
- ✓ 1 promotional item placed in gift bags
- ✓ 4 tickets to VIP Patron Party

COACH SPONSOR

\$2,500

- ✓ 1 table with seating for 10 guests
- ✓ Logo included on website
- ✓ 2 tickets to VIP Patron Party



WOMEN'S ENTERPRISE SHOWCASE

October 2020 | WINGS Center at Ebby's Place



The Women's Enterprise Showcase is a kinder, gentler version of "Shark Tank", featuring presentations by WINGS entrepreneurs to a panel of high-profile Dallas business and community leaders.

WINGS members compete for a chance to pitch their business ideas to the panel. Only three members make it to the final round – The Women's Enterprise Showcase. Audience members have an opportunity to provide feedback to participants via personalized comment cards.

Join us in October to experience the fun.

Target Audience: business executives and successful women entrepreneurs.



PRESENTING INVESTOR

\$10,000 Exclusive Opportunity

- // Naming rights for event
- // 10 guests
- // Audience welcome at event
- // Top recognition on media announcements
- // Logo on top billing on event materials*
- // Logo on event website with link to company website
- // Logo recognition in eNewsletters to targeted audiences
- // Full page color ad in printed program
- // Opportunity to award prizes
- // Social Media recognition



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SPECIAL EVENTS

WOMEN'S ENTERPRISE SHOWCASE cont'd

CATALYST INVESTOR

\$7,500

- // Logo prominently displayed on event materials
- // 8 guests
- // Recognition in media announcement
- // Logo on WiNGS event website
- // Half-page color ad in printed program
- // Logo recognition in eNewsletters to targeted audiences

SUSTAINABILITY INVESTOR

\$5,000

- // 6 guests
- // Name displayed on event materials
- // Listing on WiNGS event website
- // Listing in printed program
- // Listing in eNewsletters to targeted audiences

ENTERPRISE INVESTOR

\$2,500

- // 4 guests
- // Name listed on WiNGS event website
- // Listing in printed program

INDUSTRIALIST INVESTOR

\$1,500

- // 2 guests
- // Name listed on WiNGS event website

INVESTOR

\$100



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Let's get started.

Contact Laura Gray
Director of Events & Volunteers

CALL 469-315-4051

EMAIL LGray@wingsdallas.org

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