

#IMAGINEIF | WEPower WEEKEND

August 18 - 20, 2023 | Missouri Botanical Garden | Hyde Park



#WEOUTSIDE For Our Babies, Our Communities, Our Future

2023 Sponsorship Packet

Dear Partner,

Imagine If... everyone has what they need to thrive. *Imagine If...* we could provide for our families now and save for the future. *Imagine If...* we could all live, play, work, and eat well in our neighborhoods. The power of imagination is truly limitless. Just think about what we could accomplish if we allowed ourselves to dream big and envision a world where everyone has what they need to thrive. This is the future that WEPOWER is working towards, and we invite you to join us on this journey.

This summer, we are excited to host our second annual WEPOWER Weekend, continuing our #WEOUTSIDE Campaign. This free three-day event brings together families, changemakers, entrepreneurs, and friends from both sides of the river to celebrate, build community, activate our collective power, and imagine the future we know is possible for our region.

WEPOWER is committed to transforming our early childcare system, building wealth across every neighborhood, and investing in Black and Latinx entrepreneurs. By supporting WEPOWER Weekend, you can help sustain our mission and goals while also directly supporting over 20 Black and Brown business vendors throughout the weekend.

Last year, WEPOWER Weekend brought out 700+ St. Louisans and reached 246,661 people digitally, and this year will be even bigger. By sponsoring WEPOWER Weekend, you will be a part of building beloved community through unforgettable in-person experiences filled with food, fun, music, art, joy, and authentic opportunities to connect with new and old friends committed to racial justice. We invite you to imagine with us and commit to transforming our region for our babies, our communities, and our futures.

We request your partnership in two ways:

1. Imagine with us and commit to transforming our region for our babies, our communities, and our futures.
2. Sponsor WEPOWER Weekend, a three-day experience taking place from Friday, August 18th - Sunday, August 20th.

Together, we can create the future we want to see. Imagine with us.



In partnership and commitment to power,

Charli A. Cooksey
Founder and CEO

SPONSORSHIP LEVELS

Through your partnership, WEPOWER can continue to deliver on our promise to be OUTSIDE for our babies, our communities, and our futures.

Presenting Sponsor \$50,000

- 20 Tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket and access to *Chihuly in the Garden 2023*
- Speaking opportunity at either The Garden Party or Building Community Wealth Day
- Prominent Logo display at The Garden Party, Building Community Wealth Day, and Self-Care Sunday in alignment with venue guidelines
- Booth at Building Community Wealth Day
- Acknowledgment on:
 - All WEPOWER Weekend Marketing Collateral
 - Prominent display of logo on WEPOWER's Website
 - Dedicated Social Media Post & Stories Shout Out
 - Acknowledgment on Press Release with quote
 - Acknowledgment on WEPOWER Wednesday Newsletter
 - Blog Post on partnership

Accelerate Sponsor \$15,000

- 10 tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket
- Booth at Building Community Wealth Day
- Prominent Logo display at The Garden Party, Building Community Wealth Day, and Self-Care Sunday in alignment with venue guidelines
- Acknowledgment on:
 - All WEPOWER Weekend Marketing Collateral
 - Prominent display of logo on WEPOWER's Website
 - Social Media Post & Stories Shout Out
 - Acknowledgment on WEPOWER Wednesday Newsletter

Activate Sponsor \$3,000

- 4 Tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket
- Prominent Logo display at The Garden Party, Building Community Wealth Day, and Self-Care Sunday in alignment with venue guidelines
- Acknowledgment on:
 - All WEPOWER Weekend Marketing Collateral
 - Display of logo on WEPOWER's Website
 - Acknowledgment on WEPOWER Wednesday Newsletter

Elevate Sponsor \$25,000

- 15 Tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket and a VIP Section
- Acknowledgement during formal program remarks at The Garden Party
- Prominent Logo display at The Garden Party, Building Community Wealth Day, and Self-Care Sunday in alignment with venue guidelines
- Booth at Building Community Wealth Day
- Acknowledgment on:
 - All WEPOWER Weekend Marketing Collateral
 - Prominent display of logo on WEPOWER's Website
 - Dedicated Social Media Post & Stories Shout Out
 - Acknowledgment on Press Release
 - Acknowledgment on WEPOWER Wednesday Newsletter

Build Sponsor \$7,500

- 8 Tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket
- Prominent Logo display at The Garden Party, Building Community Wealth Day, and Self-Care Sunday in alignment with venue guidelines
- Acknowledgment on:
 - All WEPOWER Weekend Marketing Collateral
 - Display of logo on WEPOWER's Website
 - Social Media Stories Shout Out
 - Acknowledgment on WEPOWER Wednesday Newsletter

Host Committee Member \$1,000

- 2 Tickets to The Garden Party which includes 2 free drinks and heavy hors d'oeuvres per ticket

2023 WEPOWER Weekend Digital Capacity:

Newsletter Subscriber List: 13,000+

Impressions: 1,000,000+

Reach: 400,000+

Engagement: 35,000+

Please complete and return the next page (or click this link)

Fulfillment Form

Thank you for imagining with us. Together, this summer and beyond, #WEOUTSIDE for our babies, our communities, and our futures. If you have any questions, please reach out to Alicia Alexander at alicia@wepowerstl.org or by calling 708.253.7093.

Name	Company/Organization	
Billing Address	State	Zip
Phone	Email	
Amount	Check Number	

Fulfillment Preference:

- ☐ I am requesting an invoice from WEPOWER
- ☐ I would like to pay via ACH/EFT
- ☐ I am enclosing a check and sending to WEPOWER, Attn: Alicia Alexander
20 S. Sarah Street, St. Louis MO 63108

All gifts are tax deductible.

Sponsorship Level:

- ☐ Presenting Sponsor (\$50,000)
- ☐ Elevate Sponsor (\$25,000)
- ☐ Accelerate Sponsor (\$15,000)
- ☐ Build Sponsor (\$7,500)
- ☐ Activate Sponsor (\$3,000)
- ☐ Host Committee Member (\$1,000)

More information on WEPOWER: WEPOWER's mission is to activate community power to re-design education, economic, health, and justice systems to be just and equitable for all.

We are a community of Black and Latinx changemakers and entrepreneurs building power to create education and economic systems that nurture the lives of powerful communities that have been historically oppressed. Through education, training, and capacity building, **WEPOWER helps** residents **achieve policy change** that strengthens outcomes for kids in their communities; **supports Black and Latinx founders** and neighborhoods working to close the racial wealth gap; and **cultivates a new generation** of Black and Latinx women leaders in Saint Louis and East Saint Louis.

Learn more at: www.wepowerstl.org
#WEOUTSIDE