

# WEPOWER WEEKEND

August 16-18, 2024 | The Caramel Room



**#WEOUTSIDE For Our Babies, Our Communities, Our Future**

2024 Sponsorship Packet

**Dear Partner,**

**This summer is one of the most historic summers of our lives.**

The third annual WEPOWER Weekend is a special moment in a larger journey on our road to building power leading up to the November elections. Being outside this summer is about declaring childcare a civil right and a woman's right. Being outside is about declaring our vision of a new STL economy. Being outside is about activating our voting power.

WEPOWER Weekend is about rooting our road to a better St. Louis in joy, community, and action.

This three-day event brings together YOU – partners, funders, neighbors, mamas, aunties, educators, changemakers, biz owners, and friends from both sides of the river to celebrate as a beloved community and take action to secure the rights of our children and build an economy that works for the majority.

The Caramel Room, Presented by Pure (an Accelerator alum), is opening its doors for our Friday night Garden Party, and we're thrilled that FOUR AMAZING St. Louis leaders will be co-chairing this event.

**Gabriela  
Ramirez-Arellano**

VP, Entrepreneurship Cortex  
Innovation Community

**Morgan Casey**

Founder, Date Ideas & Things  
to Do

**Gilberto Pinela**

Director, Office of New  
Americans, St. Louis, City

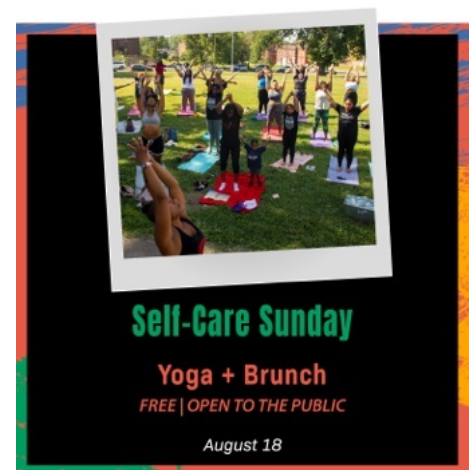
**Roo Yawitz**

Community Leader and  
WEPOWER Board Chair

## Together, we request your partnership in two ways:

1. Sponsor WEPOWER Weekend, a three-day experience from Friday, August 16th to Sunday, August 18th.
2. Imagine with us and commit to transforming our region for our babies, our communities, and our futures.

Together, we are dreaming *and* building and celebrating during the 2024 WEPOWER Weekend.



Imagine with us,

Charli A. Cooksey, Founder and CEO

Learn more at: [www.wepowerstl.org](http://www.wepowerstl.org)  
#WEOUTSIDE

**\$15.1  
MILLION**

won in public funding for emergency relief for the childcare community with the potential to impact 2,000+ children, educators, and families.

**\$2.3  
MILLION**

per year in perpetuity in public funds for the St. Louis City childcare community; funds have begun to be allocated for 2023-2025 programming.

**200+**  
**Early Childhood  
Power & Policy  
Action Group  
members**

a coalition co-led with the Gateway Early Childhood Alliance, Urban Sprouts, and Kids Win Missouri.

**100+**  
**Community  
Wealth Action  
Group members**

engaged in advancing a policy agenda to achieve wealth at the neighborhood level via the Imagine If Campaign.

**1000+**  
**residents surveyed  
& community  
conversations**

to build relationships, and hear dreams and needs for how to build wealth in neighborhoods.

**90+**  
**businesses  
supported**  
via our business accelerator, Kiva loan program, investment fund, and capital readiness workshops.

**\$760k**  
disbursed to entrepreneurs.

**158,174+**  
**doors knocked**  
to educate and engage voters ahead of local elections.

**300+**  
**changemakers  
trained to  
build power  
and reimagine  
and transform  
social systems**

via the Power Building Academy, Tomorrow Builders Fellowship, and Chishtolm's Chair Fellowship.

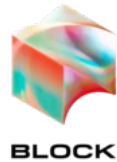
**3**  
**changemakers  
serve as  
elected leaders**

and many others have gone on to engage in long-term power building as full time community organizers, advocacy directors, electoral campaign staffers, and much more!



**WEPOWER**

# Past Sponsors



**WEPOWER**

# Digital Reach & Demographic

## Website Visits

1,420/month

## Followers

11,885 (across all social platforms)

## Reach

9,965/month

## Audience

78% female  
75% age 24-45

## Race

82% Black  
12% White  
6% Other



# 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 **\$30,000**

- 15 Tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket
- Speaking opportunity at the Garden Party
- Prominent Logo display at the Garden Party
- 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
  - Acknowledgement on WEPOWER Wednesday Newsletter
  - Blog Post on partnership

## Elevate Sponsor **\$20,000**

- 15 Tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket
- Acknowledgement during formal program remarks at the Garden Party
- Prominent Logo display at the Garden Party
- Acknowledgment on:
  - All WEPOWER Weekend Marketing Collateral
  - Prominent display of logo on WEPOWER's Website
  - Dedicated Social Media Post & Stories Shout Out
  - Acknowledgement on Press Release
  - Acknowledgement on WEPOWER Wednesday Newsletter

## Accelerate Sponsor **\$15,000**

- 10 tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket
- Prominent Logo display at the Garden Party
- Acknowledgment on:
  - All WEPOWER Weekend Marketing Collateral
  - Prominent display of logo on WEPOWER's Website
  - Social Media Post & Stories Shout Out
  - Acknowledgement on WEPOWER Wednesday Newsletter

## Build Sponsor **\$7,500**

- 8 Tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket
- Prominent Logo display at the Garden Party
- Acknowledgment on:
  - All WEPOWER Weekend Marketing Collateral
  - Display of logo on WEPOWER's Website
  - Social Media Stories Shout Out
  - Acknowledgement on WEPOWER Wednesday Newsletter

## Activate Sponsor **\$3,000**

- 4 Tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket
- Prominent Logo display at the Garden Party
- Acknowledgment on:
  - All WEPOWER Weekend Marketing Collateral
  - Display of logo on WEPOWER's Website
  - Acknowledgement on WEPOWER Wednesday Newsletter

## Host Committee Member **\$1,000**

2 Tickets to the Garden Party, which includes two free drinks and heavy hors d'oeuvres per ticket

### 2024 WEPOWER Weekend Digital Capacity:

**Newsletter Subscriber List:** 13,000+

**Impressions:** 1,000,000+

**Reach:** 400,000+

**Engagement:** 30,000+

**Please complete and return the next page or by clicking on 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](mailto:alicia@wepowerstl.org) or by calling 708.253.7093.

Name		Company/Organization	
Billing Address		State	Zip
Phone		Email	
Amount	Sponsorship Level Name	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 pursuant to IRS guidelines.

### More information on WEPOWER:

We activate community power to (1) reimagine social systems, (2) develop grassroots leaders' and organizations' capacity as agents of systems change, and (3) provide support with campaigns, coalitions, and innovative initiatives that transform community visions into reality.

We are a community of Black and Latine 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 partners with residents **to achieve policy change** that strengthens outcomes for kids in their communities, **supports Black and Latine founders** and neighborhoods working to close the racial wealth gap, and **cultivates a new generation** of Black and Latina women leaders in Saint Louis and East Saint Louis.

Learn more at: [www.wepowerstl.org](http://www.wepowerstl.org)

#WEOUTSIDE