



## ***Women to Watch Awards*** **Sponsorship & Advertising** **Opportunities**

The ***Women to Watch Awards*** is Running Start's annual gala event that honors young women leaders from around the United States and world. By honoring outstanding young women, Running Start hopes to inspire the current generation of young women and girls to take their leadership to the highest levels. Proceeds from the Women to Watch Awards benefit Running Start's programs, which empower young women to lead in politics.

The 2012 honorees receive our award for their dedication to empowering women in their professions and for being role models to young women everywhere.

### **EXCLUSIVE SPONSORSHIPS :**

#### **\$50,000 Founding Sponsor** *Reserved by WalMart*

The Founding Sponsor supports all of Running Start's 2012 programs. The Founding Sponsor is featured on the back cover of the Women to Watch event program and receives premium signage at the event. Sponsorship at this level includes 30 tickets to the Congressional Reception and three tables at the Dinner Reception and Awards Ceremony. Running Start will acknowledge the Founding Sponsor's generous support of all of Running Start's programs during the Awards Ceremony.

#### **\$25,000 Congressional Reception Sponsor** *Reserved by Lockheed Martin*

The Congressional Reception Sponsor is an opportunity to promote your organization during the most exclusive segment of the event. This pre-dinner reception will showcase our Congressional Board of Advisors and other supportive Members of Congress. The welcome sign to the reception will display the sponsor company's name and the sponsor will have the opportunity to briefly address the Congressional Reception guests. This sponsorship includes a one-page black & white advertisement in the event program with premium positioning and the option to display signage at the Congressional Reception. The Congressional Reception sponsorship includes 20 tickets to the Congressional Reception and 2 tables at the Awards Ceremony with premium location within the ballroom. Running Start will recognize the Congressional Reception Sponsor during the awards ceremony.

#### **\$20,000 Local Hero Award Sponsor**

This exclusive sponsorship supports the Women to Watch honoree chosen because she is making a big impact on the lives of women and girls in the local Washington, DC community. The sponsor's name will be included in the name of the award, and the sponsor's logo will be included on the award itself. Sponsorship at this level includes a one-page black & white advertisement in the event program with premium positioning and a photo opportunity with the honoree. The Local Hero sponsorship will also include 20 tickets to the Congressional Reception, and 2 tables at the awards ceremony. Running Start will recognize the Local Hero Sponsor during the awards ceremony. The sponsor will also have the opportunity to meet privately with the award winner

### **\$20,000 Trailblazer Award Sponsor**

This exclusive sponsorship supports the Women to Watch honoree chosen because she has dedicated her life to improving the lives of women and girls. The sponsor's name will be included in the name of the award, and the sponsor's logo will be included on the award itself. Sponsorship at this level includes a one-page black & white advertisement in the event program with premium positioning and a photo opportunity with the honoree. The Trailblazer Award sponsorship will also include 20 tickets to the Congressional Reception, and 2 tables at the awards ceremony. Running Start will recognize the Trailblazer Award Sponsor during the awards ceremony. The sponsor will also have the opportunity to meet privately with the award winner.

### **\$20,000 Political Rising Star Award Sponsor**

This exclusive sponsorship supports the Women to Watch honoree chosen because she is a rising star in the political sphere and is a direct role model to our Running Start participants. The sponsor's name will be included in the name of the award, and the sponsor's logo will be included on the award itself. Sponsorship at this level includes a one-page black & white advertisement in the event program with premium positioning and a photo opportunity with the honoree. The Rising Star sponsorship will also include 20 tickets to the Congressional Reception, and 2 tables at the awards ceremony. Running Start will recognize the Rising Star Award Sponsor during the awards ceremony. The sponsor will also have the opportunity to meet privately with the award winner.

### **\$20,000 International Award Sponsor**

This exclusive sponsorship supports the Women to Watch honoree chosen because she is working to improve the lives of women and girls internationally. The sponsor's name will be included in the name of the award, and the sponsor's logo will be included on the award itself. Sponsorship at this level includes a one-page black & white advertisement in the event program with premium positioning and a photo opportunity with the honoree. The International Award sponsorship will also include 20 tickets to the Congressional Reception, and 2 tables at the awards ceremony. Running Start will recognize the International Award Sponsor during the awards ceremony.

## **NON-EXCLUSIVE SPONSORSHIPS :**

### **\$10,000 Leadership Sponsor**

The Leadership Sponsor includes a full-page black and white advertisement in the event program. The Leadership Sponsor receives 10 tickets to the Congressional Reception, 1 table at the awards ceremony with premium location within the ballroom, and 5 tickets to the dinner will be given to local area young women leaders in the sponsor's name. Running Start will recognize the Leadership Sponsors during the awards ceremony.

### **\$5,000 Supporting Sponsor**

The Supporting Sponsor will receive 5 tickets to the Congressional Reception and 5 tickets to the awards ceremony. The Supporting Sponsor will also be listed in the 6th Annual Women to Watch program as a major supporter of Running Start.

### **\$2,500 Friend of Running Start Sponsor**

The Friend of Running Start Sponsorship includes 2 tickets to the Congressional Reception along with 2 tickets to the awards ceremony. The Friend of Running Start sponsor will also be listed in the 6th Annual Women to Watch program as a major supporter of Running Start.

## PROGRAM BOOK:

Women To Watch Program Books are distributed to attendees at their tables. This is a great way to get your company, organization, business or product in front of our very influential audience!

### Pricing:

- \$1,000 **FULL PAGE**  
5.5 X 8.5
- \$600 **HALF PAGE**  
5 X 4.25
- \$350 **QUARTER PAGE**  
2.75 X 4.25

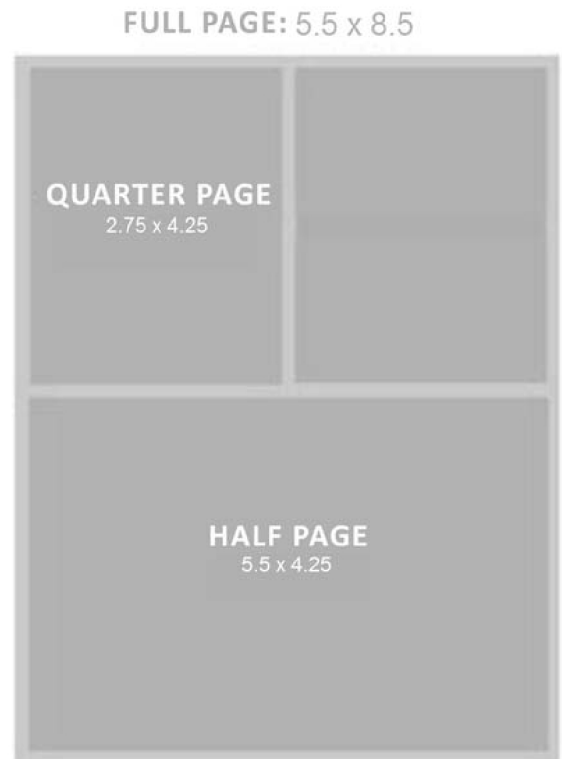
*Graphic design services provided by Running Start are available for an additional \$150 per ad, this includes 1 proof.*

**File Format Requirements:** All files should be high resolution (300 dpi minimum) EPS, PDF, JPG or TIFF files.  
All ads are black and white.

**Submission Instructions:** All program book advertisement artwork should be emailed to [allison@runningstartonline.org](mailto:allison@runningstartonline.org).

## Deadlines:

While we have no firm deadlines for receiving sponsorships, we offer our exclusive sponsorships on a first come first serve basis.



## Women to Watch Awards Confirmation Form

**THOSE INTERESTED IN *EXCLUSIVE SPONSORSHIPS* SHOULD CONTACT JESSICA GROUNDS AT 240.235.6013 OR JESSICA@RUNNINGSTARTONLINE.ORG**

Please check the opportunities you wish to participate in:

**Non-Exclusive Sponsorship:**

\_\_\_\$10,000 Leadership Sponsor \_\_\_\$5,000 Supporting Sponsor \_\_\_\$2,500 Friend of Running Start Sponsor

**Program Book:** \_\_\_\$1,000 Full Page Ad \_\_\_\$600 Half Page Ad \_\_\_\$350 Quarter Page Ad

**Graphic Design Services:** \_\_\_\$150

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Payment Information

**Running Start's Tax ID#:** 208666097

**Tax Status:** Running Start is a non-profit organization, exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code.

**Checks:** Please make checks payable to Running Start

### Questions & Submissions:

Advertisement files and names of attendees should be e-mailed to Allison Dunatchik at allison@runningstartonline.org. If you have any questions please feel free to contact Allison by e-mail or call at 240.235.6013. You may also visit us online at [www.runningstartonline.org](http://www.runningstartonline.org)

**Checks should be mailed to:** Running Start, Attn: Women to Watch Awards, 2 Wisconsin Circle, Ste. 700, Chevy Chase, MD 20815