

THINKING BIG. LEADING CHANGE.

2011 LUNCHEON SPECIAL EDITION

THE WOMEN'S
FOUNDATION
OF COLORADO



KEYNOTE SPEAKER

Martina Navratilova



A champion on and off the court, Martina is not only a tennis legend, but an inspirational leader who demonstrates tenacity, candor and motivation. Arguably the best tennis player ever to step on the court, Martina amassed an unmatched number of professional records over the course of a career that spanned an amazing four decades. She has won 59 Grand Slam crowns, a record 9 Wimbledon singles champions, and overcame the odds to become both one of the most successful tennis players ever and an equally successful leader. ♦ Off the court, Martina has lived an equally bold and successful life. As one of the first openly gay sports figures, she has spent much of her career overcoming prejudices and stereotypes, giving up millions of dollars in endorsements and sponsorships as a result of her insistence on living a life of integrity and honesty. Since coming out in 1981, she has been an inspiring and vocal advocate for equal rights and a strong supporter of many charities benefitting the LGBT community. She has received numerous awards from many of the most influential organizations within the LGBT community and has donated much of her time

(continued on page 3)

2011 Denver Luncheon

WHY BECOME A SPONSOR OF THE WOMEN'S FOUNDATION OF COLORADO?

Sponsors play an important role in the success of our luncheon. Below, two of our strongest supporters share why they choose to align with The Women's Foundation of Colorado.

FirstBank

"FirstBank is fortunate to have financial stability, outstanding employees, and the greatest customers we could ask for. We owe our success to the core values we've held since our founding in 1963.

Banks are only as strong as their local communities and the people living in those communities. We believe that in order to be successful, we must give back to the communities and people we serve. The Women's Foundation of Colorado helps ensure that every woman in Colorado is self-sufficient and FirstBank firmly believes in this mission."

— Brian Jensen, Senior Vice President

Northwestern Mutual The Cunningham Agency

Two NWM Financial Advisors, Jeanine Snyder and Sarah Miller, are strong supporters of The WFCO. Their story is a personal one: Jeanine and Sarah realized there are relatively few women in the financial services industry. They were looking for an outlet that would nourish their vision on giving back and empower other women in their community. The goals of WFCO aligned perfectly with those of Jeanine and Sarah. They attended their first luncheon in 2010 as Gold Sponsors and had the opportunity to meet authentic and successful women. From there, their relationship with WFCO became more vital and meaningful and they have since taken their collaboration with WFCO to a whole new level. They are most proud of are being the sponsors of the 2011 VIP Reception at the Luncheon on November 3rd.

WHEN & WHERE

Thursday, November 3, 2011

11:45 a.m. – 1:15 p.m.

Colorado Convention Center

700 14th St, Denver, CO

PRESENTING SPONSOR



MEDIA PARTNERS



SPONSORSHIP OPPORTUNITIES

As the proud host of Colorado's largest luncheon on women's issues, we are excited to share our 2011 sponsorship opportunities with you. We can also work with you to customize a sponsorship package that meets your needs. For more information about sponsorships, please call Pam Montgomery at 303.285.2968, or email pamm@wfco.org.

All standard levels of sponsorships, tables, and tickets can be purchased online at www.wfco.org.

Platinum | \$10,000

- 4 tickets to the private dinner with Martina Navratilova on Nov. 2
- Recognition in news releases
- Special recognition from the podium
- Your logo on invitations (6,000 mailed)
- Full page ad in program (2,400+ distributed)
- 10 guests to VIP reception – photo opportunity with keynote speaker
- Table for 10 with table sign – premium placement
- Opportunity to distribute your premium items on the tables at the luncheon
- Logo on presentation screens
- Logo and recognition on The Foundation's website with links to your site

Gold | \$6,000

- 2 tickets to the private dinner with Martina Navratilova on Nov. 2
- Listing in invitations (6,000 mailed)
- Half-page ad in program (2,400+ distributed)
- 10 guests to VIP reception – photo opportunity with keynote speaker
- Table for 10 with table sign – priority placement
- Logo on presentation screens
- Logo and recognition on The Foundation's website with links to your site

Silver | \$3,500

- Quarter-page ad in program (2,400+ distributed)
- 10 guests to VIP reception—photo opportunity with keynote speaker
- Table for 10 with table sign—priority placement
- Logo on presentation screens
- Company name and recognition on The Foundation's website

Bronze | \$2,500

- Listing in program (2,400+ distributed)
- 10 guests to VIP reception—photo opportunity with keynote speaker
- Table for 10 with table sign
- Logo on presentation screens



2011 luncheon
Co-chair Barbara
Bridges with
Alfre Woodard

SPECIAL SPONSORSHIP BENEFITS & DEADLINES!

Premier sponsorship recognition

Premier sponsors, including co-presenting sponsors, speaker sponsor, VIP reception sponsor, media partners, and corporate partners, receive their logo and recognition on all luncheon-related materials, including recognition in press releases, sponsorship solicitation materials, invitations, save-the-date cards and more! If your plans include one of these premier sponsorships, please sign up early to get the most out of this special benefit!

Premium distribution

Platinum sponsors (as well as premier sponsors) have the opportunity to distribute premium items or materials to all of our luncheon guests. This is a great way to reach 2,400 women and men from a wide variety of organizations from the business and nonprofit communities.

Program advertisements

Sponsors at the Silver level and above will receive a black & white ad in our luncheon program as one of their benefits. You will receive additional information by mail about your ad specifications after you confirm your sponsorship. Ads are due October 7, 2011.

Website recognition

Sponsors at the Silver level and above will also be recognized on our website. Sponsor listings on the website are updated bi-weekly. Sign up early to get the most from this benefit!

Logo recognition

All sponsors will receive their logo or name recognition on the big screen at the luncheon. Just let us know how you would like to be recognized and send your logo by October 7.

If you have any questions about your sponsor benefits, contact Pam Montgomery pamm@wfco.org.

Martina Navratilova

(continued from page 1)

and money to the cause through The Rainbow Card® and the associated RAINBOW ENDOWMENT. ♦ Knowing first-hand what it takes to overcome adversity and find success, Martina is a compelling advocate for active living and aggressive goal-setting. Martina's book, "Shape Your Self," is a guide to personal fitness and healthy living. She has motivated thousands to live healthier lifestyles by taking simple steps to a better life. ♦ Martina provides her articulate, intelligent and outspoken commentary to the Tennis Channel's audience during its coverage of the Grand Slams. She spends as much time as she can in her beloved Aspen, Colorado mountain home, but more often finds herself traveling the world, speaking at events, playing in numerous exhibition matches, and tirelessly promoting all of the issues that are close to her heart.

TICKETS

Patron | \$150

Includes invitation to VIP reception & photo opportunity with keynote speaker

Individual | \$100

Next Generation | \$75

For our guests aged 35 & under!

Patron Table for 10 | \$1,500

Includes invitation to VIP reception, photo opportunity with keynote speaker & table sign

Individual Table for 10 | \$1,000

Includes table sign



2010 Denver Luncheon Co-chairs Susan McIntire, Piper Billups & Cathy Hart



The WFCO Denver Luncheon is one of the largest events in Denver, with over 2,000 people – 200 tables! Reserve your table now. Room placement is determined by sponsorship level.



Luncheon guests at the VIP reception

2011 DENVER LUNCHEON DETAILS

Co-Chairs Natalie Rekstad-Lynn, Cindy Parsons & Barbara Bridges

Corporate Co-Chairs Maryann Franklin, Anne McCarthy & Carlos Martinez

Advisory Council Arlene Hirschfeld, Dean Prina & Susan McIntire

Speaker Martina Navratilova

Time VIP Reception: 10:30 a.m. – 11:30 a.m.
Registration/Seating: 11:15 a.m. – 11:45 a.m.
Luncheon: 11:45 a.m. – 1:15 p.m.
(program begins promptly at 11:45 a.m.)

Parking is available at the Convention Center or DCPA parking decks; additional street parking is nearby. Please allow plenty of time to reach your seat from the parking areas. RTD light rail lines D, F, and H all stop at the Convention Center.



Board Chair, Paula Edwards with fellow WFCO Trustees Cile Chavez & Carol Burt

VIP RECEPTION All guests of sponsors are invited to attend the VIP reception prior to the luncheon. This is a special opportunity for your guests to network with other sponsors and their guests, and to have their picture taken with our keynote speaker, Martina Navratilova. The VIP reception is also open to all patron ticket holders and patron table guests.



The WFCO supporters and Luncheon attendees Walt Imhoff & Stacy Ohlsson with Alfre Woodard

ABOUT THE WFCO

Our Mission: To build resources and lead change so that the women and girls of Colorado are full and equal participants in society.

A social change agent since 1987, The Women's Foundation of Colorado has built an investment pool of over \$17 million, and has already invested more than \$11 million with 250 agencies in 75 communities statewide.

Our Goal: That every woman in Colorado is economically self-sufficient, and that every girl in Colorado is on the path to economic self-sufficiency in adulthood.

The Women's Foundation of Colorado is committed to five areas of focus:

- 1. Research ensures we have the most current data and statistics available to the public.** Recent research projects include The Cliff Effect in Colorado 2009 update, Childcare Cliff Solutions and "Girls Drop-out Experiences: The Dropout Epidemic and its Consequences."
- 2. Education ensures stakeholders are made aware of the research we commissioned and the issues facing low-income women and girls.** We facilitated over 30 educational community forums around the state on issues affecting low-income women and girls in Colorado. We partner with other women-centered organizations to host events to make a larger impact on a greater number of people.
- 3. Public Policy Reform changes the systems that create barriers for women to become economically self-sufficient by enacting laws that mitigate these barriers.** We awarded grants to help pass CCCAP Determination (HB 1035) and funded work on legislation pertaining to Earned Income Tax Credit (HB 1002), Pay Equity for women and minorities, Family-Friendly Leave Policy and Payday Lending Reform (HB 1351).
- 4. Grantmaking supports nonprofits working directly with women and girls.** We granted funds to over 125 nonprofit organizations around the state working with women and girls in education and employment training.
- 5. Advancing Philanthropy – Each year we raise over \$800,000 to continue our work on behalf of Colorado's women and girls.** This is all made possible by the generous support of our Colorado communities.

WHY BE A SPONSOR?

Help us continue to make a difference in the lives of Colorado's women and girls. We can think big and lead change because of your support. Please take a moment to fill out the enclosed Sponsor Reservation form and fax or email your intentions to Pam Montgomery at pamm@wfco.org, fax 303.285.2978 or call 303.285.2968.

2011 PLATINUM SPONSORS



VIDEO SPONSOR



VIP RECEPTION



Sarah S. Miller and Jeanine L. Synder

DINNER SPONSOR



SPEAKER SPONSOR

