

# DESIGNING A FUTURE FOR ALL

2025 SPONSORSHIP PACKET

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**WOMEN'S  
WAY** **CONNECTS  
EMPOWERS  
INVESTS**





## 17th Annual WOMEN'S WAY Book Prize

The Book Prize honors a woman or gender expansive author or co-author for their work in advancing the dialogue about issues impacting women and girls. The winner of the Book Prize is determined by a selection committee composed of volunteers. WOMEN'S WAY does an open call for book nominations from our community following a set of nomination guidelines. One criteria is that the books must address at least one of the following issues: Equality, Safety, Self-Sufficiency, Reproductive Justice, Women's Leadership, or Women's History. Once the books are nominated, committee members read the books and then engage in a review process that leads to the winning book and author. The Book Prize includes a moderated discussion with the winning author and allows for audience Q&A.

## 2025 Virtual Sessions

- January 29, 2025: Closing the Gender Wealth Gap Forum - Stability and Opportunity
- April 2025: Closing the Gender Wealth Gap Forum - Health and Healing
- July 2025: Closing the Gender Wealth Gap Forum - Resource Navigation and Support
- November 2025: Closing the Gender Wealth Gap Forum - Family and Community Care

[View our library of past Closing the Gender Wealth Gap Sessions here.](#)

## Closing the Gender Wealth Gap (CGWG) Education Series

As part of our work to advance gender equity, we conduct a series of virtual education forums to educate different stakeholders on both the key drivers of the gender wealth gap and accelerators that help close the gender wealth gap in our region. Each session features the most recognized experts and thought leaders on women's issues in the Greater Philadelphia region and beyond. Each facilitated discussion includes three topic experts who address the topic from a policy perspective, a practitioner perspective, and a lived experience perspective.

Since inception, more than **3,400 individuals** have attended and viewed the sessions and hundreds were mobilized to take action in the quest for gender and racial equity.



## 47th WOMEN'S WAY Annual Celebration

The Annual Celebration is WOMEN'S WAY's signature fundraising event and is one of the most highly anticipated and attended nonprofit events in the greater Philadelphia area. This is our largest fundraiser of the year where we raise crucial funds to support our work in the movement towards gender and racial equity. Research shows that investing in women and girls is a highly effective strategy for creating social change and that when women thrive, we all thrive.

The celebration will include networking opportunities, a musical performance, and presentations of the WOMEN'S WAY Gender Equity Champion Award, Corporate Ally Award, and the Lucretia Mott Award, honoring a woman, group of women, or organization whose work reflects a commitment to the values of equity and justice for all.

## Annual Gender Wealth Summit

The Gender Wealth Summit is our annual convening event for the Gender Wealth Institute that takes place every year in September. This one-day conference enables women with lived experiences of economic insecurity and individuals in positions to reduce the gender wealth gap to engage in an innovative and action-oriented learning community aligned with the Gender Wealth Institute. The learning sessions center discussions on the drivers of the gender wealth gap and action steps to close the gap. The Inaugural Gender Wealth Summit was held in 2022 where participants were inspired to find their voices and take action to close the gender wealth gap. [Read more about our Inaugural event here.](#)



# INVESTING IN WOMEN'S WAY PROVIDES YOUR BUSINESS:

- Access to regional experts on closing the gender and racial wealth gap who can present on a variety of gender equity-related topics
- Opportunity to serve as a panelist or moderator as part of the Closing the Gender Wealth Gap Education Series (CGWG)
- Opportunity to join a Board Committee to help advance gender and racial equity
- Opportunity to attend and receive recognition at the following events:
  - Annual Gender Wealth Summit: September 2025
  - 47th WOMEN'S WAY Annual Celebration: May 21, 2025
  - CGWG Education Series: January 2025 through November 2025
  - 17th Annual Book Prize

## YOUR INVESTMENT IN WOMEN'S WAY SUPPORTS:

- Building the capacity of organizations on how to strengthen care models that are inclusive and contribute to long-term societal transformation
- Building the capacity of practitioners, funders, advocates, and policymakers on how to design programs, practices and policies that center gender equity
- Empowering women with lived experiences of economic hardship to become effective change agents for gender equity
- Our research and programmatic initiatives to be the leading expert on closing the gender wealth gap in our region
- The 47th Annual Celebration
- The Annual Gender Wealth Summit
- The CGWG Education Series
- The 17th Annual Book Prize

# PRESENTING SPONSOR

## \$25,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of entire series at all 4 forums
- Name and logo shown on marketing materials for all 4 forums, sent throughout WOMEN'S WAY digital media network of over 20,000 followers and subscribers.
- One guest blog or profile/Q&A blog post which will be promoted with the Closing the Gender Wealth Gap Series on social media, in the e-newsletter, and on the website
- Name and logo recognition at the Summit and at the beginning of each forum
- Top line name/logo placement hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Verbal recognition at the event
- Premier full-page color ad on the front inside or back page of the program book, placement of your choice
- Premier logo placement in Program Book
- Inclusion in press releases and media outreach
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Top line placement of your company's name, logo, and hyperlink to your website on the WOMEN'S WAY website and throughout social media
- One guest blog or profile/Q&A blog post which will be promoted with the 47th Annual WOMEN'S WAY Celebration on social media, in an E-newsletter, and on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media 5 times prior to event (reaching our network of over 11,000 engaged followers)
- Will engage and share relevant content from your company on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Premier full-page color ad on the front inside or back page of the program book for the Gender Wealth Summit, placement of your choice
- Logo listing in the program book
- Verbal recognition at the Gender Wealth Summit
- Corporate logo displayed on the digital invitation to the Gender Wealth Summit
- Inclusion in press releases and media outreach
- Top line name/logo placement hyperlinked on WOMEN'S WAY website
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- Social media "take over", to include 5 posts across social media, or take over Instagram for one day

### Engagement

#### CGWGS

- Opportunity for company representative to serve as a panelist or moderator for 1 forum

#### Annual Celebration

- 20 tickets to the 47th Annual WOMEN'S WAY Celebration
- Opportunity to have a company representative speak during the event to an audience of 400+

#### Gender Wealth Summit

- 20 tickets to the Gender Wealth Summit
- Opportunity to have a company representative speak during the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit

# PLATINUM SPONSOR

## \$20,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of entire series at all 4 forums
- Name and logo shown on marketing materials for all 4 forums, sent throughout WOMEN'S WAY digital media network of over 20,000 followers and subscribers.
- Name and logo recognition at the beginning of each forum
- Prominent name/logo placement hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Verbal recognition at the event
- Full-page ad in the program book
- Recognition listing in the program book
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Prominent placement of your company's name and logo on the WOMEN'S WAY website and throughout social media
- Sponsorship promoted on WOMEN'S WAY social media 4 times prior to event (reaching our network of over 11,000+ engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Full-page ad in the program for the Gender Wealth Summit
- Logo listing in the program book
- Verbal recognition at the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Prominent name/logo placement hyperlinked on WOMEN'S WAY website
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit

### Engagement

#### CGWGS

- Opportunity for company representative to serve as a panelist or moderator for 1 forum

#### Annual Celebration

- 20 tickets to the 47th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- 15 tickets to the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit

# GOLD SPONSOR

## \$15,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of 3 selected forums
- Name and logo shown on marketing materials for 3 selected forums, sent throughout WOMEN'S WAY digital media network of over 20,000 followers/subscribers
- Name and logo recognition at the beginning of 3 selected forums
- Name/logo listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Full-page ad in the program book
- Recognition listing in the program book
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Prominent placement of your company's name on the WOMEN'S WAY website and throughout social media
- Sponsorship promoted on WOMEN'S WAY social media 3 times prior to event (reaching our network of over 11,000+ engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Full-age ad in the program for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit

### Engagement

#### CGWGS

- Opportunity for company representative to welcome attendees at the beginning of 1 selected forum

#### Annual Celebration

- 15 tickets to the 47th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- 10 tickets to the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit

# SILVER SPONSOR

## \$10,000

### Marketing, Visibility, and Engagement

#### CGWGS

- Sponsor recognition of 2 forums
- Name recognized on all marketing materials for the 2 selected forums, sent throughout WOMEN'S WAY digital media network of over 20,000 followers/subscribers
- Name and logo recognition at the beginning of 2 selected forums
- Name listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Half-page ad in the program book
- Recognition listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Company listing on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media 2 times prior to event (reaching our network of over 11,000 engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event
- 10 tickets to the 47th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Half-page ad in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 5 tickets to the Gender Wealth Summit

# BRONZE SPONSOR

## \$5,000

### Marketing, Visibility, and Engagement

#### CGWGS

- Sponsor recognition of 1 selected forums
- Name recognized on all marketing materials for the selected forum, sent throughout WOMEN'S WAY digital media network of over 20,000 followers and subscribers
- Name and logo recognition at the beginning of 1 forums
- Name listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Quarter-page ad in the program book
- Recognition listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Company listing on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media once prior to event (reaching our network of over 11,000 engaged followers)
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 5 tickets to the 47th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Quarter-page ad in program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 3 tickets to the Gender Wealth Summit



# COPPER SPONSOR

## \$3,500

### Marketing, Visibility, and Engagement

#### Annual Celebration

- Listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, shared with 20,000+ individuals
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 3 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Listing in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 3 tickets to the Gender Wealth Summit

# FRIENDS CIRCLE SPONSOR

## \$1,000

\*Limited to small businesses with fewer than thirty employees and an annual profit of less than \$2M, OR nonprofits

\*\*Women-owned businesses will be listed in a special directory and invited to an early networking reception with investors at the AC

### Marketing, Visibility, and Engagement

#### Annual Celebration

- Listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 2 tickets to the 47th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Listing in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- 2 tickets to the Gender Wealth Summit

# CORPORATE & FOUNDATION SPONSORS: 2020 - 2024

AmeriHealth Caritas	FS Investments	PNC
Anchor Health Properties	Glenmede Trust Company	Public Health Management Corporation
Ballard Spahr LLP	Green Family Foundation	Royer Cooper Cohen
Berner Klaw & Watson	Hangley Aronchick Segal Pudlin & Schiller	Braunfeld LLC
Blank Rome LLP	Independence Blue Cross	Tara Health Foundation
BLBB Charitable	JEP Management	Temple University's Office of Community Relations
Bryn Mawr Hospital	J.P.Morgan Chase	The Forman Family Foundation
Bryn Mawr Trust	Keystone First	The Haverford Trust Company
CHOP	Klehr Harrison Harvey Branzburg LLP	Thomas Jefferson University and Jefferson Health
Comcast NBCUniversal	Latham & Watkins LLP	University of Pennsylvania
Community College of Philadelphia	M&T Bank / Wilmington Trust	Vanguard
Cozen O'Connor	Main Line Health	Wells Fargo
Drexel Morgan Capital Advisers	Maven Communications	Winston & Strawn LLP
Ernest Bock and Sons and Bock Development Group	Morgan, Lewis & Bockius LLP	Working for Women
Fagre Drinker Biddle & Reath LP	myCIO Wealth Partners LLC	Zenith Wealth Partners
Forum of Executive Women	NWON Opportunities LLC	ZS Associates
Fox Rothschild LLP	Ogletree Deakins	
	PECO	
	Penn Medicine	

"There's so much research and data that shows how helping women is such a tipping point. You're not just helping that one woman. The support you show a woman impacts families, children, etc. This impact is exponential. Helping women is such a fulcrum. If you want to leverage your philanthropy, help women because they will make sure that the donation you make and what you give is given back tenfold."

- Jennifer Rice, *WOMEN'S WAY Major Donor, GWI Advisory Council Member, Recipient of the WOMEN'S WAY Gender Equity Champion Award*



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# THANK YOU

TO LEARN MORE ABOUT WOMEN'S WAY, VISIT OUR WEBSITE AT [WOMENSWAY.ORG](http://WOMENSWAY.ORG). PLEASE DON'T HESITATE TO GET IN TOUCH WITH ANY QUESTIONS.

*For Questions/Inquiries*

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## GET SOCIAL

 [@womenswayphilly](https://www.instagram.com/womenswayphilly)

 [WOMEN'S WAY](https://www.linkedin.com/company/womens-way)

 [WOMEN'S WAY](https://www.facebook.com/womens-way)