



An annual event supporting the work of
Women United and the Cape and Islands United Way



About the Event

3rd Annual Power of the Purse VIRTUAL EDITION

Tuesday, December 1, 2020 (Giving Tuesday)

A woman's handbag can be a style statement, a practical tote for life's necessities, a proud symbol of success, a catchall so she is always prepared. At Power of the Purse, the purse is a metaphor for strength.

In 2020, we are planning a special video event to honor three outstanding women who serve women and families in our community. Traditionally, this annual fundraiser is anchored by silent and live auctions with the opportunity to bid on some very special purses, bags, and accessories. This year, however, we ask that you help us fill the purses of our communities in need.

About Women United

Women United is dedicated to improving our community and creating opportunity. Our mission is to engage driven, passionate women in philanthropy and service to strengthen local families and encourage career development and economic self-sufficiency for women. We support:

- The Strong from the Start initiative, focusing on the needs of children ages zero to three
- Reach Out and Read, which promotes reading aloud for helping families of all backgrounds by providing books at regular check-ups
- Our annual Community Baby Shower, connecting new and expectant parents experiencing economic hardship with maternal and early childhood education and resources
- Scholarships and emergency assistance for local college students



Sponsorship Opportunities

Please contact Mark Skala at mksala@uwcapecod.org to become a sponsor.

FEATURED SPONSOR \$3,000

- Recognition as lead sponsor in promotions and in event video
- :30 spot in event video
- Dedicated social media posts
- Spotlight in e-newsletter
- Logo and link on Cape & Islands United Way website

COLLABORATING SPONSOR \$2,000

- Sponsor recognition in promotions and in event video
- Dedicated social media posts
- Spotlight in e-newsletter
- Logo and link on Cape & Islands United Way website

CONTRIBUTING SPONSOR \$1,000

- Sponsor recognition in promotions and in event video
- Logo and link on Cape & Islands United Way website