



Tribute to Women  
of INfluence

eliminating racism  
empowering women

**ywca**

Bergen County

YWCA Bergen County  
112 Oak Street  
Ridgewood, NJ 07450  
201-345-4616

August 10, 2017

Dear Friend:

We invite you to take part in a very special YWCA Bergen County tradition by sponsoring or supporting our prestigious **Tribute to Women of INfluence (TWIN)**. TWIN gives businesses and organizations an opportunity to **honor their highest achieving women** and gather together to **network and celebrate success**.

#### Why participate in TWIN?

- TWIN honors women who have excelled in their fields and made significant contributions to their organizations and to their communities.
- TWIN salutes organizations whose policies and practices encourage high achievement by women and who promote equal advancement opportunities for women of diverse backgrounds.
- TWIN creates engagement opportunities for business and community leaders to meet, network, and celebrate the women of influence in their world.

Our **42nd celebration of TWIN honorees and sponsors** will take place on Thursday, **December 7, 2017** (8-10am) at **Maggiano's** Little Italy in Hackensack, NJ. Our wonderful **keynote speaker Melba Wilson**, founder of Melba's Restaurant in NYC, will explore how reinvesting in your local community is at the heart of success.

Sponsorship is available at **Impact level (\$2,500)** for companies who have up to 3 outstanding women to honor, and **Inspiration level (\$1,000)** for 1 honoree. Our **Influence level (\$250)** sponsorship is designed especially for small businesses and organizations without honorees.

We also invite supporters who wish to donate, advertise, and/or attend the celebration on December 7. Details are provided in this packet. Please contact me with any questions at 201-345-1911 or [harchontou@ywcabergencounty.org](mailto:harchontou@ywcabergencounty.org).

**A little history...** We started TWIN in 1975 as Tribute to Women and INdustry. Our program was so successful that YWCAs throughout the country and the world have adopted it. Back then, the term "career woman" was a relatively new one, and our purpose was to help our corporate partners recognize women on their staff who rose up through the ranks in a male-dominated business environment. Much about our world and women's place in it has changed, but women still grapple with issues of equal pay, equal opportunities, work-life balance, children, and career.

The **heart of TWIN remains to honor women of achievement and celebrate organizations like yours** that create cultures in which women can thrive. We look forward to having you take part in this time-honored tradition with us!

Sincerely,

Helen Archontou MSW, LSW  
Chief Executive Officer  
YWCA Bergen County

**YWCA IS ON A MISSION**



Tribute to Women  
of Influence

YWCA Bergen County  
42nd Annual Tribute to Women of INfluence (TWIN)  
Thursday, December 7, 2017 ♦ 8 am – 10 am

Maggiano's Little Italy  
The Shops at Riverside ♦ Hackensack, NJ

Individual Ticket: \$60

### Why Honor Outstanding Women and Support TWIN

- ♦ TWIN honors women who have excelled in their fields and made significant contributions to their organizations and to their communities.
- ♦ TWIN salutes organizations whose policies and practices encourage high achievement by women and who promote equal advancement opportunities for women of diverse backgrounds.
- ♦ TWIN creates engagement opportunities for top business and community leaders to meet, network, and celebrate the women of influence in their world.

## 2017 TWIN SPONSORSHIP

### IMPACT - \$2,500

- ♦ **Up to 3 Honorees** – Honoree profiles/photos included in TWIN program, on YWCA TWIN webpage, and in TWIN press releases
- ♦ **6 TWIN Tickets** (Additional tickets are available for \$60)
- ♦ **Organization** – Highlighted in YW November e-newsletter, on YWCA social media, and in press releases  
Logo will have premier placement at the TWIN event, on event-related communications, and on TWIN webpage
- ♦ **(201) Magazine Ad** – Your honorees and organization will be included in a post-event ad in this premium monthly magazine

### INSPIRATION - \$1,000

- ♦ **1 Honoree** - Honoree profile/photo included in TWIN program, on YWCA TWIN webpage, and in TWIN press releases
- ♦ **2 TWIN Tickets** (Additional tickets are available for \$60)
- ♦ **Organization** – Highlighted in YW November e-newsletter, on YWCA social media, and in press releases  
Logo at the TWIN event, on event-related communications, and on TWIN webpage
- ♦ **(201) Magazine Ad** – Your honoree and organization will be included in a post-event ad in this premium monthly

*Great for small businesses and organizations*

### INFLUENCE - \$250

- ♦ **Full-page Ad** in TWIN program (8" x 5" high-res jpg)
- ♦ **1 TWIN Ticket** (Additional tickets are available for \$60)

## MORE WAYS TO SUPPORT TWIN

**SUPPORT:** \$750 \$500 \$250 \$100 \$\_\_\_\_\_

Supporter of \$500 or more will be acknowledged in TWIN program and receive one ticket for each \$500 donated.

**ADVERTISE:** TWIN program  \$200 Full-page ad (8" x 5" high-res jpg)  \$150 Half-page ad (4" x 5" high-res jpg)  \$50 Shout-out (text only)

**BUY TICKETS:**  \_\_\_\_\_ tickets @ \$60 each = \$\_\_\_\_\_

Your Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Email completed form(s) and artwork (as applicable) to Mary Eastwood at [meastwood@ywcabergencounty.org](mailto:meastwood@ywcabergencounty.org)

Mail checks to YWCA Bergen County, 112 Oak Street, Ridgewood, NJ 07450 or call Mary at 201-345-4616 for payment options/questions.



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## IMPACT AND INSPIRATION SPONSOR FORM

### Organization Profile

<b>Sponsor Level</b> (check one)	<input type="checkbox"/> <b>IMPACT - \$2,500</b> <input type="checkbox"/> <b>INSPIRATION - \$1,000</b>
<b>Organization Name</b> (as it will appear in all materials)	
<b>Street Address</b>	
<b>City, State, Zip</b>	
<b>County</b>	
<b>TWIN Contact</b>	
<b>Email</b>	
<b>Phone Number</b>	
<b>Number of Employees</b>	
<b>President/CEO Name and Title</b> (as it will appear in all materials)	

Please provide **no more than six sentences** about your organization including mission, headquarters location, products and/or services, major divisions or offices, and any other pertinent information.

*Continued...*

## TWIN Honoree Profile

<b>Honoree Name</b> (as it will appear in all materials)	
<b>Title and Department</b>	
<b>Business Street Address</b> (if different from corporate)	
<b>City, State, Zip</b>	
<b>Phone Number</b>	
<b>Email</b>	
<b>Length of Employment with Organization</b>	
<b>Home Address</b>	
<b>City, State, Zip</b>	
<b>Cell Phone Number</b>	
<b>Undergraduate Degree and School Name</b>	
<b>Advanced Degree and School Name</b>	

Please provide a **brief summary (7-10 sentences)** of the honoree's key job responsibilities, significant contributions, and community service as you would like it to appear in the TWIN program.

Email completed forms, high-res company logo (eps, jpg), and high-res photo (jpg) of honoree to Mary Eastwood at [meastwood@ywcabergen.org](mailto:meastwood@ywcabergen.org) **no later than November 10, 2017.**

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