



 empow**HER**
INSPIRING CONFIDENCE, RESILIENCY & COMMUNITY.

2022 Sponsor Packet

#**YOU**gotthis





About empowHER

The empowHER Leadership Retreat began in 2016 as a grassroots initiative aimed at reaching young girls at the right time to teach skills to take on personal and professional challenges in their lives. Inspired by a tragedy when a talented life was taken too soon, *empowHER* was created to provide girls from various backgrounds with the tools to find confidence, passion and peace. We encourage you to take a moment to learn more about April's story on the next page in order to both honor her memory and share the motivation behind this amazing event.

With the help of sponsors, we're able to reach over 450 girls each year at our in-person events with a message of empowerment, resilience and confidence. Our participants are provided training and education designed to ensure they leave the retreat with the tools necessary to build on the skills learned during the day.

As you are aware, the past few years have been very challenging for everyone, including the volunteers, organizers and participants of *empowHER*. Like other events, we were unable to meet in-person for both our 2020 & 2021 events. However, our leadership team and amazing group of speakers rallied behind the mission to provide participants with **online sessions and handouts** as well as to touch base and send **empowHER bling** and **speaker worksheets** to more than 250 who signed up for the empowHER Leadership Retreat in April of 2020 and a full virtual event in the Spring of 2021.

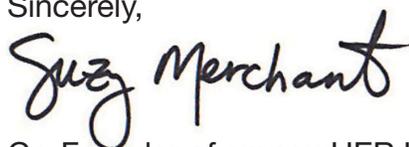
The excitement around empowHER 2022 has already begun. We are planning for our event and we want YOU to be a part of it. In celebration of our seven years of reaching young girls with empowerment and inspiration, building off from our online participation and in order to improve our ability to reach an even more diverse group of young women, we are pleased to announce an updated format for 2022.

This one-day retreat comes in response to participant feedback and will allow us to concentrate on the most effective sessions of the event for all age groups. In addition, we have worked diligently to create a safe environment for our participants while still keeping the content available in a compelling and interactive way.

With the help of sponsors like you, we reach girls from the 4th through 9th grades with support and education through our interactive workshops. EmpowHER participants embrace their strengths and differences, build their self-confidence and participate in giving back to their communities. There are a variety of different ways you or your company can help insure and empower our community's next generation of leaders and make sure they know - #YouGOTthis

Thank you for your consideration!

Sincerely,



Co-Founder of empowHER Leadership Retreat



empowHER mission: to save lives



The empowHER Leadership Retreat began in 2016 as a grassroots initiative aimed at reaching young girls at the right time to teach necessary skills to help them take on personal and professional challenges in their lives.

Inspired by a tragedy when a talented life was taken too soon, empowHER was created to provide girls from various backgrounds with the tools to find confidence, passion and peace.

Over the years, *empowHER* has grown from the initial retreat of 150 girls to the current maximum capacity of 450 girls. In 2019, the retreat filled to capacity in the first day of registration.

April's Story



April was born on April 28, 1998, in Pittsburgh. Family, friends and teammates have countless memories of how April made them laugh and never failed to brighten their day, whether she was clowning around with basketball friends, playing practical jokes on her sisters or spending time with her family.

When April took her own life at the young age of 16, this tragedy inspired a mission at empowHER to teach confidence, resilience and community to young girls when they most need it. April was an amazing girl with a powerful spirit whose life, sadly, ended too soon. Yet out of this tragedy, a new generation of girls will be able to learn and grow with the support of April's family and the honor of her legacy.



Registration charge
to attend:

\$25

Actual cost per
attendee:

\$170



2016	150 girls served	\$30K sponsorships	\$25K event cost
2017	300 girls served	\$60K sponsorships	\$55K event cost
2018	450 girls served	\$80K sponsorships	\$75K event cost
2019	450 girls served	\$90K sponsorships	\$75K event cost
<small>*due to the pandemic, both 2020 & 2021 saw a switch to an all-virtual event - numbers reflect this challenge</small>			
2020	102 unique on-demand views	\$36K sponsorships	\$41K event cost
2021	134 girls served	\$56K sponsorships	\$38K event cost

Demographic details for 2021:

- 34 percent of attendees identified as non-white.
- 15 spots (10 percent) were free for community organizations and underserved girls.
- 79 percent of our girls came from the tri-county area (Ingham, Eaton and Clinton counties), with 57 percent coming from greater Lansing.

2022 Ready to empowHER!

The 2022 empowHER Leadership Retreat is scheduled for April 23, 2022 and we are ready to share this event with our participants IN-PERSON! Expectations are high and we wouldn't have it any other way. We have learned so much about ourselves over the past two years and our participants and Leadership Team are excited to share this experience with you. If we have learned anything from a global pandemic, let it be that we can get through the toughest of times ourselves but we are **better together**.



2022 Retreat

June 25, 2022



2021 Sponsors

Empowerment Sponsors



Confidence Sponsors



April T. Bocian
Foundation

Resiliency Sponsors



Marty Gibbs
Hugh Brainard, M.D.

(need logo)
PNC Bank

(need logo)
Athena WIN

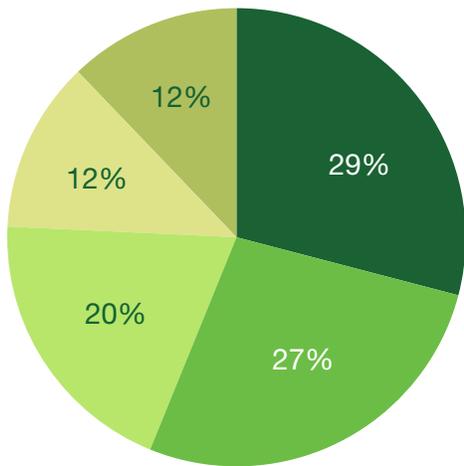
(need logo)
Hayhoe Asphalt Paving

Other Sponsors

- Edward D Jones
- Emergent BioSolutions
- Sparrow



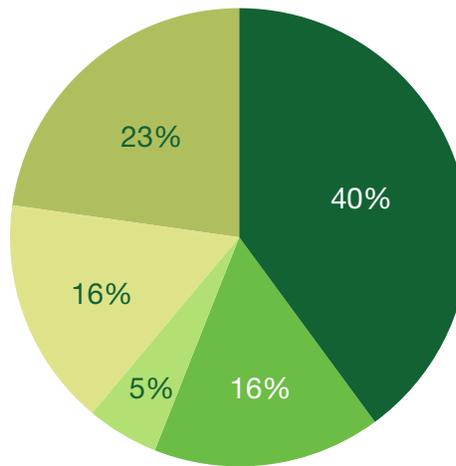
Revenue Sources



- \$10,000 and higher (Empower Sponsors)
- \$5000 (Confidence Sponsors)
- \$2500 (Resiliency Sponsors)
- Under \$2500 (Community Sponsors)
- Registration Fees (\$25/person)

Total Revenues for Budget = \$75,000

Expenses



- Facility and Event Fees (includes Breslin Center, AV, Custodial, Videography, etc.)
- Speakers
- Food and Beverage *Note: we have large in-kind donations for food provided at the event
- Registration, Event Internal & External Communication, Marketing & PR and Contract Services
- Event Materials and Attendee Gift Bags

Total Expenses for Budget = \$75,000

All figures based on 2019 historical data

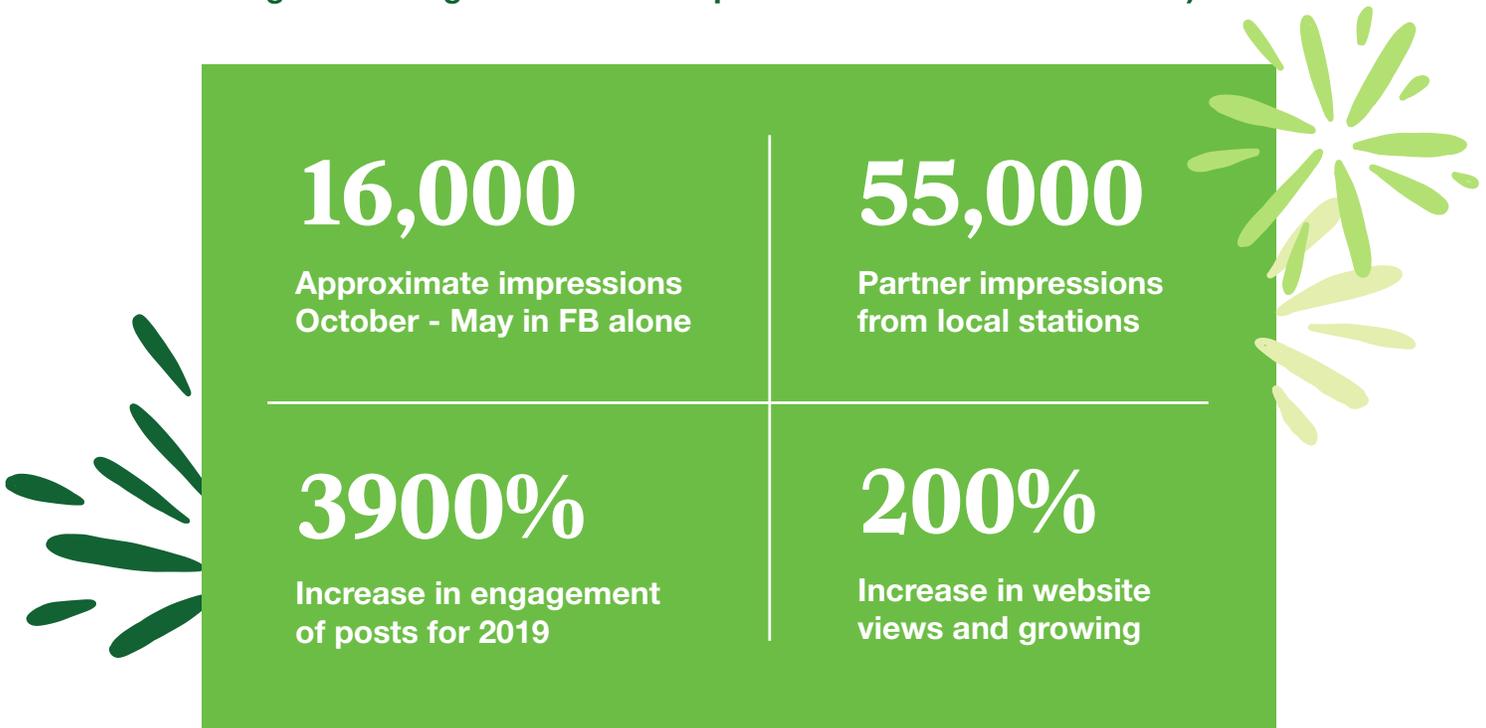
COVID-19 Response

- 250 packages sent to participants: packages included speaker worksheets, logo wear, information, sponsor recognition, and reach out
- Specialized content developed for online speaker series including downloadable worksheets for each participant
- Multiple email correspondences with participants to update and educate
- Mentor Facebook group utilized to correspond with mentors
- Facebook and Instagram campaign involving participants and families continued throughout the year



Advantages to Sponsorship

In addition to being a part of empowHERing 450 young girls, and the promised logo placement and sponsor recognition listed in the sponsorship packages, your logo and empowHER sponsorship is promoted through the following outlets (as shown as actual media and digital coverage in 2019 with expected increase of 50% in 2022):



In addition, the expected media coverage for our 2022 event will look similar to our last in person event:

Public Service Announcements on FOX 47, WLNS, and WLAJ both prior to registration and then, given that registration filled to capacity within 8 hours of opening, versus the expected week, the PSAs were edited and aired for an additional month to promote mentoring, volunteering and sponsorships.

Featured on:

WLAJ: five live interviews aired during day-one of the retreat

WLNS story | WILX story | Fox 47 story

Podcast:

Six part series state-wide on Michigan Business Network

WLNZ radio interview

WGVU Morning Show Grand Rapids (interview) Hype video

Interview videos (5)

Highlight video

facebook: empowHERretreat
instagram: empowHERretreat

www.empowherretreat.com



Sponsorship Levels

Title Sponsor: \$15,000 (1 available)

All benefits of Empowerment Sponsor, plus:

- Invitation for up to 12 guests for an MSU Women's Basketball home game and meet-and-greet with the team and staff during the next season (dates to be determined by basketball office)
- Public thank-you from the stage at the event and the opportunity to provide brief closing comments to families and attendees from the main stage

Empowerment Sponsor: \$10,000 (3 available)

All benefits of Confidence Sponsor, plus:

- Invitation to attend opening and closing ceremonies
- Logo included on digital promos outside Breslin Center
- Logo included in MSU Alumni Magazine ad

Confidence Sponsor: \$5,000 (6 available)

All benefits of Resiliency Sponsor, plus:

- Logo on back of event T-shirts
- Logo on empowHER website and in digital communication
- Thank-you post on empowHER social media channels
- Opportunity to include promotional item in attendee swag bags
- Logo featured on registration area sign
- Logo featured on Confidence Sponsor slide in event slide show

Resiliency Sponsor: \$2,500 (unlimited)

- Name listed on website, in eblasts and event program
- Name included on registration area sign
- Name included on Resiliency Sponsor thank-you slide during the event
- Opportunity to include promotional item in attendee swag bags
- Name listed in thank-you ad in a local magazine

This community event is not a program of MSU Women's Basketball.

Your Sponsorship Today Could Save a Life Tomorrow!



Sponsorship Contract



Organization Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Options:

- | | |
|--|--|
| <input type="checkbox"/> Title Sponsor: \$15,000 | <input type="checkbox"/> Empowerment Sponsor: \$10,000 |
| <input type="checkbox"/> Confidence Sponsor: \$5,000 | <input type="checkbox"/> Resiliency Sponsor: \$2,500 |

Payment:

- Check enclosed (please make check payable to Michigan State University)
Check will be mailed to: EmpowHER Retreat
 Berkowitz Complex, Suite 110
 Michigan State University
 534 Birch Road
 East Lansing, MI 48824
- Online credit card donation: For online credit card donations, please visit:
<https://givingto.msu.edu/2236>

For more information, contact: **Julie Dombrowski 517-243-2558 julied@msu.edu**

Michigan State University is a 501(c)(3) organization. Your sponsorship/donation is tax deductible to the fullest extent allowed by law. MSU's nonprofit ID is #38-6005984

Please note: Logos must be sent to Kristine Kletke at Kristine@pmsimarketinggroup.com by April 1, 2022, to be included on materials for the event. Files should be .ai, .eps or .pdf





“It’s wonderful that you’re able to put on such an amazing event for girls. **It reinforces what a lot of parents teach,** but the girls relate more when it’s not coming from us. My friends can’t wait to send their girls in years to come.”

“Leaders inspire others and influence outcomes. The empowHER retreat provided an opportunity for my daughter to see leaders in action, and **inspired her to be a role model for others.**”



“Both my daughter and I felt truly inspired after empowHER. It was amazing to see such an enthusiastic group of girls all learning together. **What a fantastic event to have in our community!**”

“My daughter is very shy and was extremely nervous to attend, but she felt safe and connected right from the beginning. **It was an incredible experience for her and her confidence!**”



Board Members



Suzy Merchant
Founder
MSU Women's
Basketball Head
Coach



**Julie Pagel
Dombroski**
Board Co-Chair,
Sponsor Chair, &
Event Co-Chair
MSU Women's
Basketball



Lydia Weiss
Board Co-Chair &
Content Chair
Preventive Outreach
& Education Dept.,
MSU



**Janelle
Manolakoudis**
Event Chair
AF Group



Renee Bush
Registration Chair &
Sponsor Co-Chair
MSU Federal Credit
Union



Ann Samuel Crain
Content Co-Chair
MSU College of
Arts and Letters



Kristine Kletke
Communications
Chair
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Group



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Shayna Allen
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TāmBwoy



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Sports Authority



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Operations Chair
MSU Broad College
of Business



Margaret Selasky
Board Operations
MSU Womens
Basketball



For questions, please feel free to contact our board chair, Julie Pagel Dombroski at: 517-884-7536





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