

# Open your PURSE 2007

## Sponsorship Package

Thursday, September 25, 2007  
The Ritz-Carlton Buckhead

**Presented By**  
Delta Air Lines  
ING



eliminating racism  
empowering women **ywca**

## About the Event

# Open Your Purse to the YWCA

### Honorary Chairs

Stephanie Blank, Trustee, The Arthur M. Blank Family Foundation

Lovette Russell, Community Volunteer

Sandee Bartkowski, Sandee O Photography

Rhonda Mims, JD, President, ING Foundation and Head of Community Relations



What could be more perfect than an evening at the prestigious Ritz-Carlton, surrounded by pretty purses and passionate women who believe all people should have a place to call home!!!

Open Your Purse is all about purses, passion and empowerment.

Stephanie Blank, 2006 event Co-Chair with Power of the Purse recipient Evelyn Hicks

Open Your Purse to the YWCA is a silent and live auction to benefit the YWCA and the Women in Transition program. In its third year, this event met with enormous success in 2006 — **exceeding fundraising goals by more than 100 percent**. More than 350 women attended last year's auction, a 25 percent increase from 2005, and helped raise more than \$75,000 for the organization. Atlanta's most creative social and fund-raising event, Open Your Purse truly speaks to the feminine spirits of **fun, fashion** and **compassion**, and provides the gift of shopping guilt-free, knowing that your donation is having a life-changing impact on Atlanta women.

In addition to featuring amazing purses donated by boutiques, designers and retail establishments world-wide, the event also recognizes a graduate of the YWCA's Women in Transition program with the **Power of the Purse Award**. The honoree is an exceptional woman who has completed the 18-month supportive housing program and overcome incredible odds to achieve success for herself and her family.

Exhilarating, emotional and entertaining, Open Your Purse is truly **THE** not-to-miss event of the season.

## 2007 Open Your Purse Fact Sheet

- Tuesday, September 25, 2007, 6:00 p.m. at The Ritz-Carlton Buckhead in the Grand Ballroom
- Attended by more than 350 of Atlanta's most prominent business, civic and social leaders
- Auction items include designer, name brand, hand-crafted and artist-inspired purses donated by boutiques and retail establishments from around the world
- Delta Air Lines, Saks Fifth Avenue and Macy's department store were among last year's top sponsors
- Featured designers included Chanel, Burberry, Isabella Fiore, Juicy, Cole Haan, Salvatore Ferragamo, Prada, Maya and Timmy Woods
- Unique purses from Atlanta-area boutiques such as BethAnn, Edie's and Tim Philbin Accessories.
- Event featured on Good Day Atlanta (Fox5), The Atlanta – Journal Constitution and The Atlanta Voice



Discovering a "got-to-have" bag can be so much fun



Couture is only half the story



Purses on a silver platter?  
Serve us up a double order!

\*Publication and media recognition may depend on donation size.

Contact (404) 527-7575 x 116 for additional information  
YWCA of Greater Atlanta  
[www.ywcaatlanta.org](http://www.ywcaatlanta.org)

\$25,000 Presenting Sponsor Level

- Reserved seating for 20 at the event
- Link to the sponsor website in the form of a banner ad on the YWCA website homepage
- Listing as "*Presented by sponsor*" on all promotional materials, including press releases, newsletters and signage.
- Logo on a quarter-page ad in the AJC
- Logo on invitations and e-mail communications
- Full-page ad in the auction brochure
- Logo on signage at the event

\$10,000 Formal Clutch Level

- Reserved seating for 10 at the event
- Link to the sponsor website in the form of a banner ad on the YWCA website homepage
- Logo on a quarter-page ad in the AJC
- Logo on invitations and e-mail communications
- Full-page ad in the auction brochure
- Logo on signage at the event

\$7,500 Baguette Level

- Reserved seating for 10 at the event
- Link to the sponsor website in the form of a banner ad on the event page of the YWCA website
- Sponsor name on a quarter-page ad in the Atlanta-Journal Constitution
- Sponsor name on invitations and e-mail communications
- Full-page ad in the auction brochure
- Listed on signage at the event

\$5,000 Satchel Level

- Reserved seating for 10 at the event
- Sponsor name on a quarter-page ad in the Atlanta-Journal Constitution
- A link on the event page of the YWCA website to sponsor's website
- Sponsor name on invitations and e-mail communications
- Full-page ad in the auction brochure
- Listed on signage at the event

\$2,000 Pouchette Level

- Reserved seating for two at the event
- A link on the YWCA website to sponsor's website
- Full-page ad in the auction brochure
- Listed on signage at the event
- *Diva Package*, which includes limo pick-up for ten prior to event, including champagne and chocolates, early arrival, and the first opportunity bid on purses.

\$1,250 Wristlet Level

- Full-page ad in the auction brochure
- Listed on signage at the event

OR

- A table for 10 at the event
- Listing in the event program

## About the YWCA



Founded in 1902, the YWCA of Greater Atlanta is a membership movement whose mission is to eliminate racism and empower women. We fulfill our mission with programs that empower Atlanta's women and girls through education, advocacy and unity. Strengthened by diversity, the YWCA draws together people who strive to create opportunities for women's growth, leadership and power to attain a common vision: peace, justice, freedom and dignity for all people.

### **Women in Transition and Supportive Housing**

Funds raised at the Open Your Purse Benefit and Auction will support the YWCA's Women in Transition (WIT) and Supportive Housing program, which provides quality temporary housing services for homeless women and their children. Qualified staff assist residents in creating individualized case plans to meet the goals and needs of their family. WIT advocates on behalf of each family and provides resources and referrals for long-term housing, healthcare, financial literacy, child care, job readiness and advanced employment and educational opportunities. The 18 month program also provides six months of quality aftercare services for clients who transition into self-sufficiency.

Other YWCA of Greater Atlanta programs include: Empowered Youth Entertainment Diversity Education Program, Early Childhood Education, KYDZONE After-School Program, TGI Tech, Financial Education, Membership and the Salute event, honoring the Academy of Women Achievers.