



Tribute to Women  
of INfluence

eliminating racism  
empowering women

**ywca**

Bergen County

214 State Street  
Suite 207  
Hackensack, NJ 07601  
201-345-4616

September 25, 2018

Dear Friend:

We invite you to take part in a very special YWCA Bergen County tradition by nominating an outstanding woman for 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 **43<sup>rd</sup> celebration of TWIN honorees and sponsors** will take place on Thursday, **December 6, 2018** (8-10am) at **Stony Hill Inn, Hackensack, NJ**. For information about TWIN visit: [www.ywcabergencounty.org/twin-tribute-to-women-influence/](http://www.ywcabergencounty.org/twin-tribute-to-women-influence/)

Sponsorship/Nomination opportunities are 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.

For additional ways to **support** our TWIN event on December 6<sup>th</sup>, see details below. Please contact me with any questions at 201-345-1911 or [harchontou@ywcabergencounty.org](mailto:harchontou@ywcabergencounty.org) or Lori Murray, Director of Development and Communications at [lmurray@ywcabergencounty.org](mailto:lmurray@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



Tribute to Women of INfluence

YWCA Bergen County  
43<sup>rd</sup> Annual Tribute to Women of INfluence (TWIN)  
Thursday, December 6, 2018 ♦ 8 am – 10 am

Stony Hill Inn  
231 Polifly Road ♦ 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.

## 2018 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
- ♦ **4 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 (5" x 8" high-res jpg)  \$150 Half-page ad (5" x 4" 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, 214 State Street, Suite 207, Hackensack, NJ 07601 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@ywcabergencounty.org](mailto:meastwood@ywcabergencounty.org) **no later than October 31, 2018**

Mail checks to YWCA Bergen County, 214 State Street, Suite 207, Hackensack NJ 07601  
or call Mary at 201-345-4616 for payment options/questions.

**YWCA IS ON A MISSION**