BRAVEWORKS

501C3 NONPROFIT AND SHOP

2023-24 ANNUAL SPONSORSHIPS

BraveWorks is a 501c3 nonprofit, launched in 2012 to empower women and families overcoming trauma and injustice.

We provide programs for women in Charlotte, and we partner with artisan projects in ten other countries.

Our revenue model includes earned revenue from the sale of the products made by our clients, whom we call artisans. These products also provide supplemental income for our artisans.

However, 60% of our revenue comes from traditional fundraising through sponsorships, grants, events, and donations.

Our sponsorship opportunities are included in this packet. Thanks in advance for your consideration!

1717 CLEVELAND AVENUE | CHARLOTTE, NC 28203 WWW.BRAVEWORKS.ORG



HELP MAKE US BRAVE.



\$25,000

- 1 shout-out via email with a reach of 18,000+
- 3 special volunteer opportunities, up to 15 people each
- 4 dedicated recognition posts on relevant social media and Instagram reach of 11,000+
- 2-hour private boutique shopping experience with wine and charcuterie, up to 50 guests
- 8 tickets to fall VIP reception
- · 2 tickets to our Becomina Brave sprina gala
- Logo in signage, website, and shop

\$20,000

- Spring Event Title Sponsorship including signage at event, on website, and in shop
- Opportunity to provide 1-2 minute welcome at Becoming Brave spring event
- 2 special volunteer opportunities, up to 10 people each
- 3 dedicated recognition posts on relevant social media and Instagram reach of 11,000+
- 2-hour private boutique shopping experience with wine and charcuterie, up to 50 guests
- 6 tickets to fall VIP reception
- 2 tickets to our **Becoming Brave** spring gala
- Logo in signage. website, and shop

\$15,000

- Special employee experience with option to participate in photo shoot or cultural awareness training
- Signature cocktail named after you/your company
- 2 special volunteer opportunities, up to 10 people each
- 2 dedicated recognition posts on relevant social media and Instagram reach of 11.000+
- 2-hour private boutique shopping experience with charcuterie, up to 50 guests
- 4 tickets to fall VIP reception
- 2 tickets to Becoming Brave spring gala
- Logo in signage. website, and shop

\$10,000

- Event recognition option including bar, marketplace, or artisan experience
- Signature cocktail named after you/your company
- 2 special volunteer opportunities, up to 10 people each
- 1 dedicated recognition post on relevant social media and Instagram reach of 11,000+
- 2-hour private boutique shopping experience with charcuterie, up to 50 guests
- 2 tickets to fall VIP reception
- 2 tickets to **Becoming Brave** spring gala
- · Logo in signage, website, and shop

\$5,000

- · Recognition on 4 minute video to be shared at Becoming Brave event and on social channels
- 1 dedicated recognition post on relevant social media
- · 2-hour private boutique shopping experience, up to 25 guests
- · 2 tickets to the fall VIP reception
- · 2 tickets to the Becoming Brave spring gala
- Logo in signage website, and shop

\$2,500

Becoming Brave - Celebrating 10 years

Come Journey With Us

Your sponsorship of our Becoming Brave gala supports our mission to transform lives from pain to purpose. Our sponsorship opportunities are unique in that they support programming costs as earned revenue covers our overhead.

In addition, your gift will provide recognition to you/your company at our spring 2023 Becoming Brave signature fundraising event as well as across all of our 2023 shop events that consist of mission-aligned activities and artisan interaction, as well as acknowledgment on our website, social channels, and Charlotte-based shop.

Our Becoming Brave gala will be held on March 22, 2023 at The Ruth with dinner, cocktails, inspiring programming, live music from Bentley, and more.

For questions, please contact Board member Emily Hak at Emily.Hak@insperity.com. Click here to complete our form.

- 1 dedicated recognition post on relevant social
- · 2-hour private boutique shopping experience up to 10 guests
- · 2 tickets to fall VIP reception
- 2 tickets to the **Becoming Brave** spring gala
- · Logo in signage, website and shop

\$1.000

- · Table for 8 people at the Becoming Brave spring gala
- · Recognition at your table

SILVER SPONSOR

BRONZE TABLE SPONSOR

ENGAGEMENT SPONSOR

PRESENTING SPONSOR **TITLE SPONSOR**

NAMING OPPORTUNITIES

Support women overcoming trauma and injustice by investing in our physical and digital spaces where our artisans' stories are told and their creations sold, fueling their development and transformation. Your company's mission-aligned support will be seen by the thousands of people who support, visit, and follow BrayeWorks.

Exclusive partnerships for naming rights include:



BraveWorks Shop



Transformation Space



Digital Marketing Channels

Website & e-newsletter -23,900 web visitors, 35% email open rate



Social Media

Instagram - 11K followers

585

ARTISANS SERVED IN 2021. 493

ARTISANS SERVED GLOBALLY 92

ARTISANS SERVED LOCALLY 41

GLOBAL AND LOCAL PARTNERS

13,000+

INSPIRED CREATIONS PRODUCED

\$100,000+

DIRECT SUPPORT TO ARTISANS 91%

ARTISANS HAVE MET OR ARE ON TRACK TO MEET THEIR GOALS

NAMING OPPORTUNITIES BRAVEWORKS SHOP

Support our artisans by investing in the brick and mortar shop where our artisans stories are told and their creations sold, fueling their development and transformation. Your company's branding will be featured in our BraveWorks' Shop, located in a Charlotte historic landmark home built in 1901, where more than 3,000 people visit annually to gather, shop, and volunteer while experiencing our beautiful mission-focused space.



The Exclusive partnership for naming rights to the BraveWorks Shop

\$30,000 Donation

12-Month Partnership

*or bundle with our Transformation Space \$45,000

Sponsor benefits include:

• Shop naming rights:

- Recognition on exterior at storefront entrance and above each interior Shop room
- Recognition throughout Shop (name/logo and partnership details in photo frames, inclusion on Artisan Story Cards included in bag with each purchase, and digital recognition on TV mounted in shop)
- Inclusion in any other print and/or digital promotion of the the physical shop (including in weekly newsletter with 18K+ distribution with 31% open rate)
- o Inclusion in "Sip and Shops" and marketplaces hosted onsite and throughout Charlotte and the southeast that attract over 1K people annually
- Name and logo on vertical banner advertising pop-up shop and other promotional material (including tablecloth, framed sign, and Artisan Story cards included with purchases).

• Employee engagement:

- Three special volunteer opportunities for up to 15 people each
- Employee volunteers can be models for photo shoots, events and product promotions twice per year

Promotion through digital and social channels:

- Featured on Our Supporters page on website www.braveworks.org/pages/our-supporters
- Four dedicated recognition posts on social media platform(s) of your choice

Other benefits:

- Two-hour private boutique shopping experience with wine and charcuterie for up to 50 guests
- 10 complimentary tickets to our fall VIP reception
- Branded swag can be used inside Shop (ex: pens at checkout or coffee cups with logo at coffee station, etc)
- First option to renew partnership after 12 months

NAMING OPPORTUNITIES

TRANSFORMATION SPACE

At BraveWorks, we believe that impactful connections and inspired creations lead to transformation, building economic confidence for the women and families we serve. Artisans emerge from programs and partnerships with us as confident contributors to society and with expanded social capital and momentum towards economic mobility. Inside our Transformation Space, located adjacent to the Shop at 1717 Cleveland Avenue in Charlotte, NC, a sign hangs that reads "You Belong Here", reminding our artisans that they are welcomed, loved and supported as we journey together through programming that will help overcome the injustice and trauma that has been experienced by the women and families we serve.



The Exclusive partnership for naming rights to the BraveWorks Transformation Space

\$20,000 Donation

12-Month Partnership

*or bundle with shop for \$45,000



"Because of the encouragement I get through BraveWorks, I feel like there's nothing I can't do"

~ Sheila, BraveWorks graduate

BraveWorks' Transformation space is where artisans gather to learn the skill development portion of our programming, led by our Artisan Production Supervisor. In addition, artisans, staff, and volunteer mentors meet here to guide the clients in personal and professional development through mentoring, professional and personal empowerment. Women are served across race, faith and national origin, with outcomes of cross-cultural reconciliation and unity. 200 people participate in programming annually in the Space, including staff, artisans and volunteers.

Additionally, this space is leveraged during donor and sponsor events, bringing total visitors to this space to over 3K people per year. Most visitors are women (75%) ages 18 - 50.

Sponsor benefits include:

• Transformation Space naming rights

- Recognition on exterior of building at Space entrance and above interior room.
- Recognition throughout the Space (name/logo and partnership details in photo frames, digital recognition on TV mounted in Space)
- Inclusion in any other print and/or digital promotion of the Transformation
 Space
- Presenting rights to quarterly "Story of Transformation", promoted through Blog and Newsletter

• Employee engagement

• Two special volunteer opportunities for up to 10 people each

• Promotion through digital and social channels

- Featured on Our Supporters page on website <u>www.braveworks.org/pages/our-supporters</u>
- Three dedicated recognition posts on social media platform(s) of your choice

• Other benefits:

- Two-hour private boutique shopping experience with wine and charcuterie for up to 50 guests
- Eight complimentary tickets to fall VIP reception
- First option to renew partnership after 12 months

NAMING OPPORTUNITIES

DIGITAL MARKETING CHANNELS

Support our work transforming the lives of our artisans by helping us grow our impact through digital marketing and promotions through our website and e-newsletter. Our website (braveworks.org) communicates more about our mission, features stories of our artisans, and is our primary driver of earned revenue through the sale of our products online. Annual website traffic is 33,677 visits by 23,900 unique individuals. 70% of web orders come from North Carolina, with the other two largest markets being Georgia and Texas. Our weekly e-blast communicates artisan stories and product promotion, and is sent to a distribution of 18K+ subscribers averaging a 35% open rate. Subscribers are customers, donors, volunteers, staff, corporate and community partners, and board members. Subscribers are 80% female, 35-60 years old and well educated.



The Exclusive partnership for naming rights to the BraveWorks digital promotional channels including the website and newsletter

\$15,000 Donation

12-Month Partnership

Sponsor benefits include:

Website

- Recognized on braveworks.org as exclusive web sponsor, including logo and link on either/both website header and footer. NOTE: To be co-designed by BW and sponsor to maintain brand standards for both organizations.
- Recognized on "Join our community" pop-up prompt to subscribe to the BW newsletter
- Dedicated page under "About Us" tab, describing sponsor / BW partnership / partnership announcement to be coauthored by sponsor and BW
- Featured on Our Supporters page

Newsletter

- Exclusive newsletter naming rights including logo and link in newsletter header. NOTE: To be co-designed by BW and sponsor to maintain brand standards for both organizations.
- Monthly content-sharing opportunity, featuring good work sponsor is doing in the community as it aligns with workforce development and/or empowering women (for either BW and/or other local organizations, as applicable)
- Possible cross-promotion of sponsor products and services (as applicable)

Other benefits:

• First option to renew partnership after 12 months

NAMING OPPORTUNITIES INSTAGRAM CHANNEL

Support our work transforming the lives of our artisans by helping us grow our impact through social media. Due to the visual and creative nature of our work, Instagram is Braveworks' most popular social media channel. Averaging 3-4 posts/ week, IG content showcases BraveWorks' artisans and products, where followers can read stories of impact, learn more about the mission, stay up to date on the latest BW news, and link directly to the online Shop.

11K+ followers who are 95.8% women & 36.6% of those women are ages 35-44.



The Exclusive partnership for naming rights to the BraveWorks Instagram @braveworksorg

\$12,000 Donation

12-Month Partnership

Sponsor benefits include:

- Recognized in bio as exclusive BraveWorks IG partner
- Recognized in and tagged on featured posts quarterly
- Link to website featured on LinkTree and also directly from IG Stories for applicable content (sponsor and BW to work together on shared content strategy)
- Employee engagement as traditional volunteers and/or specific to IG content (ex: employees can be models for IG posts, with sponsor recognition in post)
- Cross-promotional opportunities on other BraveWorks social media platforms like FaceBook and LinkedIn (as applicable)
- BW followers encouraged to follow sponsor on IG with quarterly shout outs
- First option to renew partnership after 12 months





























Click here to join us on this journey of transformation