



4word.®

10th Annual

GALAXY

February 22, 2025

*Sponsorship
Opportunities*







ABOUT 4WORD

4word exists to support and connect women in the workplace so that they can reach their God-given potential with confidence. We do this by fostering communities and cultivating authentic relationships through digital content, local groups, and our mentorship program.

THE EVENT

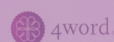
Join us for a special night as we celebrate a decade of impact at our 10th Annual Gala. The event will feature Paula Faris, award-winning journalist, best-selling author and speaker.

This highly anticipated event will bring together our community of supporters, leaders, and visionaries for an evening of inspiration, connection, and celebration. Our annual gala offers an exceptional opportunity for sponsors to engage with a dynamic audience, elevate brand visibility, and support our ongoing work to empower and uplift women in the workplace. Don't miss out on this incredible opportunity to elevate your brand's visibility and help make our 10th Annual 4word Gala an evening to remember!

KEYNOTE SPEAKER



PAULA FARIS
FORMER GOOD MORNING
AMERICA ANCHOR



AN EVENING WITH
STEPHANIE CHUNG
*9th Annual
Gala*

SATURDAY, FEBRUARY 24, 2024

Community & Network

96% of executive participants recommend 4word to their friends or colleagues

33 community groups around the globe

Presence in **50** states and **15** countries, showcasing a widespread and diverse network

**THIS INFORMATION IS BASED ON STRATIFICATION OF DATA



4 million

LIVES HAVE BEEN IMPACTED BY 4WORD SINCE 2011



1,800+

BLOG POSTS PROVIDING REAL-WORLD INSIGHTS.



over 100

PODCAST EPISODES OFFERING REAL TALK GROUNDED IN TRUTH

Mentorships & Leadership



90% of participants who complete the Mentor Program rate their experience as “Excellent” and would “Strongly Agree” that they would recommend the program to others.

892+ MENTOR/MENTEE PAIRINGS RESULTING IN LIFE-CHANGING OUTCOMES

51% OF 4WORD WOMEN HAVE BEEN ASKED TO LEAD A MAJOR TRANSFORMATION WITHIN THEIR COMPANY

53% OF 4WORD WOMEN HAVE PRIVATE OR PUBLIC BOARD EXPERIENCE, HIGHLIGHTING THEIR STRATEGIC IMPACT IN VARIOUS SECTORS

1 in 4 4WORD WOMEN REPORT RECEIVING PROMOTIONS SINCE JOINING 4WORD, DEMONSTRATING THE CAREER GROWTH FACILITATED BY OUR FAITH-BASED COMMUNITY.

30+ STRATEGIC PARTNERS COLLABORATING TO GROW AND EXPAND 4WORD'S REACH

1 in 2 OF THE WOMEN WE SERVE ARE WORKING MOTHERS, REFLECTING 4WORD'S COMMITMENT TO SUPPORTING WOMEN IN BALANCING THEIR PROFESSIONAL AND FAMILY LIVES.

“

“I have learned so much from 4word. What I've seen with women at 4word is that it is not 'outside of God's will' for a woman to have an impact in the workplace. I like that there is a balance between work and family.”

-Belinah Qaoka

4WORD MENTEE, SOUTH AFRICA

“80% of our employees are female so it's simple for us to support an organization like 4word that builds powerful, strong, ethical women who are taught to be authentic in the workplace. 4word has also put over 800 women through its mentorship program so it's a no-brainer for us to support an organization like that.”

-Reid Rasmussen

CO-FOUNDER & CEO, FRESHBENIES



TABLE SPONSORS

PRESENTING

\$50,000

- 3 tables of (10) Premier seating
- 4 seats at keynote speaker table
- 3 Mentor Program Scholarships
- 20 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- **Logo/Name listed as Presenting Sponsor recognition:**
 - Prominent listing
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Pre-event promo ads on 4word social media channels
 - Stage and program video
 - Event Press Release and video





TABLE SPONSORS

GOLD LEVEL

\$25,000

- 2 tables of 10 Premier Seating
- 2 Mentor Program Scholarships
- 10 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- **Logo/Name listed as Gold Sponsor recognition:**
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video
 - Event Press Release and video



SPONSORS WILL BE LISTED IN THE INVITATION IF INFORMATION IS RECEIVED PRIOR TO OCTOBER 29, 2024, AND FEBRUARY 1, 2025 FOR THE PROGRAM.



TABLE SPONSORS

EMERGING LEADERS

\$15,000

- 1 Table of 10 Select seating
- Opportunity to Invite 10 Emerging Leaders to attend the Gala
(on your own or 4word can identify emerging leaders to invite)
- 4 Mentor Program Scholarships
- 10 Invitations to the Executive Women's Brunch
- Logo/Name listed as Emerging Leaders Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video





TABLE SPONSORS

SILVER LEVEL

\$10,000

- 1 Table of 10 Select seating
- 1 Mentor Program Scholarship
- 5 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Silver Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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TABLE SPONSORS

BRONZE LEVEL

\$5,000

- **1 Table of 10 Select seating**
- **2 invitations to the VIP Reception** (includes Meet & Greet photo opp with keynote speaker)
- **Logo/Name listed as Bronze Sponsor recognition:**
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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EXECUTIVE WOMEN'S BRUNCH

\$25,000

SPONSORSHIP

Event Recognition and Benefits

- Opportunity to be the ***Exclusive*** sponsor for the 2025 Executive Women's Brunch prior to the 2025 Gala event.
- Full access to the executive level women and senior leaders in attendance at the brunch.
- Opportunity to interact with the guests in a way that showcases the work and impact of your organization.
- Private area designated with sponsor signage/branding
- Sponsor Logo included in QR code when guests post to social media
- Sponsor hashtag of choice
- 6 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker and the Honorary Gala Chair - Cynt Marshall, Dallas Mavericks CEO).
- Logo/Name listed as Gold Level Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

TESTIMONIALS GALLERY \$20,000

- Testimonial Photos of 4word women displayed in "art gallery" format each branded with sponsor logo, interactive and impactful
- Opportunity to meet and talk with the women being recognized
- Testimonials Gallery on display as part of the Welcome Reception near Silent Auction
- 6 Invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Testimonials Gallery Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

360 PHOTO EXPERIENCE \$20,000

- Named as the “Sponsor Name 360 Photo Experience”
- Area designated with sponsor signage/branding
- Fully interactive with guests
- Sponsor Logo included in QR code when guests post to social media
- Sponsor hashtag of choice
- 6 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as 360 Photo Experience Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

REGISTRATION

\$18,000

- Sponsor branding of registration area including full wrap of registration tables, signage
- Sponsor branded vinyl cling-on Up escalator in the registration area
- High visibility area for 4word guests, other hotel guests, staff, etc.
- 4 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Registration Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

VALET

\$15,000

- Custom branded with sponsor logo water bottles placed in vehicles upon departure
- Recognition as Valet sponsor on all print and digital collateral and signage (valet is complimentary for all guests)
- High traffic high visibility
- 4 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Valet Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

FLORAL

\$15,000

- Sponsor logo/branding tastefully incorporated into in floral arrangements displayed throughout the event (registration, reception and dinner tables, food & beverage service stations)
- Guests have opportunity to take the arrangements home
- 4 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Floral Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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ACTIVATION SPONSORS

SILENT AUCTION

\$10,000

- Named as “Silent Auction presented by Sponsor Name”
- Silent Auction Area designated with sponsor signage/branding
- Sponsor logo included on all silent auction items (online and at event)
- 2 invitations to the VIP Reception (includes Meet & Greet photo opp with keynote speaker)
- Logo/Name listed as Silent Auction Sponsor recognition:
 - All print, digital, online and at event collateral (invitations, communications, website, signage, and more)
 - Stage and program video



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THANK YOU!



CONTACT:

MELISSA HARRISON
PRESIDENT & EXECUTIVE DIRECTOR

917.608.4454

melissa@4wordwomen.org



PRESENTING SPONSOR

- **Event Recognition and Benefits**

- Prominent visibility at the 4word Gala
- Recognized as the Presenting Sponsor at the podium
- 4 seats at Keynote Speaker Table
- Invitation for twenty (20) to attend the Event
- Invitation for twenty (20) to attend the VIP Reception with Cynt Marshall, Mavericks CEO at The Omni Hotel (includes Meet & Greet photo opp)
- 3 Mentor Program Scholarships
- Logo/Name listed as Presenting Sponsor recognition
- Opportunity to showcase your company's commitment to creating excellent culture in today's marketplace and among key leaders.
- Opportunity to provide an auction item within 60-90 days of the event
- Prominent listing
 - All print, digital, online and event collateral (invitations, communications, website, signage, and more)
 - Pre-event promo ads on 4word social media
 - Stage and program video
 - Event Press Release and video





- **Corporate Branding rights:**

- 60 day use of sponsorship statement such as, “Excellent Cultures is a proud supporter of the 2025 4word Gala” throughout the Greater Dallas Metro Area
- Ability to tag advertising and marketing materials with Event Logo and sponsorship statement for 60 days throughout the Greater Dallas Metro Area
- Opportunity to provide an informational piece that is customized for Event attendees
- Company recognized as a “4word Champion,” a national recognition to all of 4word's members

- **Media Recognition and Benefits:**

- 2025 Event coverage on local, regional and national media.
- Excellent Cultures will be recognized as a Presenting Sponsor in all press releases and pre-event publicity associated with the event as donated by select media
- Presence in all media advisories – identified as the Presenting Sponsor
- Association with 4word, a major national women's Christian organization perceived positively by 98% of 4word's members
- Your company name/logo will be featured as the Presenting Sponsor on all event materials.



\$50,000 SPONSORSHIP

(WITH MULTI-YEAR OPTION AVAILABLE)