



## CHANGING LIVES AND IMPROVING THE COMMUNITY THROUGH INNOVATION

On April 12, 2019, Women's Fund of Hawai'i will host its annual **Tea & Champagne**. It is a fun-filled evening of fundraising and networking that features special tea, champagne, and delicious heavy pupu. In addition to the much anticipated Dessert Dash, Women's Fund of Hawai'i will utilize fundraising software that enables guests to raise funds and awareness. We invite you to join us by sponsoring this "technology" and dessert-driven social media networking event.

### ABOUT THE ORGANIZATION

*When women thrive, communities prosper.*

While many women are doing well in Hawai'i, far too many more women and girls in our state are not. Inequality in Hawai'i is pervasive. Programs to help women and girls exist, but many are not sufficiently funded. They, like the women and girls they serve, receive inequitable resources. This lack of funding for women's and girls' programs is not limited to Hawai'i. Throughout the country, programs serving women and girls receive only 4% of all philanthropic foundation dollars.

Women's Fund of Hawai'i was founded to provide funding to organizations serving women and girls. We are working towards a day when all women and girls in Hawai'i are safe, financially secure and empowered to participate fully in their communities.

## BOARD OF DIRECTORS

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## EVENT CHAIRS

Judy Bishop  
Courtney Wagner





Tea & Champagne utilizes a peer to peer fundraising tool and proven social media networking to increase donations and awareness. The cornerstone of the Swell platform begins with the Tea & Champagne website. This site helps us create a shared experience between attendees and online guests. This includes an interactive conversation supported by Facebook, Twitter and Instagram; and Leaderboards displaying the Top Fundraiser, Most Social and Top Table. This platform provides an interactive projection application that will be displayed during the event and serves as a central focus for activity and entertainment.

### THE DIFFERENCE

Swell's software solution enables the event to reach beyond its walls by creating a live, crowd funding event where attendees share donation links, photos and posts to raise funds and win the party. By using this software, Women's Fund of Hawai'i redefines the boundaries of an event's reach.

### FOR SPONSORS

Swell provides a most unique platform through which companies can engage guests far beyond traditional print media, programs or signs. Companies can support the work of Women's Fund of Hawai'i while simultaneously reaching thousands through social engagement. It's an event built on broad reach and conversation, with corporate sponsors becoming a critical piece of that network.

## TEA & CHAMPAGNE USES SWELL FUNDRAISING SOFTWARE TO EXPAND ITS DONOR NETWORK





## POTENTIAL EVENT REACH

Exceptional sponsor visibility for logos and names with outbound links on every page of the event website.  
The event website is utilized for ticketing, donations, leaderboard activity, and online conversation.

*See example from the 2018 event below:*

The screenshot displays the event website for the 2018 Women's Fund of Hawaii Tea & Champagne event. The header features a banner with the event title, date (May 10th), time (5:00PM), and location (The Kahala Hotel & Resort). Below the banner is a navigation menu with links: WELCOME, ABOUT IT!, WORK IT!, WIN IT!, and SPONSOR IT!. A social media bar includes links for Facebook (SHARE), Twitter (TWEET), and Email (EMAIL). The main content area is titled "LET'S CELEBRATE!" and features a collage of photos from previous events. To the right, a sidebar contains a "GIVE NOW" button, a "BECOME A SPONSOR" button, and a "TOTAL AMOUNT RAISED: \$142,767" section. Below this is a "THANK YOU TO OUR SPONSORS:" section, which includes a logo for Jenkins Eye Care.

**PRESENTED BY**  
**HILDGUND**  
FLAWLESS JEWELRY SINCE 1873.

**MAY 10TH | 5:00PM | THE KAHALA HOTEL & RESORT**

**WELCOME** **ABOUT IT!** **WORK IT!** **WIN IT!** **SPONSOR IT!** **f SHARE** **t TWEET** **e EMAIL**

**LET'S CELEBRATE!**

**GIVE NOW**

**BECOME A SPONSOR**

**TOTAL AMOUNT RAISED:**  
**\$142,767**

**THANK YOU TO OUR SPONSORS:**

**JENKINS EYE CARE**

On May 10, 2018, Women's Fund of Hawai'i will host its Annual Tea and Champagne event for the 12th year in a row. Last year's was a sold-out event that raised over \$160,000 for women and girls in Hawai'i. The celebration is a fun-filled evening of fundraising and networking that features special tea, champagne, delicious heavy pupu, cool prizes, and, of course, dessert!

Each ticket holder (or online guest) receives their own personal fundraising page through which s/he can support Women's Fund of Hawai'i, ask friends for support, and share the message. We'll keep score and see who can make the biggest impact on our community. Social media dialogue is consolidated on this website and the leaderboards (Top Fundraiser, Most Social, Dessert Dash) are updated every minute.

**DON'T FORGET TO TAG YOUR POSTS #TEA4GOOD AND LOOK FOR THEM BELOW!**

**FROM 2018**

**27,622** page views  
**364** tickets sold

# SPONSORSHIP LEVELS

## TITLE \$8,000

- Corporate logo prominently displayed on all event materials
- Company name included in our event web page label
- On event website:
  - Logo included with outbound link to company site
  - Logo visible to guests throughout the evening
  - Logo included on event tickets
- Your company or individual name on our **Program cover**
- Collateral at the event (produced by sponsor)
- Full-Page ad in the Tea & Champagne Program, due March 29, 2019
- Up to 2-minute promotional video and 1 full screen as (produced by sponsor) displayed during the event OR a brief speaking opportunity at event
- Recognition in WFH newsletter and all social media channels
- Promotional offer sent to guests before, during or immediately following the event
- Super premium table for 10 (includes party gift and more!)

## DIAMOND \$5,000

- Corporate logo prominently displayed on all event materials
- On event website:
  - Logo included with outbound link to company site
  - Logo visible to guests throughout the evening
- Collateral at the event (produced by sponsor)
- Full-page ad in the Tea & Champagne Program, due March 29, 2019
- Recognition in WFH newsletter and all social media channels
- Promotional offer sent to guests before, during or immediately following the event
- Premium table for 10 (includes party gift and more!)

## EMERALD \$3,000

- Corporate logo prominently displayed on all event materials
- On event website:
  - Logo included with outbound link to company site
  - Logo visible to live and online guests throughout the evening
- Half-page ad in the Tea & Champagne Program, due March 29, 2019
- Recognition in WFH newsletter and all social media channels
- Fun party gifts for each guest
- Terrific table for 10

## PEARL \$2,000

- Corporate logo prominently displayed on all event materials
- On event website:
  - Logo included with outbound link to company site
  - Logo visible to live and online guests throughout the evening
- Quarter-page ad in the Tea & Champagne Program, due March 29, 2019
- Recognition in WFH newsletter and all social media channels
- Fun party gifts for each guest
- Exciting table for 10

## ADDITIONAL OPPORTUNITIES

### DIVA \$1,500

- Fun party gifts for each guest
- Name your table
- Shout out in the Tea & Champagne program
- Glamorous table for 10

### TABLE FOR 10 \$1,200

### INDIVIDUAL TICKET \$125



PLEASE RESPOND BY MARCH 8, 2019

**SPONSORSHIPS** (please check one)

- ☐ Title \$8,000  
☐ Diamond \$5,000  
☐ Emerald \$3,000  
☐ Pearl \$2,000

**OPPORTUNITIES** (please check one)

- ☐ Diva \$1,500  
☐ Table for 10 \$1,200  
☐ Individual Ticket \$125

- ☐ Yes, I would like to sponsor a grantee to attend:

☐ Grantee Individual ticket (\$125 each)

☐ Airfare from the Neighbor Islands (\$200)

- ☐ Sadly, we're unable to attend, but please accept our tax-deductible donation to support women and girls in Hawai'i

**TOTAL: \$** \_\_\_\_\_

**PAYMENT METHOD** (please check one)

- ☐ CREDIT CARD / ONLINE  
Please go to our event website at [teaandchampagne.swell.gives](http://teaandchampagne.swell.gives) and select the "BECOME A SPONSOR" button

- ☐ CHECK  
Please make checks payable to:  
*Women's Fund of Hawai'i,*  
P.O. Box 438, Honolulu, HI 96809-0438  
Please list the Sponsor/Donor Name as it should appear in promotional materials:

\_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Sponsor Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**

Women's Fund of Hawai'i is a 501(c)(3) organization  
All donations are tax-deductible to the full extent allowed by law.  
Women's Fund of Hawai'i | [info@womensfundhawaii.org](mailto:info@womensfundhawaii.org) | 808-439-6388