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March, 2020

Dear Business Community Partner,

The Bay Area Women's Sports Initiative (BAWSI) will be transforming our annual May 1 fundraiser "Light Up the Night" to an exciting, interactive virtual event and we hope you will join us. While community safety is of the highest importance, we still need to raise the necessary funding to bring our programs to the 1,200 children who depend on us each school year. We know that sports and activity help kids develop resilience and confidence and most importantly, it provides a healthy outlet during stressful times. BAWSI programs will be needed now, more than ever, once this health threat subsides.

BAWSI serves young girls from underserved communities and children with disabilities who have the least access to the health benefits and life lessons learned in sport - lessons that contribute to higher rates of graduation and avoidance of riskier behaviors, to name just a few. For the past 15 years, BAWSI has provided free afterschool programming at schools in underserved communities in the Bay Area and we are determined to continue this work after COVID-19.

At BAWSI, we believe that all children have the right to engage in high-energy physical activity and benefit from all its inherent benefits. **We hope we can count on your support with a sponsorship. Special, one-time sponsor benefits include logos on 1,200 BAWSI Girls and BAWSI Rollers shirts for the 2020-2021 school year (this is a 1<sup>st</sup> time opportunity), and your logo on our school banners that garner a minimum of 300,000 impressions per school year. Sponsorships range from \$1,250 to \$15,000 and represent a vital investment in helping BAWSI continue our commitment to Silicon Valley's most vulnerable children.**

Thank you in advance for your consideration.

Sincerely,



Jen Fraisl  
Co-CEO



Jennifer C. Smith  
Co-CEO



## 2020 BAWSI's Light Up the Night

Date: May 1

### Sponsorship Benefits

Sponsor Levels and Benefits	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Friends of BAWSI \$2,500	BAWSI Advocates \$1,250
Logo on podium for Live Stream (Short presentation and live auction will be streamed virtually)	X				
15 second pre-recorded spot on live auction stream of why you support BAWSI	X	X			
Social media mentions before and after event	X	X	X	X	X
Entries for VIP drawing for athlete celebrity signed merchandise	20	20	10	5	2
<b>Year-round BAWSI Program visibility</b>					
Listing on Banners put up at up to 12 school sites with a minimum of 300,000 views/school year	Logo	Logo	Sponsor name		
Sponsor acknowledgment on back of BAWSI Rollers and BAWSI Girls Shirts (approximately 1,200 shirts)	Premium location of Logo	Premium location of Logo	Logo	Sponsor name listed	

***ACTIVE LIVES, EMPOWERED FUTURES!***

***Confirm your commitment by contacting us at 408-247-2544 or [sherri@BAWSI.org](mailto:sherri@BAWSI.org)***

