



ROSE CITY SUMMIT
JUNIOR LEAGUE OF PORTLAND, OR

WOMEN & MONEY

Build Community, Build Wealth

ROSE CITY SUMMIT 2022
A Junior League of Portland Fundraiser

ROSE CITY SUMMIT OVERVIEW

The 2022 Rose City Summit will be held virtually on April 29, 2022.

The mission of the event is to create an impactful day that inspires attendees to dig deep into a conversation around women and money. We'll explore biases, cultural narratives, and research around this topic. We'll look at the link between building wealth and building community, and how we can all use our financial resources to reflect our values. We are pleased to welcome **Tori Dunlap of Her First \$100k** as our Keynote Speaker.

Did you know?

- [5x more](#) women than men live paycheck to paycheck, without an emergency fund.
- Women are [80% more likely](#) to be impoverished in retirement.
- 60% of white US households [hold stocks](#), which is double that of Black US households.
- In 2018, 72% of white households [owned homes](#), compared to 41% of Black households and 47.5% of Latinx households.



Benefits of Supporting the Rose City Summit

Your sponsorship of the Rose City Summit goes directly to developing the potential of women in the Portland metro community.

Rose City Summit proceeds support a number of Junior League of Portland partners and programs, whether it be non-profit board certification, hands on volunteering, or Diversity, Equity and Inclusion training.

Your support of this year's event is a testament to the importance of financial literacy and education with a focus on people and groups who have historically been underrepresented in this conversation.



ROSE CITY SUMMIT
JUNIOR LEAGUE OF PORTLAND, OR



ROSE CITY SUMMIT JUNIOR LEAGUE OF PORTLAND, OR

About the Junior League of Portland

The Junior League of Portland (JLP) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. JLP is a 503(c) nonprofit organization. The Junior League of Portland, Oregon welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

<https://www.jlpx.org/about/>

About the Rose City Summit

The Rose City Summit (RCS) is an educational and inspirational event designed to bring together diverse voices on topics that matter. The Rose City Summit is a fundraising event that supports the projects of the Junior League of Portland, a 503(c) nonprofit organization. RCS 2022 will gather financial education experts and ask, why does financial confidence and freedom for women matter, and how does it impact the communities we build?

<https://rosesummit.org/>

About Event Proceeds

The Rose City Summit is a fundraising event that supports the projects of the Junior League of Portland, a 503(c) nonprofit organization. The Junior League of Portland partners with community organizations to support their needs through providing volunteers and financial resources.

<https://www.jlpx.org/about/>

SPONSORSHIP LEVELS*

The Champion	The Advocate	The Ally	The Supporter	The Friend of The League
--------------	--------------	----------	---------------	--------------------------

Closing Keynote Speaker Sponsor
\$20,000

Food and Beverage Sponsor
\$15,000

Online/Virtual Platform Sponsor
\$10,000

Opening Keynote Sponsor
\$10,000

Networking Session Sponsor
\$5,000
Panel Session Sponsor
\$5,000
Training Sponsor
\$4,000

Social Media Advertising Sponsor
\$2,500
Promotional Sponsor
\$2,500
Swag Sponsor
\$2,500

Virtual Table Sponsor	In Kind
-----------------------	---------

\$1200 - *VIP Tables*
\$1000 - *Premium Tables*
\$760 - *General Tables*

As an in-kind sponsorship partner, you will receive benefits equitable to the sponsorship.

*See Appendix for Detailed Information on sponsorships

SPONSORSHIP LEVELS*

Champion
\$20,000

Advocate
\$15,000

Ally
\$10,000

Supporter
Up to \$5,000

Friend of the League
\$2,500

Virtual Table Sponsor

Sponsorship Options	Champion \$20,000	Advocate \$15,000	Ally \$10,000	Supporter Up to \$5,000	Friend of the League \$2,500	Virtual Table Sponsor
Closing Keynote Speaker		Food and Beverage	- Virtual Event Platform - Opening Keynote	- Networking Session - Panel Session - Training Session	- Social Media - Podcast - Swag	VIP - \$1,500 Premium - \$1,000 General - \$500
Recognition in all marketing materials	Presenting	Premier	Premier	Premier	Listing	Listing
Full Access tickets to the event	16	8	6	4	2	8
Reserved Virtual Tables	2	1	1	1	1	1
Invitation to provide welcome remarks	✓	✓				
Event Program Ad	Full page	Full page	Half Page	Quarter Page	Quarter page	Listing
Event Day Logo Recognition	Zoom Background	Premier	Listing	Listing	Listing	Listing
Listing on Rose Summit Website & JLP Annual Report	Premier	Premier		✓	✓	✓

CONTACT US



ROSE CITY SUMMIT
JUNIOR LEAGUE OF PORTLAND, OR

For Information on Corporate Sponsorships, please contact

Melissa Paradise, Fundraising Vice Chair

summitprocurement@jlpdx.org

For information on Corporate Table Sponsorships and In-Kind Sponsorships contact:

Veronica Ocejo Johnson, Fund Development Director

fund@jlpdx.org

The Junior League of Portland, OR

P.O. Box 25072

Portland, OR 97298-0072

<https://www.jlpdx.org/>

info@jlpdx.org

APPENDIX

VIP Partnership Levels \$150 Ticket Level

The following top-level partnership opportunities deliver the greatest impact and valuable benefits before, during and following the Rose City Women's Summit. Each opportunity will be customized to meet your specific goals and areas of interest for participating in the event:

CHAMPION: *\$20,000 minimum spend in financial contributions*

As a champion, you will receive the highest visibility and most prominent marketing recognition across the entire event. You will also have a choice to provide brief remarks during the keynote luncheon, morning training and your brand will be seamlessly aligned with the Rose City Summit. Custom benefits for Champion Partner may include:

- Recognition as Champion with "Presented by" status in all printed and online marketing
- Sixteen (16) tickets with full access to the event
- Two (2) Reserved tables at the luncheon and the morning training (8 seats per table or 2 tables of 4 should social distancing be required)
- Company executive may provide welcome remarks during morning training
- Full page Company ad in program book
- Big screen & Exhibit Hall logo recognition during breaks day of event
- Champion listing on Rose Summit Website

ADVOCATE: *- \$15,000 minimum spend in financial contributions*

As an advocate, you will have a choice to receive maximum exposure at the morning training and provide remarks during the session. Your brand will also have in the pre and post-event marketing campaign. Custom benefits for the advocate may include:

- Recognition as Advocate partner and prominent inclusion in all printed and online marketing
- Eight (8) tickets with Full Access to the event
- One (1) Reserved table and morning training
Company executive may provide welcome remarks during morning training
- Full page Company ad in program book
- Meet and greet with Junior League senior leadership
- Big screen & Exhibit Hall logo recognition during breaks day of event
- Advocate listing on Rose Summit Website

APPENDIX

Premium Partnership Levels: \$125 Ticket Level

The following partnership opportunities deliver the great impact and valuable benefits particularly, during and following the Rose City Women's Summit. Each opportunity will be customized to meet your specific goals and areas of interest for participating in the event:

ALLY: \$10,000 minimum spend in financial contributions. As an ally, you will serve as a participating sponsor of two or three individual sponsorships totaling \$10,000. Your brand will have inclusion in the pre and post-event marketing campaign. Custom benefits for Ally may include:

- Recognition as Ally and inclusion in online marketing.
- Eight (8) tickets with Full Access to the event
- One (1) Reserved table at the luncheon
- Big screen logo recognition during breaks day of event
- Ally listing on Rose Summit Website

SUPPORTER - \$4,000 minimum spend in financial contributions. As a supporter you will receive day-of brand exposure. Custom benefits may include:

- Four (4) Premium Level tickets with Full Access to the event
- Four (4) Reserved Premium Level tickets to the luncheon
- Big screen logo recognition during breaks day of event
- Supporter recognition on the Rose Summit Website

FRIEND of the LEAGUE - \$2,000 minimum spend in financial contributions.

As a community partner, you will receive general recognition during the event. Custom benefits may include:

- Two (2) Premium Level tickets with Full Access to the event
- Two (2) Reserved Premium Level tickets to the luncheon
- Big screen logo recognition during breaks day of event
- Friend of the League Sponsorship listing on the Rose Summit Website

VIRTUAL TABLE SPONSOR OPTIONS

Custom benefits may include

- Eight (8) VIP, Premium or General Level tickets with Full Access to the event
- Big screen logo or name recognition during breaks day of event
- Table Sponsor listing on Rose Summit Website

IN KIND SPONSOR OPTIONS

As an in-kind sponsorship partner, you will receive benefits equitable to the sponsorship.

In-Kind sponsorships under \$250 will not receive a ticket benefit. All in-kind sponsorships will be individually negotiated.

The Champion

The Advocate

The Ally

The Supporter

**The Friend of
The League**