

STAR PARTY

Jeannette Rankin
WOMEN'S SCHOLARSHIP FUND

STAR PARTY 2020

HELP A SCHOLAR BE A STAR

THURSDAY
NOVEMBER
5, 2020



PRESENTED BY



ASSURANT®

STAR PARTY 2020

NOVEMBER 5, 2020



To our potential community partners-

On behalf of the Jeannette Rankin Women's Scholarship Foundation (JRF), we are writing to request your support for our Scholars while we celebrate your organization. **We invite you to sponsor the 2020 STAR Party and empower women to shine!**

On November 5th, 2020, JRF will be hosting our STAR Party completely online. It's a fun virtual cocktail hour fundraising event, with compelling Scholar stories, an engaging video game, and a big focus on social media and peer-to-peer fundraising for guests. We all work together to raise as much money as possible to fund the scholarships that the JRF distributes to incredibly deserving women.

The nature of the STAR Party provides the potential for exponential reach through this event. If you're looking for a great way to get your organization's name out there in the Athens community while supporting an incredible cause, this is it! In prior years, our event produced incredible reach via social media and website connections.

- The 2019 event website had nearly **37,000 visitors**.
- 2019 event related social media reached over **80,000 people**.

Each STAR Party sponsor's logo and direct website link will be added to our event website and featured on social media, which means your organization will benefit from the traffic we receive! You also will be highlighted during the event, with a crowd of more than 250 philanthropists from the Atlanta community.

The proceeds from the STAR Party will go towards furthering our mission of providing scholarships and support to low-income women aged 35 and older across the U.S. to build better lives through post-secondary education. Since JRF was founded in 1976, we have provided more than 1,300 scholarships valued at \$3 million to 1,000 women nationwide.

Did you know that a woman with a Bachelor's Degree makes an average of \$822,000 more over her lifetime than a woman with just her High School Diploma? College education is the single best way for a woman to break the cycle of poverty, and JRF Scholars are doing just that! This last year, 91% of JRF Scholars either graduated or kept working towards their degrees, while the national average is only 31%!

We hope you'll join us as a sponsor for the 2020 STAR Party. With every dollar given, you help open the door to education for women who are determined to work and earn a better life for themselves and their families. Please review the enclosed sponsorship opportunities and become a sponsor today!

Sincerely,

Karen Sterk, JRF Chief Executive Officer

JRF is a 501(c)3 charity; donations are tax deductible as allowed by law and gift acknowledgments will be provided.



SPONSORSHIP LEVELS

STAR PARTY 2020



COSMOS (\$25,000)

- Company name included in the event webpage label and header image
- Corporate logo prominently displayed on all event materials, especially event website
 - Logo included on Sponsorship Page with outbound link to company site
 - Logo visible to online guests throughout the event
 - Logo included on electronic event tickets and invitations
 - Logo included on all event images for social media sites
- One full screen ad displayed during the event
 - Ad also shared on social media channels before, during, or following event
- Recognized in JRF Newsletter, emails, and all social media channels
- Promotional offer sent to Star Party guests before, during, or immediately following event
- Tagged and mentioned on all social media posts related to the event
- Receive 24 complimentary tickets to the event

GALAXY (\$10,000)

- Corporate logo prominently displayed on all event materials, especially event website
 - Logo included on Sponsorship Page with outbound link to company site
 - Logo visible to online guests throughout the event
 - Logo included on electronic event tickets
- One full screen ad displayed during the event
 - Ad also shared on social media channels before, during, or following event
- Recognized in JRF Newsletter, emails, and all social media channels
- Promotional offer sent to Star Party guests before, during, or immediately following event
- Tagged and mentioned on all social media posts related to the event
- Receive 24 complimentary tickets to the event

MILKY WAY (\$5,000)

- Corporate logo prominently displayed on all event materials, especially event website
 - Logo included on Sponsorship Page with outbound link to company site
 - Logo visible to online guests throughout the event
- Recognized in JRF Newsletter, emails, and all social media channels
- Promotional offer sent to Star Party guests before, during, or immediately following event
- Tagged and mentioned on all social media posts related to the event
- Receive 16 complimentary tickets to the event

CONSTELLATION (\$2,500)

- Corporate logo prominently displayed on all event materials, especially event website
 - Logo included on Sponsorship Page with outbound link to company site
 - Logo visible to online guests throughout the event
- Recognized on JRF social media channels and in JRF Newsletter
- Tagged and mentioned on all social media posts related to the event
- Receive 16 complimentary tickets to the event

SUPER NOVA (\$1,000)

- Corporate logo prominently displayed on all event materials, especially event website
 - Logo included on Sponsorship Page with outbound link to company site
 - Logo visible to online guests throughout the event
- Recognized on JRF social media channels
- Tagged and mentioned on all social media posts related to the event
- Receive 8 complimentary tickets to the event



Economic Impact



Jeannette Rankin
WOMEN'S SCHOLARSHIP FUND
Empowering Women Through Education

of Educating Single Mothers

Data from the Institute for Women's Policy Research (IWPR) iwpr.org

Jeannette Rankin Women's Scholarship Fund provides scholarships and support to low-income women aged 35 and older across the U.S. to build better lives through post-secondary education.

Single mother's expected total lifetime earnings based on education



2 million

single mother students in the US today



nearly **9 out of 10** single mothers pursuing a college degree have incomes at or near the federal poverty line




75%

of JRF Scholars are single mothers



3

 biggest factors for student mother success are:

-  **1:** Access to quality childcare.
-  **2:** Supportive services - i.e. case management/coaching.
-  **3:** As little as \$2,000 "extra" a year to help with non tuition expenses

\$400,000,000 =

estimated economic impact in terms of income for all **640 JRF Scholars** that have graduated in the last **44 years**. Our investment over the past 44 years has been



\$3,250,000

Currently enrolled single mothers expected to earn a BA pay roughly **\$6.6 billion** more in taxes over their lifetimes than those with just HS.

\$19.9 billion

 The amount of public assistance that the currently enrolled single mother students who earn degrees or some college credit is expected to save society.