

YES! COLUMBUS PRESENTS

Cheers to Success!

Join us as we celebrate a successful year of social impact, philanthropy and professional growth!

DECEMBER 3, 2019 | SEVENTH SON





What is YES! Columbus?

YES! Columbus is Central Ohio's most prominent and benevolent community of professional women. Standing for Young Executives for Success, the YES! mission is twofold: to create positive, lasting and powerful change toward the economic and professional advancement of women in our community and to support each other as we advance in our own careers and entrepreneurial endeavors.

Brought together to champion the mission of Dress for Success Columbus, our community enjoys access to professional development opportunities such as networking events, speaking and panel engagements, and wellness classes. Our community members also contribute to the efforts of DFS Columbus by volunteering their time at the boutique, donating funds, acting as mentors for Dress for Success clients, and being powerful advocates for the economic and professional advancement of women in their everyday lives. Women supporting women is not just a catchy phrase, it's what we do.



The YES! Columbus Impact



2,000 +
Volunteer hours served by our community per year



\$20,000 +
Projected money raised for Dress for Success Columbus in 2019



50 +
Professional development, networking, and wellness events hosted per year



3,000 +
Members of our community, all professional women between the ages of 22-45

All proceeds benefit



DRESS FOR SUCCESS®
COLUMBUS

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YES! Columbus invites you to join us for our annual extravaganza celebrating a successful year of social impact, philanthropy and professional growth!

Investment Opportunities

As a sponsor of Cheers to Success, you will make a tax-deductible contribution to Dress for Success Columbus. We work to empower women to achieve economic independence by creating a network of support, providing professional attire and offering development tools to help women thrive in work and in life.

Build brand recognition and increase sales by being our partner in empowerment and aligning your company with the missions of Dress for Success and YES! Columbus. The YES! Community consists of over 3,000 individuals who fall into the highly-coveted marketing segment of professional women between the ages of 22 to 45 in Columbus. See below for reach projections your investment will return!

Event Market Reach

Organic, In-Person (via mailers, flyers, e-mail, partner marketing efforts)	Organic Social (via our Instagram, Facebook, and LinkedIn)	Paid Social (via paid ads on Instagram, Facebook, and Influencer Promotions)	Total Reach
20,000+	70,000+	50,000+	80,000+



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Investment Opportunities Continued...

Barrel Sponsor - \$2,500



- 25 Tickets to event
- Prominent logo placement on all event material
- Prominent logo placement on YES Website for one year
- Opportunity to be named sponsor of Photobooth or other Entertainment at event
- Opportunity to include gift item, coupon or company ad in attendee swag bags
- Featured on YES! Instagram, Facebook and LinkedIn
- Custom-designed, paid Instagram or Facebook ad thanking you for your generous sponsorship

Bottle Sponsor - \$1,000

- 10 Tickets to event
- Logo placement on all event material
- Logo placement on YES Website for one year
- Opportunity to include gift item, coupon or company ad in attendee swag bags
- Featured on YES! Instagram, Facebook and LinkedIn
- Paid Instagram ad featuring you and the other Rosé Level sponsors

Glass Sponsor - \$500

- 6 Tickets to event
- Company listed on all event material
- Company listed on YES Website for one year
- Opportunity to include gift item, coupon or company ad in attendee swag bags
- Featured on YES! Instagram, Facebook and LinkedIn

Sip Sponsor - \$250

- 4 Tickets to event
- Company listed on all event material
- Company listed on YES Website for one year
- Opportunity to include gift item, coupon or company ad in attendee swag bags
- Featured on YES! Instagram, Facebook and LinkedIn



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BUT WAIT! There's more...



12 Bars of Charity Bar Crawl

Additional \$500 Investment - only 6 available!



YES! Columbus has been asked to participate in this year's "12 Bars of Charity" Bar Crawl. This fun event attracts people of all ages to be chartered around the Short North visiting participating bars, all in the name of charity. Ticket proceeds from this event will be donated to Dress for Success Columbus.



Area businesses have the opportunity to be involved by purchasing ad space on our team's sweatshirts. YES! Columbus is projected to sell over 200 tickets, with the event participation projected at over 2,000. This sponsorship opportunity pairs well with your Cheers to Success sponsorship as the bar crawl is one week after Cheers to Success, thereby reinforcing your support of our organization while your company is still at the front of our community members' minds. Because of the participation of 11 other well-known charities, the potential market reach of this event is expected to be over 100,000.

After Party Sponsor

Want to help us keep the party going? Your bar or restaurant can choose to be our "After Party Sponsor" by donating a portion of your bar sales from the evening to Dress for Success Columbus. We're happy to work with you on a donation and marketing structure that fits your company's needs.

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CONTACT US



<http://yes.dfscmh.org>



yes@dfscmh.org



[@yes_columbus](https://www.instagram.com/yes_columbus)



[@yescolumbus](https://www.facebook.com/yescolumbus)

THANK YOU!

YES! Columbus thanks you for considering a sponsorship of our signature event, Cheers to Success! We are committed to working on your behalf and showing you the best our community has to offer.

Your generous support of Dress for Success will positively affect the financial and professional lives of thousands of women in our community. By supporting YES! Columbus, your organization is telling the world that you support the economic and professional advancement of women. A partnership with YES! will position your brand directly in front of a coveted marketing subset right here in Columbus, Ohio. Your philanthropic and promotional impact truly does not get more direct. Thank you for your interest in working with YES!... and CHEERS to our mutual SUCCESS!



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