



2023 Lunch To  
**EMPOWER**  
**GLOBAL** **WOMEN**

A photograph of a smiling woman with a vibrant pink and purple headwrap, holding a young child in a floral dress. They are outdoors in a bright, natural setting. The woman is wearing a grey and white striped polo shirt. The child is pointing towards the camera.

**SPONSORSHIP OPPORTUNITY**

## Who We Are

Self-Help International is a proudly Iowa-based and highly effective international development organization that has been dedicated to alleviating hunger by helping people help themselves since 1959. Self-Help International serves families in rural villages in Ghana, West Africa and Nicaragua, Central America. Self-Help International isn't a relief organization - its focus is on giving a "hand up" rather than a "hand out" to help people improve their quality of life with dignity.

Self-Help International's events draw people from across Central Iowa and bring together some of the area's most experienced professionals in fields as diverse as agriculture, education, retail, and finance.

## Improving Lives With Dignity

Self-Help International focuses on bettering livelihoods by:

- **TEACHING RURAL FARMERS** better agricultural practices to improve crop yields and help them grow more nutritious food.
- **EMPOWERING WOMEN** by providing business training and micro-credit loans so they can reinvest their income in their families.
- **IMPROVING NUTRITION** by promoting school feeding programs and by sharing information on maternal-infant nutrition with new and expecting mothers.
- **EDUCATING GIRLS** with Teen Girls Club focused on keeping girls in school.
- **IMPROVING HEALTH** through clean water and sanitation programs.



Self-Help International also works to inform Iowa about global poverty and hunger by doing educational outreach to religious institutions and schools.

## Why Sponsor an Event?

Your support will enable Self-Help International to reach more individuals, families, and communities in Ghana and Nicaragua; provide the funding and resources to continue training opportunities focused on sustainability and skillbuilding; and help Self-Help International teach more people in Iowa about the impact of global poverty.

- **MAKE AN IMPACT** in Iowa and abroad.
- **HELP PEOPLE HELP THEMSELVES** in Ghana and Nicaragua by funding empowering trainings and opportunities.
- **INCREASE** your brand exposure and elevate your company's identity within the Des Moines community and across Iowa.
- **STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees, and local residents.



2023 Lunch to  
**EMPOWER**  
GLOBAL WOMEN

**December 6, 2023**

11:45AM - 1:15PM  
Luncheon & Program

5:30PM - 7:30PM  
Holiday Happy Hour

Location: TBD

The Self-Help Lunch to Empower Global Women is Self-Help International's signature Central Iowa fundraising event and draws a sold-out crowd of 180 Des Moines' top professionals and recent retirees who believe in creating opportunities for people - especially women and girls - to escape the cycle of poverty.

Attendees are influential business professionals, community leaders, and philanthropic donors who believe that all women and girls deserve access to education no matter where they were born. They recognize the value of financial literacy and access to banking services, invest their time and resources in charitable causes, leisure and travel, and prefer to frequent businesses they perceive as giving back to our community.

We invite you to join us for the 2023 Self-Help Lunch to Empower Global Women.

In addition to exposure by word of mouth, the event is promoted to:



1,800  
Iowans



2,000  
E-Newsletter  
Subscribers



2,000  
Social Media  
Followers

**Sponsorship Opportunities**

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Kassi Bailey, Deputy Director at [kassi@selfhelpinternational.org](mailto:kassi@selfhelpinternational.org).

- Diamond - \$20,000
- Gold - \$10,000
- Silver - \$5,000
- Table - \$2,500



EMPOWERING  
WOMEN AND GIRLS



PACKAGE LEVEL	Diamond	Gold	Silver	Bronze
Presenting Sponsor, exclusive marketing benefits, fully customized	X			
Hyperlinked logo or company name on event e-invitation and event website page	X	X		
Logo or company name on social media marketing	X	X	X	X
Tickets to Event	Premium seating for 8	Premium seating for 8	Preferred seating for 8	Reserved seating for 8
<b>Amount</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>

**Customized marketing benefits include but not limited to the following:**

- Employee incentive or reward trip to engage in skilled volunteering in Ghana or Nicaragua
- Company spotlight article in organizational print newsletter
- Company spotlight video in organizational e-newsletter
- One-time or ongoing social media recognition

**In-Kind:** Sponsorship benefits for in-kind donations will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind donation valued at \$5,000 would receive the sponsorship benefits offered to a \$2,500 cash sponsor.

**Self-Help’s sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support. Some benefits are time sensitive and must be confirmed by October 6th to take full advantage of the opportunities.**



## Self-Help International's Lunch to Empower Global Women Response Form

### Contact Information

Company Name

Contact

Address

Phone

City/State/Zip

Email

### Sponsorship Level

I/We are delighted to support Self-Help International's Lunch to Empower Women at the level marked below:

\$20,000 Diamond

\$2,500 Bronze

\$10,000 Gold

Other/In-Kind \_\_\_\_\_

\$5,000 Silver

### Payment Options

Enclosed is my check for \$\_\_\_\_\_ payable to Self-Help International

Please charge my credit card for \$\_\_\_\_\_ MC  Visa  AmEx  Discover

CARDHOLDER NAME

SIGNATURE

EXPIRATION DATE

CVV

CARD NUMBER

Please return this form either by mail or email and email a high resolution logo (300 dpi) by October 13, 2023.

Please mail or email forms to:  
Kassi Bailey  
kassi@selfhelpinternational.org

Mailing address:  
Self-Help International  
207 20th St. NW Suite A Waverly, IA 50677  
319-352-4040