

SPONSORSHIP



2025 POWER OF THE PURSE

Women United is a dynamic membership of women (and men) who drive positive change in our community through the work of United Way. All proceeds from Power of the Purse directly benefit Women United's signature cause, United Way Child Care Scholarships.

	\$16,000 Crossbody	\$10,000 Satchel	\$6,000 Clutch	\$3,500 Classic Tote
Sponsor Logo Placement(s)*	<ul style="list-style-type: none"> • Social Media (Select) • Email Invitation • Event Webpage • Auction Site • Event Signage 	<ul style="list-style-type: none"> • Social Media (Select) • Email Invitations • Event Webpage • Auction Site • Event Signage 		
Company Name Recognition*			<ul style="list-style-type: none"> • Social Media (One Post) • Event Webpage • Auction Site • Event Signage • Event Program 	<ul style="list-style-type: none"> • Social Media (One Post) • Event Webpage • Auction Site • Event Signage • Event Program
Event Program Advertising/ Recognition Space*	Full page	Half Page	Quarter Page	
Early Access to In-Person Purse Auction	✓	✓		
Early Access to Online Purse Auction	✓	✓	✓	✓
Table of Ten (10)	✓ Center Stage View	✓	✓	✓

*Deadline for inclusion in printed materials: Friday, March 7, 2025

WOMEN UNITED
POWER
OF THE *Purse*



Use the QR Code to become a sponsor

2025 Power of the Purse: Tuesday, April 22, 2025

For a customized **Presenting Sponsor** package or if you have any questions, please contact Anne Marie Oliver at aoliver@unitedwaysatx.org.

WOMEN UNITED POWER OF THE *Purse*

2024 BY THE NUMBERS

Women United's Power of the Purse Luncheon and Purse Auction benefits **United Way Child Care Scholarships**. These scholarships fund quality child care that empowers parents to complete degrees while balancing work, family and career goals to achieve economic mobility.

2024 FEATURED SPEAKERS



Laura Vaccaro
2024 Joci Straus Visionary
Award Honoree



Kim Lubel
2023 Joci Straus Visionary
Award Honoree



Suzanne Wade
2022 Joci Straus Visionary
Award Honoree

\$294,000+

total raised

to support
United Way Child
Care Scholars



155 purses
donated to auction

\$30,000

raised

from purse auction

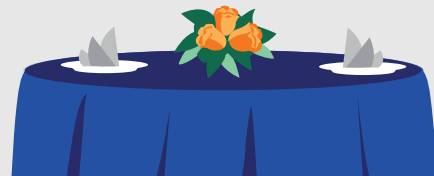


49 corporate and table
sponsors

500+

attendees

for record-breaking event



THANK YOU

The 2024 Power of the Purse was presented by the Mays Family Foundation and top sponsors were NuStar Energy, Security Service Federal Credit Union, SWBC, USAA, reach Resilience, Valero and Silver Eagle Beverages. This event was made possible by the Women United Advisory Council and the Power of the Purse Committee.

uwsatx.org/power-of-the-purse



UNITED WAY
San Antonio and
Bexar County