



## Executive Summary

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### Mission

Impact100 Greater Milwaukee is an organization of women who collectively award transformative grants that make a lasting impact on the community.

### What We Do

It is a simple idea: one woman, one vote. Women make a fully tax deductible donation of \$1,100 annually, \$1,000 of which goes directly to our grants. The remaining \$100 supports Impact100 Greater Milwaukee's operational expenses.

We fund capital projects, new programs, expansions of existing programs, or new/expanded collaborative efforts between several nonprofit organizations. All grants target a specific population for a specific duration with specific measurable goals in one of these areas of focus: Arts & Culture, Education, Environment and Revitalization, Family, and Health & Wellness. Following a rigorous evaluation process by our members, finalists present to the full membership at the Annual Awards Celebration. Following the presentations that night, members vote and the grant recipients are announced. For every 100 members, we award one \$100,000 grant and divide the balance of funds among the remaining finalists. The more members we have, the more we can award.

### Why We Matter

Impact100 Greater Milwaukee received its 501c3 status in 2015, growing membership from an initial 218 members to its current level of 411 members, each donating \$1,000 annually. Our goal is to continue to grow our membership to 500 members in 2025. Since 2016, we have awarded over \$3M to local organizations in our community. Last year we awarded four \$100,000 transformational and one \$11,000 merit grants.

### Sponsorship Support

Sponsorships play a crucial role in driving the success of Impact100. Both financial and in-kind support help elevate our recruitment initiatives. These efforts are vital for driving membership growth, which in turn enables Impact100 to award transformative grants that create lasting positive changes within our community.

We host several events throughout the year, to recruit & retain members. Each event attracts 100+ members and 400+ members at our Annual Awards Ceremony.

- Showcase Event: Membership kickoff. Past grant & merit recipients share updates on their projects.
- Educational Events: Global Day of Impact and Behind the Headlines
- Helping Hands Event: Evening of celebration & giving. Impact100 members hear updates from past grant & merit recipients and have the opportunity to bring items from recipient's wish lists.
- Annual Awards Ceremony: Finalists present and membership votes. Our biggest event of the year!

*Impact100 Greater Milwaukee is an all-volunteer, 501(c)(3) organization relying on the skills and talents of its members. We strive to be an inclusive, diverse organization of women growing as knowledgeable philanthropists in supporting our local nonprofits in the Greater Milwaukee community.*



## Sponsorship Opportunities 2025 Calendar Year

	Sapphire	Bronze	Silver	Gold	Platinum	Diamond
Sponsorship Amount	<i>All In-Kind</i>	\$1000 - \$2499	\$2500 - \$4999	\$5000 - \$9999	\$10,000 - \$19,999	\$20,000 +
<b>Event Participation</b>						
Annual Awards Celebration Live podium time*					x	x
Annual Awards Celebration VIP Guests		2 tickets	4 tickets	6 tickets	1 table of 8	2 tables of 8 + 2 drink tkts/person
Showcase Event Live podium time*						x
Educational Events: VIP Guests Global Day of Impact Behind the Headlines				2 tickets	4 tickets	6 tickets
<b>Company Visibility</b>						
Marquee signage & recognition at Annual Awards Celebration & Fall Kickoff Event					x	x
Sponsor Spotlight Newsletter Social Media		x	x	x	x	x + Video**
Event signage & recognition	x	x	x	x	x	x
Impact100 Website "Our Sponsors" logo recognition	x	x	x	x	x	x

\* Live Podium Time: length to be determined by programming.

\*\* Video: Sponsor-provided hyperlink to be shared via social media and Sponsor Spotlight Newsletter.



## 2025 Sponsorship Agreement

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

### SPONSORSHIP LEVEL

Sapphire In-Kind

Bronze (\$1,000-\$2,499)

Silver (\$2,500-\$4,999)

Gold (\$5,000-\$9,999)

Platinum (\$10,000-\$19,999)

Diamond (\$20,000+)

Donation Amount: \_\_\_\_\_ In-Kind Description & Value: \_\_\_\_\_

In return for your contribution, Impact100 Greater Milwaukee will provide benefits as outlined in the Sponsorship Opportunities.

### IMPORTANT DETAILS AND TERMS

Impact100 Greater Milwaukee is a nonprofit corporation recognized as tax exempt under Section 501(c)(3) of the Internal Revenue Code. To protect our tax status, Impact100 requires the attached Sponsorship Terms as a material part of this Sponsorship Agreement. Your signature below indicates acceptance of such terms.

Please make sponsorship checks payable to Impact100 Greater Milwaukee noting "Sponsorship" in the memo line. Send payment and this signed agreement to Impact100 Greater Milwaukee, P.O. Box 1061, Brookfield, WI 53008.

Please send a high-resolution logo for our website to: [sponsorships@impact100mke.org](mailto:sponsorships@impact100mke.org)

Authorized Signature: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Date: \_\_\_\_\_



## Sponsorship Terms

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**Charitable Contribution.** Sponsor commits to make a charitable contribution to Impact100 Greater Milwaukee, Inc., a 501(c)(3) tax exempt nonprofit corporation ("Impact100"), as set forth on the first page of this Agreement. Impact100 will have unrestricted use of this payment.

**Sponsorship Benefits.** In consideration of the Sponsor's charitable contribution, Sponsor will receive the benefits associated with its sponsorship level as set forth in the Sponsorship Opportunities. Impact100 will arrange and bear all costs and expenses related to these benefits, with the exception of the video creation at the Platinum level. Sponsor acknowledges that some benefits are time sensitive (such as event recognition, website inclusion, etc.) and may not be possible to provide within the same calendar year/membership cycle, depending upon when Sponsor makes its sponsorship commitment. However, Impact100 will use good faith efforts to ensure that Sponsor receives benefits as outlined in Sponsorship Opportunities, a calendar year at minimum.

**No Endorsement/No Substantial Return Benefit.** Impact100's acknowledgement of Sponsors sponsorship, while identifying the Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Impact100 will provide Sponsor no "substantial return benefit" and the sponsorship payment contemplated hereunder is intended as a "qualified sponsorship payment" as such terms are defined in Section 513(i) of the Internal Revenue Code and accompanying regulations.

**Non-Exclusivity.** This sponsorship is non-exclusive. Each party reserves the right to have other sponsors or to sponsor other organizations, as application in their sole discretion.

**Logo Recognition.** If logo recognition is a sponsorship benefit, Sponsor will provide a high-resolution logo to Impact100 to be used solely for such purposes. Impact100 will not modify or alter Sponsor's logo in any way.

**Promotion by Sponsor.** Sponsor may publicly identify itself as a sponsor of Impact100 subject to prior review and approval of language by Impact100. Sponsor will not imply, orally or in writing, that Impact100 or its officers, directors or members endorse Sponsor or its products or services. Impact100 owns the name and logo set forth at the top of this Agreement (the "Impact100 Logo"). Sponsor may not use the Impact100 Logo in any manner without prior review and written approval of Impact100. In no event may the Impact100 Logo or name be used in connection with the sale of a product or service, or in any manner that implies support or opposition to any political views or candidates. Requests for review and approval must be sent to: [sponsorships@impact100mke.org](mailto:sponsorships@impact100mke.org) Upon request, Sponsor will provide Impact100 with copies of any Sponsor materials that use the Impact100 Logo.

**Term of Sponsorship.** The term of this Sponsorship Agreement begins on the date signed and shall continue for the calendar year, at minimum. Upon expiration or earlier termination of the Agreement, each party shall cease use of the other's name or logo, including acknowledgments of sponsorship.