



SOROPTIMIST

Best for Women®

SOROPTIMIST INTERNATIONAL
OF TAHOE SIERRA

**Become an Elegant Evening
Grand Sponsor
and show the community you're in the business of people.
Partner with us for \$500.00 and you'll have advertisement until October 31, 2021.**

Soroptimist International of Tahoe Sierra's mission is to "Enhance the lives of women and youth in our community and the world." The diverse projects we support benefit our community, reach across the globe, and work to protect our environment. Your partnership helps to make this happen!

We know that real improvement and accomplishments in a community begin at the grass roots level and together we can make amazing things happen. We know that to have a healthy and economically sound community, you must have people being at their best. All communities have individuals who need help in the form of education, training, and sometimes bare necessities to be able to become successful community members. That is where we all come in to play.

With our current conditions, our **32nd Annual Elegant Evening** will be an online event on April 23, 2021 and we hope that you will consider being one of ten **GRAND SPONSORS** as a leader in our community. While our PREMIER Sponsor positions sold out in two weeks, we have Grand Sponsor positions available and hope that you will partner with us in our efforts.

It is true, we miss holding our huge in-person celebration to raise funds, but we still have work to complete in our community. Last April, it was with event sponsorships that we were able to meet the immediate needs of families facing housing and food insecurities due to COVID. Funds were expeditiously sent to Bread and Broth, Bread and Broth for Kids, Tahoe Magic, South Lake Tahoe Family Resource Center, Choices for Children, Tahoe Youth and Family Services, NAMI, St. Joseph's Land Trust, and the Mt. Tallac Healthy Independence Fund. And that was just the start.

Last April's online Elegant Evening was a great success. With the help of sponsors and our generous community we are maintaining our work with our youth as we partner with the South Tahoe Drug Free Coalition, Juvenile Services Council, Barton Baby Book Bags, Lake Tahoe Educational Foundation, Tahoe Arts Project, NV Diabetes Association's Camp Buck, The Drug Store Project, Between Horses and Humans, Tahoe Magic, STEM Education for Girls, Zawadisha, The Kellermann Foundation, and Awaken among other programs. You can see the details of each of these [here](#). While our funding for these programs has been adjusted, our personal efforts have not. Committees are actively working with the schools to continue our important work with our youth and agencies are creating ways to meet the needs of their clients.

As your partner, our club works hard to provide extensive marketing benefits for you. Advertisement is more important than ever as we work to get our businesses back up and fully running. While Grand Sponsorships are being sold now, your business name and URL will be highlighted on our club's website and weekly e-newsletter from **Jan. 31 – Oct. 31, 2021**. Some positions are already sold, and purchases are on a first come-first served basis until ten positions are sold. We limit the number so your business name and URL will receive the visual presence it deserves. We know what you pay for advertisement on TV, print media, etc., and here's information we would like to share about the format we provide:

- Our GiveSmart auction site analytics from January 1 – May 1 accounted for 65,949 pageviews from 2,362. 3,215 of those pageviews were the result of individuals clicking through from our Facebook

page. This is online exposure for you and your business! You can see a sample of how your business would be listed and how the links operate by viewing [here](#).

- Our club's website, www.sitahoesierra.org, from January 1 – May 1, 2020 accounted for 1,332 different sessions, half of which were identified as new users.
- Our Facebook Page, located [here](#), and our weekly e-newsletter (a sample archived for your viewing [here](#)) circulated to over 425 individuals each week, are two additional platforms to connect our supporters to you, our sponsor. This format allows viewers to see your business's generosity and helps us to raise more money.

With your support, Soroptimist International of Tahoe Sierra will continue to support our many diverse projects that create life-long changes for individuals and our community. You can complete your Sponsor purchase directly on this year's event site [here](http://www.elegantevening2021.com) (www.elegantevening2021.com) or if you prefer, you can "pledge" the sponsor amount online and then mail in a check! Feel free to spread the word with others who may want to sponsor our efforts or [who can donate items for our auction](#) as we are posting those on the event site as soon as we receive them. Together we make a world of difference!

We look forward to hearing from you and to your partnership in these endeavors.

Best regards,

Janna York, President

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