



## **Become an Elegant Evening Event Sponsor.**

**Partner with us and enhance the lives of women and youth in our community and the world!**

Soroptimist International Tahoe Sierra is offering you a great advertising opportunity while enhancing the lives of women and children throughout the world. Our 31st Annual Elegant Evening on Saturday, April 18, 2020 at Harrah's Lake Tahoe. Elegant Evening is a popular event attended by 450 guests who enjoy a delicious dinner, live music, dancing, vodka, beer, and wine tastings and the largest silent auction in the area. Wouldn't this be a great way to reward your best employees or customers!

Being a sponsor has added rewards as we partner with you in promoting your business and letting our community know your dedication to improving the lives of others. Just how do we let the community know you're our sponsor?

- Sponsor recognition at the event via Large Screen Display, MC Recognition, and your sponsor poster displayed at event entrance.
- Your logo and web link on our club's website at [www.sitahoesierra.org](http://www.sitahoesierra.org) through November 2020. The Google Analytics this past year demonstrate the efforts we have been making over the years to promote our club just like you promote your business! Last year our website logged 2,292 users-87% which are new user. This is a 64% increase over the previous year. We had 3,129 number of sessions with 5,458 pageviews, a 68% increase over the previous year.
- Our event auction site analytics from January 1 – May 1 accounted for 2,602 separate sessions, 1,301 unique users and 32,476-page views. This is more online exposure for you and your business.
- Your logo and web link on our Soroptimist International of Tahoe Sierra's weekly e-newsletter (emailed to 400 people each week, here and beyond Tahoe) boasts an open rate of 35% and higher and for any business, that's impressive. Our e-news is then connected to the Sierra Nevada Region which has over 2,200 members in 60 clubs just for our region. This area covers Sacramento north to Yreka and almost all of Nevada. You can see an archived sample of our news [here](#). As a sponsor for our 2020 event, your logo/web link remains on our site through Nov. 2020.
- Recurring posts on our Facebook page [here](#). Our page has 400 followers and we not only post information pertinent to events, we also post our weekly newsletter so even more people can read about our efforts.
- Recognition in our media promotions closer to the event (which includes Lake Tahoe TV, Tahoe Mountain News, South Tahoe Now, Radio Stations KTHO, and KOWL)

Our online bidding site provides extensive marketing benefits for you. As a sponsor, your specific business will be featured on our auction website providing you with advertising exposure on this site and other media platforms. Your donation, business logo, and link to your website or social media will appear on the auction site as soon as your sponsorship is secured and will remain featured through the event.

Please complete the information sheet included. You can mail a check directly to Lisa Huard c/o SITS, PO Box 18727, South Lake Tahoe, CA 96151 or purchase your sponsor level with a credit card at our event/auction site at [www.elegantevening2020.com](http://www.elegantevening2020.com)



**Soroptimist International of Tahoe Sierra Elegant Evening**

April 18, 2020 at Harrah's Lake Tahoe

Event Sponsorship: \$1,500

Includes: Promotional activities previously described plus a table of ten seats for the event. Additional seats are \$75 each.

Business Name: \_\_\_\_\_

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

Contact's title: \_\_\_\_\_

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

Physical Address: \_\_\_\_\_ same as above

\_\_\_\_\_

Email:

Website:

Contact Phone:

Please email any questions and your company's logo/web link to Lisa Huard at [sitahoesierra@gmail.com](mailto:sitahoesierra@gmail.com). For best website display, logos should be up to 230 pixels wide and 250 pixels in height.

Please mail the completed form payment to  
Soroptimist International of Tahoe Sierra  
Attn: Lisa Huard-Donations Chair  
PO Box 18727  
South Lake Tahoe, CA 96151

**Thank you again. We look forward to sharing an Elegant Evening with you!**

Soroptimist International of Tahoe Sierra  
Fed. Tax ID 94-2397826

Event Auction Website: [www.elegantevening2020.com](http://www.elegantevening2020.com)

Club Website: [www.sitahoesierra.org](http://www.sitahoesierra.org)

Best regards,

Kim Valverde, President

Lisa Huard, Donations Chair, 530-318-5356

[sitahoesierra@gmail.com](mailto:sitahoesierra@gmail.com)