

# WOMEN *helping* WOMEN

## 2025 SPONSORSHIP OPPORTUNITIES

### Thank You For Your Consideration!

The success of Women Helping Women depends on the generous support of our community and companies like yours. Your partnership helps us ensure that women, children and families in Central Iowa have access to high-quality mental health care, regardless of financial barriers. We deeply value our collaborative relationships and welcome the opportunity to work together to inspire hope and healing for those who need it most.

✿ MEADOWS EVENT  
CENTER AT PRAIRIE  
MEADOWS

✿ FRIDAY,  
MAY 2, 2025

✿ 11:00 AM - 1:00 PM

515.564.5122

[whw@mindspiritcenter.org](mailto:whw@mindspiritcenter.org)

[mindspiritcenter.org/whw](https://mindspiritcenter.org/whw)

# History of Women Helping Women



*Former Executive Director, Ellery Duke  
with guests from WHW 2012*

## Where We Started

Women Helping Women began in 1999 as a heartfelt response to the growing need for mental health services for women and the desire to break the stigma surrounding mental health. The inaugural luncheon was held in a conference room at the Methodist Conference Center, bringing together fewer than 100 compassionate individuals determined to make a difference. Over the years, the event grew steadily, hosted in local halls and ballrooms to accommodate increasing interest and support.

Since 1999, this event has raised over **\$2.5 million** to transform lives in our community!

## Where We Are Now

Now in its 27th year, the Women Helping Women Luncheon is expected to welcome nearly 600 guests, all united in support of accessible, high-quality mental health care for women, children and families in our community. This event celebrates the power of awareness, advocacy and community-driven impact. To accommodate our audience and future growth, we have moved the luncheon to the Meadows Events Center at Prairie Meadows, where we have room to expand and continue fostering meaningful connections and support for our mission.



*Nearly 600 attendees joined in our  
mission at WHW 2024*

## About the Center

Established in 1972, Mind & Spirit Counseling Center has grown into one of the largest counseling groups in central Iowa, impacting tens of thousands of lives over its 50-year history. Originally founded as Des Moines Pastoral Counseling Center, the Center has evolved into an independent, not-for-profit, community-based organization with no formal affiliation to any faith group or organization.



Over the years, the Center has expanded its services, staffing and facilities to meet the changing needs of the community. What has remained constant is our unwavering commitment of walking with people through counseling and education to find hope and healing, and to live a fulfilling life. Mind & Spirit Counseling Center continues to be a welcoming place for individuals from all walks of life, providing inspiration, hope and healing of body, mind and spirit.

## Letter from Jim

We appreciate your consideration of sponsoring our annual event, Women Helping Women. The event is a major part of our efforts to fund many programs that make the Mind & Spirit Counseling Center so unique in our community. We try to help as many people as we can regardless of their ability to pay. This makes our business model of providing high-quality mental health services challenging and we cannot make it work without community support like yours.



  
Jim Hayes  
Executive Director

## A Year at a Glance

**Nearly 3,700** individuals served through counseling, psychiatry and psychological testing

**Over 800** children and teens' lives touched through our Children Overcoming the Obstacles of Life program (C.O.O.L.)

**Over 30%** of services subsidized for clients who were uninsured, underinsured or from low-income households

## Snapshot of our Clients:

**71%**  
identify as women  
and girls

**27%**  
are from diverse racial and  
ethnic backgrounds

**5%**  
are LGBTQIA+  
individuals



**\$20,000**

**PREMIER PARTNER**

*Tax Deductible Amount:  
\$19,100*

# 2025 SPONSORSHIPS

## PRE-EVENT RECOGNITION

- Sponsor highlighted in a featured blog post, including an optional video interview. Company logo also included in the newsletter header through July 2025 (sent to 3,850 supporters).
- Company logo featured multiple times on social media, including an exclusive spotlight post.
- Company logo displayed prominently on the Center's homepage graphic and event page.
- Logo prominently displayed on the front cover of the invitation and included with other sponsors inside (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by March 1, 2025.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

## EVENT RECOGNITION & BENEFITS

- Enjoy three reserved tables (30 tickets) in a premium location, with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Sponsor and guests will receive access to a VIP check-in table and have an onsite VIP host dedicated to ensuring a seamless event experience.
- Reserved parking will be made available to sponsor and guests with featured signage using the company logo.
- Venue Signage:
  - Company logo prominently displayed on welcome signage inside the venue.
  - Reserved tables marked with prominent signs featuring the company logo.
- Sponsor highlighted in materials provided to all 550+ guests during an engaging program activity.
- Event Program Features:
  - Sponsor spotlighted with a featured video on digital screens during the event.
  - Company logo included on a rotating digital sponsor reel.
  - Verbal recognition as the Premiere Partner during the award presentation for the 2025 Women Helping Women Honoree.
  - Full-page color ad in the printed event program.

## POST-EVENT RECOGNITION

- Sponsor may provide a written or video message included in the Thank You email to all event sponsors, attendees, and donors (sent to 550+).
- Host a Lunch & Learn with a clinician from Mind & Spirit Counseling Center at the sponsor's organization or gift this experience to an organization of choice.
- Company logo prominently featured in the header of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
  - Company logo included in the 2025 Women Helping Women recap video.
  - Featured in the 2026 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



**\$10,000**

**PRESENTING SPONSOR**

*Tax Deductible Amount:  
\$9,400*

## PRE-EVENT RECOGNITION

- Sponsor highlighted in a featured blog post, including an optional video interview. Company logo also included in the newsletter header through July 2025 (sent to 3,850 supporters).
- Company logo featured multiple times on social media, including an exclusive spotlight post.
- Company logo displayed prominently on the Center's homepage graphic and event page.
- Company logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by March 1, 2025.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

## EVENT RECOGNITION & BENEFITS

- Enjoy two reserved tables (20 tickets) in a premium location, with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Venue Signage:
  - Company logo prominently displayed on welcome signage inside the venue.
  - Reserved tables marked with prominent signs featuring the company logo.
- Event Program Features:
  - Company logo included on a rotating digital sponsor reel.
  - Verbal recognition as the Presenting Partner during the 2025 Women Helping Women panel of speakers.
  - Full-page color ad in the printed event program.

## POST-EVENT RECOGNITION

- Host a Lunch & Learn with a clinician from Mind & Spirit Counseling Center at the sponsor's organization or gift this experience to an organization of choice.
- Company logo prominently featured in the header of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
  - Company logo included in the 2025 Women Helping Women recap video.
  - Featured in the 2026 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



**\$7,500**

**VISIONARY SPONSOR**

*Tax Deductible Amount:  
\$6,900*

## PRE-EVENT RECOGNITION

- Company logo included in the newsletter footer through July 2025 (sent to 3,850 supporters).
- Company logo featured multiple times on social media, including an exclusive spotlight post.
- Company logo displayed on the Women Helping Women event webpage.
- Company logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by March 1, 2025.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

## EVENT RECOGNITION & BENEFITS

- Enjoy two reserved tables (20 tickets) in a premium location, with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Company logo will be prominently displayed at an exclusive interactive photo booth.
- Venue Signage:
  - Company logo prominently displayed on welcome signage inside the venue.
  - Reserved tables marked with prominent signs featuring the company logo.
- Event Program Features:
  - Company logo included on a rotating digital sponsor reel.
  - Half-page color ad in the printed event program.

## POST-EVENT RECOGNITION

- Company logo featured in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
  - Company logo included in the 2025 Women Helping Women recap video.
  - Featured in the 2026 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



**\$5,000**

**LEADERSHIP SPONSOR**

*Tax Deductible Amount:  
\$4,700*

## PRE-EVENT RECOGNITION

- Company logo included in the newsletter footer through July 2025 (sent to 3,850 supporters).
- Company logo featured multiple times on social media, including an exclusive spotlight post.
- Company logo displayed on the Women Helping Women event webpage.
- Company logo included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by March 1, 2025.**
- Sponsor mention and logo featured in the event announcement press release and all community calendar listings.

## EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets), with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Venue Signage:
  - Company logo prominently displayed on welcome signage inside the venue.
  - Reserved tables marked with prominent signs featuring the company logo.
- Event Program Features:
  - Company logo included on a rotating digital sponsor reel.
  - Half-page color ad in the printed event program.

## POST-EVENT RECOGNITION

- Company logo featured in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
  - Company logo included in the 2025 Women Helping Women recap video.
  - Featured in the 2026 Sponsor Packet as a valued partner.
- Sponsor mention and logo included in the event follow-up press release.



**\$5,000**

**EXCLUSIVE SPONSORS**

*Tax Deductible Amount:  
\$4,700*

# EXCLUSIVE SPONSORS

**ONLY ONE (1) AVAILABLE OF EACH**

## INTERACTIVE VIRTUAL REALITY BOOTH

Sponsor the engaging Virtual Reality booth at the event, where 1-2 clinicians from Mind & Spirit Counseling Center will demonstrate this innovative therapeutic modality using a VR headset. As the exclusive sponsor, your company will enjoy prominent booth signage and all benefits included in the \$5,000 sponsorship package.

## INTERACTIVE SAND TRAY BOOTH

Sponsor the interactive Sand Tray booth at the event, featuring 1-2 clinicians from Mind & Spirit Counseling Center providing insights and education about this therapeutic modality. As the exclusive sponsor, your company will receive prominent signage at the booth and all benefits included in the \$5,000 sponsorship package.

## INTERACTIVE EMDR BOOTH

Sponsor the interactive Eye Movement Desensitization and Reprocessing (EMDR) booth at the event, where 1-2 clinicians from Mind & Spirit Counseling Center will showcase this transformative therapeutic approach using specialized equipment. As the exclusive sponsor, your company will benefit from prominent booth signage and all perks included in the \$5,000 sponsorship package.



## THE REFRESH & REVIVE PARTNER

As the Refresh & Revive Partner, your company will be prominently featured on signage outside of the restroom and on packaging that houses essential items like body spray, mints, bobby pins, and more—ensuring guests feel fresh and prepared throughout the event. In addition, you will receive all the benefits included in the \$5,000 sponsorship package, offering maximum exposure and recognition at the event.







**\$2,500**

**SUPPORTING SPONSOR**

*Tax Deductible Amount:  
\$2,200*

### PRE-EVENT RECOGNITION

- Company name included in the newsletter footer through July 2025 (sent to 3,850 supporters).
- Company name featured multiple times on social media during promotion of the event.
- Company name listed on the Women Helping Women event webpage.
- Company name included alongside other sponsors on the inside of the invitation (mailed & digital formats sent to 4,200 supporters), **only if sponsorship is confirmed by March 1, 2025.**

### EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets), with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Venue Signage:
  - Company name displayed on welcome signage inside the venue.
  - Reserved tables marked with prominent signs featuring the company name.
- Event Program Features:
  - Company name included on a rotating digital sponsor reel and listed inside the printed event program.

### POST-EVENT RECOGNITION

- Company name listed in the footer of the Center's Thank You email blast (sent to 3,850 supporters).
- Ongoing Recognition:
  - Company name included in the 2025 Women Helping Women recap video and listed in the 2026 Sponsor Packet as a valued partner.

**TABLE HOST - \$1,500**

*Tax Deductible Amount: \$1,200*

### EVENT RECOGNITION & BENEFITS

- Enjoy one reserved table (10 tickets), with the option to donate unused seats to community members or emerging leaders. **Deadline for headcount: Friday, April 25, 2025**
- Venue Signage:
  - Reserved tables marked with signs featuring the Table Host name.
- Event Program Features:
  - Table Host name listed inside the printed event program.

# WOMEN *helping* WOMEN

## THANK YOU FOR YOUR PARTNERSHIP!

We are deeply grateful for your interest in sponsoring the 27th Annual Women Helping Women luncheon. Your support helps us empower women and families in need, and sustain the vital work of Mind and Spirit Counseling Center.

To ensure your inclusion on the event invitation, please confirm your sponsorship or table host commitment by **March 1, 2025**. Formal invitations will be sent in mid March, and the deadline to provide a headcount for reserved seats is **April 25, 2025**.

Securing your involvement is easy—simply visit [mindspiritcenter.org/sponsorship](https://mindspiritcenter.org/sponsorship) to complete the online commitment form. The form allows you to choose between paying your sponsorship now or pledging your support for later.

If you have any questions or encounter any issues, please don't hesitate to reach out to Heather Stuyvesant, Director of Development, at **515-564-5122** or email [whw@mindspiritcenter.org](mailto:whw@mindspiritcenter.org).

Thank you for helping make this special tradition possible. We are honored to partner with you in making a meaningful impact!