



**UNITED WAY**  
Southwest  
Louisiana

**The Inaugural  
ALICE Summit**

**SPONSORSHIP OPPORTUNITIES**

**MARCH 2025**

**Asset Limited, Income Constrained, Employed**



A United Way of Southwest Louisiana Initiative

## A Call to Action for Our Community

Dear Friends and Supporters,

In our ongoing mission to address the critical needs of our community, we at United Way Southwest Louisiana are proud to announce the upcoming ALICE Summit. As President & CEO, I want to take a moment to share why this summit is not just an event but a pivotal moment for our region and how your support can catalyze significant change.

ALICE, which stands for Asset Limited, Income Constrained, Employed, represents individuals in our community who, despite working hard, struggle to afford the necessities of life. These are our neighbors who are one unexpected expense away from financial turmoil. The ALICE Summit is our proactive step towards highlighting these challenges and collaboratively crafting sustainable solutions.

Our goal for the summit is multi-fold. We will raise awareness about the ALICE population, providing a platform for their voices and experiences. We'll foster collaborative discussions among community leaders, policymakers and stakeholders to drive actionable strategies that support economic stability. Ultimately, we seek to build a stronger, more inclusive community where everyone has the opportunity to thrive.

Why should you support it? By participating in and supporting the ALICE Summit, you're not just attending an event. You're joining a movement committed to making a tangible difference in the lives of thousands. Your support means investing in a future where everyone in Southwest Louisiana has the tools and opportunities to lead prosperous lives. Together, we can transform the narrative for our ALICE population, setting a precedent for how communities can unite to lift each other up.

We welcome you to join us in this important Initiative, whether as a sponsor, attendee or advocate. Your involvement is crucial to the summit's success and, more importantly, to the well-being of many in our community who are counting on us.

Thank you for considering this opportunity to make a lasting impact. Together, we can pave the way for a brighter, more inclusive future for Southwest Louisiana.



An event presented by United Way Southwest Louisiana



**DENISE DUREL**

President & CEO  
**UNITED WAY SOUTHWEST LOUISIANA**

815 Ryan Street  
Lake Charles, LA 70601

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ddurel@unitedwayswla.org

[unitedwayswla.org](http://unitedwayswla.org)

# Asset Limited, Income Constrained, Employed

# The Inaugural ALICE Summit

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We are bringing together Louisiana business leaders, funders, human service providers and the media interested in ways to implement data-driven solutions to lift up our ALICE families.

## FOCUS AREAS DURING OUR ONE-DAY CONFERENCE

### EMPLOYERS

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Discussions about major employment sectors in Louisiana that have creatively changed their internal practices to help their employees achieve financial stability and ways United Way Southwest Louisiana can assist employers in these challenges.

### POLICYMAKERS

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Discussions on the legislative landscape, workforce development and ways that policymakers implement changes that United Way Southwest Louisiana bring to their attention so ALICE families can be empowered.

### HOUSING

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Discussing access to attainable housing that is safe, within reach of good school zones and ways United Way Southwest Louisiana can successfully address the housing crisis for ALICE families.

### DATA IN ACTION

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Discussing the innovations in research methodology and targeted interventions by zip code and how nonprofits such as United Way Southwest Louisiana have developed their methods and continue to improve and innovate.

*Breakfast & Lunch Included*

*Business Attire | Free Parking*

Register at [UNITEDWAYSWLA.ORG/alicesummit](https://UNITEDWAYSWLA.ORG/alicesummit)

\$50

Contact [liveunited@unitedwayswla.org](mailto:liveunited@unitedwayswla.org) for sponsorship opportunities and more information.

# ALICE SUMMIT SPONSORSHIP OPPORTUNITIES

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## PRESENTING SPONSOR

**\$50,000**

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- » Opportunity to address the audience at the beginning of the Summit
- » 2 VIP table reservations in plenary ballroom (Sixteen free registrations)
- » Recognition on United Way Southwest Louisiana's social media accounts
- » Logo prominently featured in plenary ballroom
- » Company name/logo featured on all printed material (subject to print deadlines)
- » Special recognition from the podium at event
- » Opportunity to provide company promotional items to attendees
- » Logo on United Way Southwest Louisiana's website event page
- » Logo in event program
- » Full page ad OR back cover of program
- » Opportunity to host display table
- » Logo on event emails
- » Recognized in all outgoing press releases
- » Logo on ads

## PLATINUM SPONSOR

**\$40,000**

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- » Opportunity to introduce a panel or speaker at Summit
- » 2 VIP table reservations in plenary ballroom (Sixteen free registrations)
- » Recognition on United Way Southwest Louisiana's social media accounts
- » Logo prominently featured in plenary ballroom
- » Company name/logo featured on all printed material (subject to print deadlines)
- » Special recognition from the podium at event
- » Opportunity to provide company promotional items to attendees
- » Logo on United Way Southwest Louisiana's website event page
- » Logo in event program
- » Full page ad in program
- » Opportunity to host display table
- » Logo on event emails
- » Recognized in all outgoing press releases
- » Logo on ads

## ELITE SPONSOR

**\$20,000**

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- » Opportunity to introduce a panel or speaker at Summit
- » VIP table reservation in plenary ballroom (Eight free registrations)
- » Recognition on United Way Southwest Louisiana's social media accounts
- » Logo prominently featured in plenary ballroom
- » Company name/logo featured on all printed material (subject to print deadlines)
- » Special recognition from the podium at event
- » Opportunity to provide company promotional items to attendees
- » Logo on United Way Southwest Louisiana's website event page
- » Logo in event program
- » Full page ad in program
- » Opportunity to host display table
- » Recognized in all outgoing press releases
- » Logo on ads

# ALICE SUMMIT SPONSORSHIP OPPORTUNITIES

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## PREMIER SPONSOR

**\$10,000**

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- » VIP table reservation in plenary ballroom (Eight free registrations)
- » Recognition on United Way Southwest Louisiana's social media accounts
- » Logo prominently featured in plenary ballroom
- » Company name/logo featured on all printed material (subject to print deadlines)
- » Special recognition from the podium at event
- » Opportunity to provide company promotional items to attendees
- » Logo on United Way Southwest Louisiana's website event page
- » Logo in event program
- » Full page ad in program
- » Opportunity to host display table

## CHAMPION SPONSOR

**\$5,000**

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- » Recognition on United Way Southwest Louisiana's social media accounts
- » Opportunity to provide company promotional items to attendees
- » Logo on United Way Southwest Louisiana's website event page
- » Logo in event program
- » Half page ad in program
- » Four (4) free registrations
- » Opportunity to host display table

## CHOICE SPONSOR

**\$2,500**

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- » Logo in event program
- » Half page ad in program
- » Four (4) free registrations
- » Recognition on United Way Southwest Louisiana's social media accounts
- » Logo on United Way Southwest Louisiana's website event page
- » Opportunity to host display table

## DISPLAY SPONSOR

**\$1,000**

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- » Listing in event program
- » Half page ad in program
- » Two (2) free registrations
- » Listing on United Way Southwest Louisiana's website event page
- » Opportunity to host display table

## TABLE SPONSOR

**\$750**

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- » One (1) free registration
- » Opportunity to host display table

## HALF PAGE PROGRAM AD

**\$500**

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- » 7.5" w x 5" h - full color - no bleed, no crop marks - 300 DPI CMYK

# ALICE SUMMIT SPONSORSHIP OPPORTUNITIES AGREEMENT

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NAME (FIRST/LAST)

SPONSOR LEVEL

COMPANY/ORGANIZATION

CONTACT EMAIL ADDRESS

MAILING ADDRESS

CITY/STATE

ZIP CODE

EVENT DAY CONTACT

EVENT DAY CELL PHONE NUMBER

In consideration of this application, the undersigned shall at all times hereafter release and discharge, indemnify and hold harmless United Way Southwest Louisiana, their agents, servants, and employees from and against any claim, demand, or cause of action of whatsoever kind or nature, including but not limited to any personal injury or loss of equipment or for any damage to my property, my agents, servants, and employees, arising out of error, omission, negligent act, conduct, or misconduct by my agents, servants, or employees in the participation in the ALICE Summit under this Agreement, except to the extent that any such claim, demand, or cause of action arises out of or results from negligence or willful misconduct, or intentional misconduct of the United Way Southwest Louisiana, or its employees, agents, volunteers, contractors, or invitees.

I understand that United Way Southwest Louisiana is not responsible for lost revenue if all or part of the event is canceled due to inclement weather or other acts of God over which the organizers have no control.

The event organizers reserve the right to make the final interpretation of all rules.

SPONSOR CONTACT SIGNATURE

SPONSOR COMPANY/ORGANIZATION

**TO PAY ONLINE: TEXT [sponsoralice](text:sponsoralice) to 41444**

**or VISIT [unitedwayswla.org/alicesummit](http://unitedwayswla.org/alicesummit)**

Please make out checks to:

**UNITED WAY SOUTHWEST LOUISIANA**

Return this completed form with check no later than January 2025 to:

United Way Southwest Louisiana

815 Ryan Street

Lake Charles, LA 70601

For additional information, contact us at [liveunited@unitedwayswla.org](mailto:liveunited@unitedwayswla.org)

**THANK YOU FOR YOUR SUPPORT!**