



FEBRUARY 2024

# EWM Breakfast Sponsor Package

*to support the overall mission*



*Visionary Initiatives, LLC*  
CAREER DEVELOPMENT & COACHING

# ABOUT EWM BREAKFAST



Visionary Initiatives, LLC is excited to announce the 3rd Annual Empowering the Working Mom (EWM) Breakfast, an empowering experience for working moms to align their Career Visions and work-life balance with God. The EWM Breakfast will be held on Saturday, May 18, 2024 with a start time of 9:30am EST and an end time of 1:00pm EST, at S.P. Studio Event Venue, 154 Smallwood Village Center, Waldorf, MD

The EWM Breakfast's mission is to support and provide working moms with the inspiration and resources to get back to aligning their career and work-life balance to God so they can:

1. Gain the Confidence to be EMPOWERED
2. Gain the Strategies to be EMPOWERED
3. Rise to the Next Level of being an EMPOWERED WORKING MOM

This year's theme, The Year of the Empowered Working Mom, will inspire working moms to be in alignment with God on all aspects of their lives and careers. Our dynamic speakers are here to help working moms become the empowered woman God has called them to be. Be a part of this dynamic event to learn how to achieve work-life balance, pursue your career aspirations, and live a fulfilling life in accordance with your beliefs. This is not your typical event. This event was curated with working moms in mind - their needs and desires. You will experience laughter, healing, and transformation



The EWM Breakfast is held in May as a continued celebration of Mother's Day. The original intent of Mother's Day is to honor the sacrifices mother's make for their children and their families. But it is often forgotten that mothers who make these sacrifices neglect their physical, emotional, and spiritual strength and allow their dreams to fade so that they can empower their family to pursue theirs. We hold the EWM Breakfast to follow Mother's Day reminding them of how special they are, giving them time to renew their physical, emotional, and spiritual strength.

SPONSOR PACKAGE

# VISIONARY INITIATIVES, LLC

Visionary Initiatives, LLC is a Career & Workforce Development Organization providing learning strategies, policies, and programs to support the current and future career development and retention of working mothers.



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## Mission

Our mission is to lead Working Moms to Grow in their Careers by strengthening their Organizations to retain them through training, coaching, collaboration, and fostering a continuous learning environment.

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## Vision

To be a strategic partner to organizational leaders empowering them to be inclusive of working parents in their workforce development initiatives.



# GOALS FOR SPONSORSHIP

Visionary Initiatives, LLC has 3 goals to accomplish with the support of sponsor participation.

## GOAL #1



**increase virtual work & life balance resources**

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provide working moms with the resources to manage work and life, through online coaching and teaching resources. This will give them the skill-set necessary to have the work & life balance they desire.

## GOAL #2



**raise awareness of our workforce development initiatives** for working moms

conduct the research and develop the training, DEIA, and retention resources and strategies for local organizations to be more inclusive of their working moms, so they can retain their most high performing employees.

## GOAL #3



**support the growth** of the working mom workforce

conduct job fairs and other local events to empower, educate, and equip working moms to apply, interview, and accept their dream jobs; increasing the amount of working moms returning to work after the pandemic

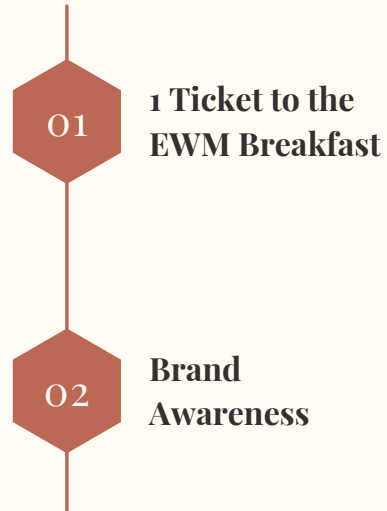
# THE CORAL PACKAGE

The Coral Sponsorship Package is for small business owners who would like to partner with Visionary Initiatives, LLC in supporting our goal of increasing virtual work-life balance resources for working moms. This will support the research and development of training and coaching for working moms who feel stuck and overwhelmed and need the tips and tools to balance work and life.

The Coral Sponsorship Package includes:

- 1 Ticket to the EWM Breakfast
- Brand Awareness on Promotional Materials, to include:
  - Social Media Graphics
  - Event Website
  - Event Workbook
- Brand Visibility on the day of the event, to include:
  - Inclusion of 1 item in event swag bag (e.g. flyer, business card/post card, pen, cup, etc...)

**Sponsorship Fee: \$200**





# THE GOLD PACKAGE

The Gold Sponsorship Package is for small business owners who would like to partner with Visionary Initiatives, LLC in supporting our goal of raising awareness of our Workforce Development initiatives for working moms. This will support the research and development of the training; Diversity, Equity, Inclusion, and Accessibility initiatives; and retention resources and strategies for local organizations to be more inclusive of their working moms, so they can retain their most high performing employees.

The Gold Sponsorship Package includes:

- 2 Tickets to the EWM Breakfast
- 1 year mention on Host Website Partnership Page
- Brand Awareness on Promotional Materials, to include:
  - Social Media Graphics
  - Event Website
  - Event Workbook
- Brand Visibility on the day of the event, to include:
  - Inclusion of 1 item in event swag bag (e.g. flyer, business card/post card, pen, cup, etc...)
  - 60 second introduction during the event

**Sponsorship Fee: \$300**



Visionary Initiatives, LLC  
CAREER DEVELOPMENT & COACHING

01

**2 Tickets to  
EWM Breakfast**

02

**Brand Visibility**

03

**Brand  
Awareness**



SPONSOR PACKAGE



## Your Next Steps?

Identify how you would like to partner with Visionary Initiatives, LLC by selecting your sponsorship package.



Visionary Initiatives, LLC  
CAREER DEVELOPMENT & COACHING

# CONTACT US.



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