

SPONSORSHIP PROSPECTUS

UNITE, GROW & CELEBRATE WITH...



ABOUT CALIFIA NOW

Learn more about our mission and our goals for 2019-20.

WHY CALIFIA NOW?

We are a team of women warriors making a mark for women and children of color.

BECOME A SPONSOR

Opportunities to partner and spread the mission of CALIFIA NOW.

2019 COMMITMENT "SEATS AT THE TABLE"



Cheryl Branch - President

A MESSAGE FROM OUR PRESIDENT

As a woman, a mother, trailblazer, business owner, and community leader - I have heard the voices of our elders and youth calling for a seat at the table to shape public policies and laws affecting their lives.

In 2014, I took action and agreed to lead **CALIFIA NOW** to provide political education and economic opportunities to women and young girls. My mission - assure that "seat at the table" marks a new legacy for urban communities in California.

With a small band of fearless women warriors, **CALIFIA NOW** has acquired not only a seat at the table but a voice at the local and state level of California NOW. I am honored to say, **CALIFIA NOW's** women of color now hold three executive positions representing California NOW.

Our journey to empower women of color has just begun. I thank you for taking time to learn more about us and am looking forward to sitting down to achieve our common goals.

2019-20

GOALS

- UNITE COMMUNITIES.
- GROW YOUNG WOMEN AND GIRLS PARTICIPATION.
- CELEBRATE ACCOMPLISHMENTS AND COLLECTIVE ACTION.



WHY CALIFIA NOW?

OUR ACTIONS GIVE
HER A VOICE



NATIONAL ORGANIZATION OF WOMEN

NOW is the largest, most comprehensive feminist advocacy group in the U.S., NOW's purpose is to take action through intersectional grassroots activism to promote feminist ideals, lead societal change, eliminate discrimination, and achieve and protect the equal rights of all women and girls in all aspects of social, political, and economic life.

WE CHOOSE TO PROGRESS.

The National Organization for Women is the largest organization of feminist grassroots activists in the United States. With hundreds of chapters, hundreds of thousands of members and activists in all 50 states and the District of Columbia., NOW's ability to take action on issues facing our nation is bar-none.

The CALIFIA NOW Chapter supports the political action and economic empowerment of women of color and their families in California through access to education, networking programs, and mentoring support. In partnership with California NOW, the CALIFIA NOW Chapters help to provide effective public action and direct service projects benefitting women of color in Los Angeles & San Diego.

In 2018, CALIFIA NOW had a record-breaking year. Through our diverse leadership, we supported the state chapter CA NOW, to grow the California NOW Members, and organzine our 14 chapters. Winning us the "Chapter of the Year!"



CALIFIA NOW IN ACTION!

Lead sponsor on SB 1063
9/30/16 signed into law
by Governor Brown

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CALIFIA NOW - TURNS ACTION INTO STATE LEGISLATION

SB 820
9/28/18

SB 1421
9/30/18

AB-748
9/30/18

SB-826
10/2018

AB 31
12/2018



**EMPOWER JUSTICE
NOW**



2018

GOALS



UNITE. GROW. CELEBRATE.

UNITE Communities - CALIFIA NOW hosts community outreach programs, political events, educational summits, and fundraisers. CALIFIA NOW events "edutain" participants and provide resources to the communities we serve in South Los Angeles & San Diego. Estimated 2018 attendance total around 5,000.

GROW Young Girls & Women Participation - Our digital & campus outreach campaigns are designed to grow active participation by 30% in 2018 and grow healthy minds and bodies. #FittoRunNOW

Celebrate - **CALIFIA NOW's** Annual Golden Glove Awards celebrates the accomplishments and collective action of our chapter. Held in conjunction with the **California NOW's "Gender Equity Awards"** this prestigious acknowledgment is bestowed on three dynamic individuals per year.

WHO IS CALIFIA NOW?

YOUR VOICE
MATTERS NOW



CALIFIA NOW DEMOGRAPHICS

- Multicultural Women ages 30 and up
- Viral Empowered Persuaders
- Cause Conscious - 40% more likely to purchase brands who support a cause
- Upper-Level Management & C-Executives
- Social Media & Tech Savvy
- Politically Active & Educated
- Backed by the power of California NOW - 15K Strong



*Multicultural
Growth*

90%

**OF U.S. GROWTH
OVER LAST DECADE**

MULTICULTURAL BUYING POWER

\$3 TRILLION

ANNUAL SPONSORSHIP PACKAGES

GROW THE VOICES OF
EQUITY AND EQUALITY



ANNUAL PRESENTING SPONSOR

(Only One) \$100,000

- Logo listing on all CALIFIA NOW collateral
- Table or Booth at all State events & CALIFIA NOW events
- Logo artwork on event signage
- Logo on Step-and-Repeat at the State Conference
- Logo and link on the CA NOW website
- (2) Full-color full-page ads in the Digital NOW Magazine
- 6 complimentary passes to CA NOW Annual Conference & The Gender Equity Awards
- 10 Minute Presentation at CA NOW National Conference & The Gender Equity Awards
- Ad or article in monthly CA NOW email blast
- Logo on all e-communications
- Branded promo item inside of all event swag bags
- Banner on all "Watch US NOW California" - Digital Shows
- 4 Interview(s) per year on "Watch US NOW California"
- Verbal recognition during the sponsoring session at all events and conferences

ANNUAL GOLD SPONSOR

(Five (5) Available) \$50,000

- Logo listing on all CALIFIA NOW collateral
- Table or Booth at One (2) CALIFIA NOW event
- Logo artwork on event signage
- Logo and link on the chapter website
- Full-color half-page ad in the Digital NOW Magazine
- 2 complimentary registrations to CA NOW annual Conference
- Exhibit table CA NOW annual Conference
- Logo on all e-communications
- Banner on 2 "Watch US NOW California" - Digital Shows
- 1 Interview per year on "Watch US NOW"
- Verbal recognition during the sponsoring session at all events and conferences

ANNUAL DIAMOND

(Two (2) Available) \$75,000

- Logo listing on all CALIFIA NOW collateral
- Table or Booth at all CALIFIA NOW events
- Logo artwork on event signage
- Logo and link on the CA NOW website
- Full-color full-page ad in the Digital NOW Magazine
- 4 complimentary passes to CA NOW Annual Conference & The Gender Equity Awards
- Ad or article in 6 CA NOW email blast
- 5 Minute presentation at CA NOW National Conference
- Logo on all e-communications
- Branded promo item inside of all event swag bags
- Banner on 2 "Watch US NOW California" - Digital Shows
- 2 Interview(s) per year on "Watch US NOW"
- Verbal recognition during the sponsoring session at all events and conferences

ANNUAL SILVER SPONSOR

(Ten(10) Available) \$25,000

- Logo listing on all CALIFIA NOW collateral
- Table or Booth at One (1) CALIFIA NOW event
- Logo artwork on event signage
- Logo and link on the chapter website
- Full-color quarter-page ad in the Digital NOW Magazine
- 1 complimentary registrations to CA NOW annual Conference
- Logo on all e-communications
- Banner on 1 "Watch US NOW California" - Digital Shows
- Verbal recognition during the sponsoring session at all events and conferences

WOMEN & GIRLS OF COLOR IN POLITICS

#COLORISPOWERFUL



COLOR IN POLITICS #POWERNOW

According to the Center for American Women in Politics: "Of the 127 women serving in the 116th US Congress, 47, or 37.0%, are women of color, 4 in the Senate and 43 in the House. Of the 86 women serving in statewide elective executive offices, 14, or 16.3%, are women of color. Women of color constitute 8.8% of the total 535 members of Congress. In 2018, 17 Democratic candidates were elected under a campaign they called "Black Girl Magic Texas," elected as judges in Texas largest county - Harris County. #BlackGirlPowerNOW

WE'VE MADE PROGRESS Time for #ACTIONNOW

CALIFIA NOW's leadership programs for girls and women of color are designed to provide a pathway for civic leadership and activism. In partnership with CAWP's Ready to Run & Teach and Teach a Girl to Lead curriculum, we provide lessons & hands-on training in fundraising, positioning oneself for elected office, navigating the political party structure, media training, the nuts and bolts of organizing a campaign, mobilizing voters, and crafting a message.

EDUTAINMENT MODULES INCLUDE

Digital Fundraising | Hands-on Media Training | Canvassing | Women and the Presidency | Women and Congress | History of Women in Civics | Women of Color in American Politics

SUPPORT WOMEN & GIRLS POWER NOW

WOMEN OF COLOR IN POLITICS

\$15,000 - Leadership Training & Coaching

- Logo listing on all CALIFIA NOW collateral
- Sponsor 20 CALIFIA NOW Memberships
- Sponsor 20 women to attend the annual conference
- One CALIFIA NOW - organized event featuring your organization, brand or company.
- Logo artwork on event signage
- Logo and link on the CA NOW website
- Half page Ad in the Digital NOW Magazine
- Logo on all e-communications
- Branded promo item inside of all event swag bags
- One Mention per show "Watch US NOW - California"
- Verbal recognition during the sponsoring session at all events and conferences

GIRLS TO LEADERS

\$10,000 - Activism & Mentorship

- Logo listing on all CALIFIA NOW collateral
- Sponsor 10 CALIFIA NOW Memberships for girls
- Sponsor 10 girls to attend the annual conference
- Host a Black Girls in Politics event
- Logo artwork on event signage
- Logo and link on the CA NOW website
- Half page ad in the Digital NOW Magazine
- Logo on all e-communications
- Branded promo item inside of all event swag bags
- One Mention per show "Watch Us NOW - California"
- Verbal recognition during the sponsoring session at all events and conferences

FIT TO RUN NOW

#HEALTHNOW



HEALTH NOW #FITTORUNNOW

CALIFIA NOW understands that emotional and physical health AND political action go together. Our Fit to Run Program provides the opportunity for industry wellness experts, and fitness trainers to connect with our membership.



OUR COMMITMENT TO WELLNESS

- Host wellness workshops quarterly for members
- Provide health & wellness tips in the CA NOW monthly newsletter
- Every meeting starts with a low impact exercise
- Take Energize Me NOW breaks during meetings lasting over one hour
- Yoga or Low Impact Fitness Warm-up before every conference
- Provide healthy food choices during in-person meetings
- Engage members in Transformational Leadership & Emotional Literacy Training throughout the year

BACKPACKS & BRAND EXPOSURE

\$5,000 - Literacy & Edutainment

- Sponsor 5 CALIFIA NOW Memberships
- Sponsor 5 women to attend the annual conference
- Logo and backpack inserts (Three (3) available)
- CA NOW Backpack with company logo - Minimum of 100 per sponsored event
- Logo and link on the CA NOW website
- Host Two (2) Webinars for our members per year
- Two (2) Ads or Advertorials sent to CA NOW's email list serve of over 17,000 members
- Guest appearance with company liaison on "Watch Us NOW - California"
- 1/2 Page ad in the Digital NOW CA Magazine
- One Mention per show "Watch Us NOW - California"
- Verbal recognition during the sponsoring session at all events and conferences

LUNCH & LEARN SPONSOR

\$2,500 - Lunch & Learn

- Sponsor 3 CALIFIA NOW Memberships
- Sponsor 3 women to attend the annual conference
- Sponsor Annual Lunch/Dinner and Learn for CALIFIA NOW members LA or San Diego
- One (1) Ad or Advertorials sent to CA NOW's email list serve of over 17,000 members
- Logo and link on the CA NOW website
- 1/4 Page Ad in Digital NOW CA Magazine
- Verbal recognition during the sponsoring session at all events and conferences

DIGITAL NOW SPONSORSHIP PACKAGES



EDUTAINMENT FOR THE DIGITAL WOMAN

ABOUT DIGITAL NOW

by CALIFIA NOW

CALIFIA Brands are built on our three guiding principles of excellence, engagement, and empowerment. We believe in providing excellence through consistency, being engaging through edutainment and empowering others through our voices.

Digital NOW's collective voices will bridge the voices of our communities and spread their messages online through interactive campaigns and live events...

DIGITAL NOW - PRODUCER

A collective digital campaigns, online shows, PSA's and networking events targeting today's social issues and celebrating women's achievements.

(Only One) \$250,000

**Details of this unique sponsorship opportunity available by appointment only.*

WATCH US NOW CALIFORNIA Sponsor one show or all: \$2,500 per show

From the creators of Digital NOW, comes an online show about relationships, money and the politics of our nations most challenging issues.

Hosted by four women warriors from CALIFIA this show will have you laughing, crying and provide our viewers with solutions and resources to act NOW.

Season One Shows

- A Man is Not A Business Plan
(Gender Equity/Equal Pay)
- Oh No, He Didn't?!
(Sexual Harassment; Reducing Violence Against Women)
- What Were You Thinking?
(Voting values; Democracy; Race; Transformational Leadership)
- Is the Grass Always Greener on the Other Side?
(Immigration and Keeping Families Together)



Contact CALIFIA NOW

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