

UNITED  
WE .

FEATURING:

MARA  
LIASSON

—  
NATIONAL POLITICAL  
CORRESPONDENT, NPR

UNITED WE  
**LISTEN**

Presented by:  
BANK OF AMERICA 

09.26.2023

WE WORK FOR CHANGE 2023



# UNITED WE LISTEN

Unite with hundreds of women and male allies from across the country to fuel and advance all women's economic and civic leadership. Don't miss this opportunity to meet one of the nation's most high-profile and truth-seeking political journalists, Mara Liasson. Liasson is sure to inspire us to listen and understand the important role media, politics, and civil discourse play in our lives.

## HONORARY CHAIRS:

Mario Azar, Chairman & CEO, Black & Veatch  
 Jenny Housley, SVP, Blue Cross & Blue Shield of Kansas City  
 Qiana Thomason, President & CEO, Health Forward Foundation

## CO-CHAIRS:

DeAngela Burns-Wallace, former KS Dept of Administration Secretary  
 Leslie Kostner, SVP, Lockton Companies  
 Laura Perin, Chairman & CEO, Labconco Corp.

## 2023 EVENT WILL INCLUDE:

3:00PM VIP SPONSORSHIP RECEPTION *(in person only)*  
 4:00PM PROGRAM FEATURING MARA LIASSON  
 & UNITED WE CEO, WENDY DOYLE  
 5:30PM POST-EVENT RECEPTION *(in person only)*

## ABOUT UNITED WE:

United Women's Empowerment — **United WE** — advances all women's economic and civic leadership to make meaningful change through research, advocacy, policy solutions, and civic engagement. As a nonpartisan, nonprofit champion for women, we envision a world where all women are empowered to strengthen America's economy and democracy. In our 32<sup>nd</sup> year, we are a growing national movement focused on affordable childcare, pay equity, paid family leave, occupational licensing, entrepreneurship, and civic engagement. Proceeds from this event help fuel our mission and accelerate progress toward a more gender-equitable world.

## EVENT FORMAT:

This event is hybrid, with attendance available both in-person at the Kauffman Center for the Performing Arts and through a virtual live stream.

TUESDAY, SEPTEMBER 26, 2023

3–6:30 PM CST

THE KAUFFMAN CENTER FOR  
 THE PERFORMING ARTS, KCMO *(In-person)*

LIVE STREAMED NATIONALLY



## FEATURED SPEAKER

### Mara Liasson

Mara Liasson is a national political correspondent for NPR. Her reports can be heard regularly on NPR's award-winning newsmagazine programs *Morning Edition* and *All Things Considered*. Liasson provides extensive coverage of politics and policy from Washington, DC — focusing on the White House and Congress.

Each election year, Liasson provides key coverage of the candidates and issues in both presidential and congressional races. During her tenure she has covered eight presidential elections — from 1992 to 2020. Prior to her current assignment, Liasson was NPR's White House correspondent for all eight years of the Clinton administration. She is a three-time winner of the White House Correspondents' Association's Merriman Smith Award for daily news coverage.

Liasson joined NPR in 1985 as a general assignment reporter and newscaster. From September 1988 to June 1989 she took a leave of absence from NPR to attend Columbia University in New York as a recipient of a Knight-Bagehot Fellowship in Economics and Business Journalism.

Prior to joining NPR, Liasson was a freelance radio and television reporter in San Francisco. She was also managing editor and anchor of California Edition, a California Public Radio nightly news program.

Liasson is a graduate of Brown University where she earned a bachelor's degree in American history.

WE WORK FOR CHANGE 2023

## EVENT SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR – SECURED!

*Thank you, Bank of America!*

### GOLD SPONSOR - \$50,000

- 50 in-person event tickets
- Unlimited virtual event tickets
- VIP reception participation for all in-person guests
- Exclusive VIP photo/meet & greet opportunity with Mara Liasson
- Premiere seating
- Logo recognition on virtual pre-event show as a *Gold Sponsor*
- Logo with prominent placement on event page as a *Gold Sponsor*
- Logo on pre-promotional materials including email blasts (10,000+ contacts)
- Logo on digital background for stage and presentation of event
- Logo & recognition in pre-and post-event media
- Logo on pre-event communication, including invites
- Logo & link on minimum one social media post (18,000+ followers)
- Trailblazers participation for 40 individuals for one year

### PLATINUM SPONSOR - \$25,000

- 30 in-person event tickets
- Unlimited virtual event tickets
- VIP reception participation for all in-person guests
- Exclusive VIP photo/meet & greet opportunity with Mara Liasson
- Preferred seating
- Logo recognition on virtual pre-event show as a *Platinum Sponsor*
- Logo on event page as a *Platinum Sponsor*
- Logo on promotional materials including email blasts (10,000+ contacts)
- Logo on post-event thank you in print media ad
- Logo on pre-event communication, including invites
- Logo & link on minimum one social media post (18,000+ followers)
- Trailblazers participation for 20 individuals for one year

### DIAMOND SPONSOR - \$15,000

- 20 in-person event tickets
- Unlimited virtual event tickets
- VIP reception participation for all in-person guests
- Logo recognition on virtual pre-event show as a *Diamond Sponsor*
- Logo on event page as a *Diamond Sponsor*
- Logo on promotional material including email blasts (10,000+ contacts)
- Logo on post-event thank you in print media ad
- Logo & link on minimum one social media post (18,000+ followers)
- Trailblazers participation for 15 individuals for one year

### PEARL SPONSOR - \$10,000

- 15 in-person event tickets
- Unlimited virtual event tickets
- VIP reception participation for all in-person guests
- Logo recognition on virtual pre-event show as a *Pearl Sponsor*
- Logo on event page as a *Pearl Sponsor*
- Logo on post-event thank you in print media ad
- Logo and link on one email blast to United WE database promoting event (10,000+ contacts)
- Logo on minimum one social media post promoting event (18,000+ followers)
- Trailblazers participation for 10 individuals for one year

### AMETHYST SPONSOR - \$5,000

- 10 in-person event tickets
- Virtual tickets for a select number of guests
- VIP reception participation for all in-person guests
- Logo recognition on virtual pre-event show as an *Amethyst Sponsor*
- Logo on event page as an *Amethyst Sponsor*
- Logo on post-event thank you in print media ad
- Logo and link on one email blast to United WE database promoting event (10,000+ contacts)
- Trailblazers participation for 6 individuals for one year

### PERIDOT SPONSOR - \$3,000

- 8 in-person event tickets
- Virtual tickets for a select number of guests
- VIP reception participation for all in-person guests
- Logo on event page as a *Peridot Sponsor*
- Name/logo on one email blast to United WE database promoting event (10,000+ contacts)
- Trailblazers participation for 4 individuals for one year

### RIBBON SPONSOR - \$1,500

- 4 in-person event tickets
- Virtual tickets for a select number of guests
- VIP reception participation for all in-person guests
- Name listed on event page as a *Ribbon Sponsor*
- Trailblazers participation for 2 individuals for one year





WE WORK FOR CHANGE

## HONORARY CHAIR & CO-CHAIR HISTORY

As we reflect on our 32-year history, we want to recognize the many leaders who have made We Work for Change over the years a success.

### JOIN US IN CELEBRATING THESE AMAZING LEADERS!

#### HONORARY CHAIRS

- Dr. Madeleine Albright
- Barbara Allen and David Wysong
- Rania Anderson
- Mario Azar
- Debby and Gary Ballard
- Mary and Tom Bloch
- Joanna Collins
- Ann Compton
- Dan Cranshaw
- Linda and Paul DeBruce and The DeBruce Foundation
- Zibbie Ferrell
- Shirley Helzberg
- Karen and Mike Herman
- Jenny Housley
- Darcy Howe
- Mamie Curry Hughes
- Mary Jane Judy
- Elaine Polsky
- Dr. Michelle Robin
- Beth K. Smith
- Lindsey Patterson Smith
- Qiana Thomason

#### CHAIRS

- Dana Abraham
- Marjorie Adair
- Debby Ballard
- Linda Beal
- Bettiejoyce Meador Brady
- Caroline Brain
- Cathi and David Brain
- Millie and Mike Brown
- Stephanie Brown
- DeAngela Burns-Wallace
- Joni Cohen
- Graciela Couchonal
- Dan Cranshaw
- Sarah Crooks
- Amy Davis
- Ethel Davis
- Carrie Doctor
- Duana Dralus
- Steve Edwards
- Colleen Dougherty Euteneuer and Joe Euteneuer
- Pam Fleischer
- Linda French
- Patty Garney
- Christy and Bill Gautreaux
- Jenny Haile
- Carol Hallquist
- Linda Hanson
- Shirley Helzberg
- Liz Hjalmarson
- Deborah Holmes
- Jenny Housley
- Mamie Curry Hughes
- Mary Jane Judy
- Courtney Kounkel
- Beth Lauer
- Sharon Lindenbaum
- Madeleine McDonough
- Leo Morton and Yvette Morton
- Mary Jane Myers
- Laura Perrin
- Lyla Perrodin
- Marion Pierson
- Iral Porter
- Gisele Posey
- Vicki Reisler
- Mike Saunders
- Kelly Scanlon
- Lindsey Patterson Smith
- Robin Sterneck
- Anne Thomas
- Qiana Thomason
- Sherri Wattenbarger
- Kristin Webster
- Esther Wol

## SPONSORSHIP COMMITMENT

### CONTACT INFORMATION

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_  Home  Office  Mobile

Email: \_\_\_\_\_

### SPONSORSHIP LEVEL

- Gold Sponsor \$50,000       Platinum Sponsor \$25,000       Diamond Sponsor \$15,000  
 Pearl Sponsor \$10,000       Amethyst Sponsor \$5,000       Peridot Sponsor \$3,000  
 Ribbon Sponsor \$1,500

### PAYMENT INFORMATION

My payment will be made online. **CLICK HERE** to make your secure online payment.

My payment is enclosed. Please make checks payable to **UNITED WE**.

Please charge my credit card.       Visa       Mastercard       Discover       Amex

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_ Exp \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

### DONOR SIGNATURE

Signature \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE REMIT THE COMPLETED FORM TO:

UNITED WE, 2100 CENTRAL STREET, SUITE 11E, KANSAS CITY, MO 64108

OR EMAIL TO: [SDD@UNITED-WE.ORG](mailto:SDD@UNITED-WE.ORG)

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### QUESTIONS? CONTACT US:

MAGGIE MOHRFELD, SENIOR DIRECTOR OF DEVELOPMENT • [SDD@UNITED-WE.ORG](mailto:SDD@UNITED-WE.ORG) • 816.988.2007  
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