



UNITED WAY
Southwest
Louisiana

The Inaugural ALICE Summit

SPONSORSHIP OPPORTUNITIES

L'AUBERGE LAKE CHARLES

MARCH 26, 2025

8 AM - 5 PM

Asset Limited, Income Constrained, Employed

unitedwayswla.org/alicesummit

OUR ALICE SPONSORS

We extend our heartfelt gratitude to our sponsors for their vital support of the ALICE Summit. Their commitment to our community's needs showcases a shared vision for economic stability and inclusivity in Southwest Louisiana. Together, we are fostering collaboration and driving meaningful change, empowering our ALICE population and paving the way for a brighter future.

Thank you for standing with us!

ELITE SPONSOR



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Lake Charles
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Aetna Better Health[®]
of Louisiana

Breakfast & Lunch Included

Business Attire | Free Parking

Register at [UNITEDWAYSWLA.ORG/alicesummit](https://unitedwayswla.org/alicesummit) or text [alicesummitla](https://unitedwayswla.org/alicesummit) to 41444

\$50 per person

Contact liveunited@unitedwayswla.org for sponsorship opportunities and more information.

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.



DENISE DUREL

President & CEO
UNITED WAY SOUTHWEST LOUISIANA

815 Ryan Street
Lake Charles, LA 70601

337.433.1088
ddurel@unitedwayswla.org

unitedwayswla.org

Asset Limited, Income Constrained, Employed The Inaugural ALICE Summit

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

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

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

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

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.

KEYNOTE SPEAKERS & PANELISTS



**Louisiana State Representative
Jason Hughes**
House District 100 and Vice Chair
House Appropriations



Norman Morris
CEO
Louisiana Realtors Association



Dr. Stephanie Hoopes
National Director
United for ALICE, United Way of
Northern New Jersey



Ken Oldham
President & CEO
United Way of Frederick County
Maryland



Patty Riddlebarger
Vice President of
Corporate Social Responsibility
Entergy Louisiana



Kathleen Cannon
President & CEO
United Way of Broward County
Florida



Tristi Charpentier
Vice President
People-Centered Initiatives
Huey & Angelina Wilson Foundation



Mayor Nic Hunter
City of Lake Charles
Louisiana



Kevin Delahoussaye
Executive Director
Louisiana Housing Corporation



Susanna Schowen
Secretary
Louisiana Workforce Commission



Sarah Berthelot
President & CEO
Louisiana Association of United Ways



Susan East Nelson, J.D.
Executive Director
Louisiana Partnership for
Children & Families

ALICE SUMMIT SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$50,000

- » 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

- » 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

- » 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

PREMIER SPONSOR

\$10,000

- » 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

- » 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

- » 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

- » 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

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

HALF PAGE PROGRAM AD

\$500

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

ALICE SUMMIT SPONSORSHIP OPPORTUNITIES AGREEMENT

NAME (FIRST/LAST)

NUMBER OF REGISTRATIONS

COMPANY/ORGANIZATION/UNITED WAY

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](https://text.sponsoralice.com) to 41444
or VISIT 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

THANK YOU FOR YOUR SUPPORT!



unitedwayswla.org

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