



Power of the Purse

E-Swag Partner Opportunity

Power of the Purse - April 25, 2024

Get your brand in front of 300+ community oriented and exceptional women. The E-Swag Partner is an opportunity for local, women-owned and women-centric businesses to support Women United initiatives while increasing your brand and customer engagement.

United Way of Greater New Bedford's Women United brings you, Power of the Purse, the quintessential ladies-night featuring fabulous fun, entertainment, cocktails, and our exquisite online designer handbag auction with brands and styles you know and love.

E-Swag Partner Benefits:

- Business and brand promoted to attendees pre and post event
- Business tagged on combined E-Swag Partner social media posts (minimum 2)
- Business name/ logo on event signage
- Signage for business promoting partnership
- Business listed on Power of the Purse page

E-Swag Bag Partner Commitment:

- Provide discount offer for product or service OR free item upon visit to business location for Power of the Purse attendees. Coupons must be valid until September 30, 2024
- Support Power of the purse by (choose at least one):
 - Donate \$125 to support Women United initiatives
 - Donate a new handbag valued at \$125 minimum to be included in the event auction
 - Purchase a ticket for Power of the Purse
- Promote Power of the Purse through 2 social media posts/shares and tagging United Way of Greater New Bedford in each

**Scan the QR code to sign up to be an E-Swag Partner,
upload your logo and information for the e-coupon.**



Questions

If you have any questions or need more information, contact Paula Montgomery, Women United Director, at pmontgomery@unitedwayofgnb.org or 508-994-9625 ext. 213.

Women
United

