



POWER OF WOMEN SPONSORSHIP OPPORTUNITIES



About POW

Power of Women Thanet (POW) is a woman-led charity based in East Kent, championing creativity that promotes gender equality. Through our annual arts festival celebrating International Women's Day and our year-round engagement program, we aim to address the challenges of gender inequality and empower women and girls from all backgrounds.

Why Sponsor POW?



Community Impact

The POW Festival is more than an event; it's a movement that has touched the lives of thousands, promoting gender equality and celebrating the spirit of International Women's Day.



Diverse Engagement

Our festival is a melting pot of creativity, drawing participants from various backgrounds, ages, and talents, ensuring a rich tapestry of experiences for all attendees.



Collaborative Growth

Our collaboration with Broadstairs College and other institutions exemplifies our commitment to nurturing the next generation of artists, thinkers, and leaders.



A Proven Track Record

With over 6,853 visitors at a single exhibition and collaborations with renowned institutions like Turner Contemporary, our impact is both quantifiable and profound.

Why Sponsor POW?



A Catalyst for Change

Every sponsorship pound goes beyond the festival's perimeter, driving initiatives that foster gender equality, education, and community engagement year-round.



Future Vision

By partnering with us, you're investing in a brighter, more inclusive future where art and dialogue pave the way for understanding and progress.



Unparalleled Exposure

Sponsoring POW offers a unique opportunity to align your brand with a cause that resonates globally, ensuring visibility and engagement with a diverse audience.



A Testament to Resilience

Your sponsorship is more than financial support; it's a statement that you stand with us in our mission to uplift, inspire, and create lasting change.

POW's Vital Statistics

12k

Boasting over **12,000** followers across platforms Instagram, YouTube, Facebook and TikTok

During the 2023 POW Festival, our socials garnered over 35,000 impressions throughout the festival duration.

35k

Throughout the festival, our content was shared and celebrated with over **100** retweets and shares, averaging 35 per day.

Our collaboration with renowned institutions like Turner Contemporary amplified our reach, with an exhibition drawing in **7,000 visitors** in just 10 days.

600

During the festival, our web traffic reaches over **600 visits per day**

SPONSORSHIP OPPORTUNITIES

Steinem Level Sponsorship

Limited to 3 Sponsors

£5,000

What's Included:

- Premier logo placement on all festival materials, website, and social media.
- Opportunity to introduce keynote speakers / headliner at the main event.
- Full-page advert in the festival guide.
- 6x free entry to all paid events.
- Exclusive branding on stages and high traffic areas.
- Direct marketing email to POW mailing list and feature article / interview.
- Special mention in all press releases.

De Beauvoir Level Sponsorship

Limited to 5 Sponsors

£1,500

What's Included:

- Logo placement on festival website and promotional materials.
- Half-page advert in the festival guide.
- 4x free entry to all paid events.
- Social media promotion across all POW channels.
- Feature article / interview.
- Inclusion in festival press releases.

Hooks Level Sponsorship

Limited to 20 Sponsors

£300

What's Included:

- Logo on the festival website's sponsorship page and Directory
- Quarter-page advert in the festival guide.
- 2x free entry to all paid events
- Mention in a feature article.
- Social media mentions.

Friends of POW

For those who wish to offer in-kind support, resources, or expertise to help make the festival a success. Benefits include a special mention on the POW website and access to select events.

Bespoke Sponsorship

If you have a unique offering or idea that aligns with our mission, we're open to discussing a custom package tailored to your needs.



Ready to Make a Change?

If you're ready now please visit www.powthanet.com/donate

For sponsorship inquiries and more information, please contact:





**Power
of
Women**
Thanet

powthanet.com