

# WOMEN!

## A WEEK-LONG CELEBRATION



### 10<sup>th</sup> Annual Women! A Week-Long Celebration

## September 16-25, 2011

The tenth annual **WOMEN! A WEEK-LONG CELEBRATION** presented by the Women's Council of Greater Baton Rouge (WCGBR) is taking place September 16-25, 2011, throughout the Greater Baton Rouge area. The theme for this year's event is "10 Years of Creating, Connecting & Celebrating."

The purpose of the Celebration is:

- To provide a forum for discussing issues that are important to women including healthcare, education, family, community, economics, business, sports, arts and humanities;
- To strengthen the bond among women in the Greater Baton Rouge area;
- To showcase and share the strengths of women and women's groups;
- To explore the role of women in shaping our community;
- To offer fun and interesting activities for women.

This Celebration will commence with a citywide luncheon on September 16, 2011, and will continue with many diverse and exciting events through September 25th.

WOMEN! A WEEK-LONG CELEBRATION is a great way to showcase your organization or business in the community. This event is a wonderful opportunity for publicity, promotion and synergy. WCGBR and the Greater Baton Rouge community wait expectantly each year for this stellar event and we want you to be included. Last year, there were over 200 diverse activities provided by 45 different activity sponsors.

If you have an event that you would like included in the Women's Week Celebration, please first review the Activity Sponsor Packet. It contains the information you need to register and plan a successful event, including an *Activity Sponsorship Contract, Guidelines & Instructions*, and *Activity Registration Form*. Once you've completed an Activity Registration Form for each activity, you'll then be ready to fill out the Online Activity Registration Form and submit it for consideration.

The registration fee, \$200.00 (\$150.00 for current Women's Council Members), will include your share of advertising expenses for the week. This fee entitles you to sponsor up to 5 activities which will be listed on the website and in the 20,000 Activity Booklets that will be distributed city-wide.

#### Requirements and deadlines:

- ❖ An "Activity Registration Form" must be completed for each activity and submitted online (as directed on the Activity Form) by **June 6, 2011**. The form may be printed, completed and faxed, if necessary (with permission only).
- ❖ The "Activity Sponsorship Contract" must be printed, signed and mailed with your check to the address on the contract by **June 6, 2011**.

Join us! Together we can impact the Greater Baton Rouge community with this very special event by women, for women. Please feel free to call 225-302-8018, ext. 3 if you have any questions or need additional information about WOMEN! A WEEK-LONG CELEBRATION.

Sincerely,

*Diane Broussard*  
Diane Broussard  
Activities Co-Chair

*Lois Folse*  
Lois Folse  
Activities Co-Chair

## GUIDELINES & INSTRUCTIONS

### Activity Admission Costs

Activities are opportunities to showcase your organization or business while giving a gift to the women of the Baton Rouge Community. Admission cost(s) to your event will be free, unless pre-approved by the Activities Committee. If you are going to incur costs, please submit your request to charge an admission fee and a brief explanation of why you should be allowed to do so to the Activities Committee for approval by e-mail to Diane Broussard, [dianekenny@cox.net](mailto:dianekenny@cox.net).

### Activity Ambassador

A Women's Council Ambassador will be present at your activity to represent the Women's Council, welcome your attendees, give them some brief information about the Women's Council and Women's Week, introduce your speaker, and collect comment cards and surveys at the end of your activity.

### Women's Week Logo

The Women's Week Celebration (WWC) logo must be used in Activity publications and advertisements. Download this logo at <http://www.wcgr.com/news/WomensWeek.zip>.

### Activity Flyers

Publicize liberally with flyers among your own members/customers/clients. They will provide the core of your attendance. The Women's Week Celebration (WWC) logo (see above) must be on all your promotional materials – electronic and flyers. Please submit your activity flyer in PDF or Word format for review prior to distributing to Diane Broussard, [dianekenny@cox.net](mailto:dianekenny@cox.net).

### Activity Categories

Activities must be registered under pre-determined categories: (*Career Development, Cultural Events and Lectures, Family, Food, Hobbies, Living Well, Looking Good, Medical Information, Open House, Personal Growth, Professional Information, Recreation and Status of Women*). Choices on website Registration Form are available from a drop-down box.

### Luncheon Activity Fair

At the Women's Week Kick-off Luncheon, for a fee of \$25 each, we provide table space to our Activity Sponsors who are interested in promoting their activities, organizations, and/or services. Space is limited and provided on a first-come basis only. For more information or to sign up, contact Libby Quintana at (225)287-9997 or email her at [libby.quintana@yahoo.com](mailto:libby.quintana@yahoo.com). The \$25 fee must be paid by check to WCGBR.

### New Activity Sponsors

If you are a new activity sponsor, Lois Folse is available to assist you through the registration process. Contact her at (225) 938-7944 or email her at [loisfolse@cox.net](mailto:loisfolse@cox.net).

### Additional Tips

- Create a title and description (60 words or less) for your activities that is both catchy and clear.
- Carefully select your topic.
- Select a time to meet the needs of your audience. Check the website activity calendar at [www.wcgr.com/womensweek/activity\\_cal.asp?GW=1](http://www.wcgr.com/womensweek/activity_cal.asp?GW=1) to see which previously scheduled activities are listed at the time you want before scheduling your event.
- We encourage you to serve food or refreshments to create a more sociable atmosphere. Food availability at your activity will be noted in the Activity Booklet.
- When arranging for seating and setups, plan for extra attendance.

## ACTIVITY REGISTRATION FORM

**Please submit a separate ACTIVITY FORM for EACH event.**

Type of Sponsor:  \$200 (Non-Member)  \$150 (Current Women's Council Member) Member ID#: \_\_\_\_\_

Name of Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Website: \_\_\_\_\_

### ACTIVITY INFORMATION

**CATEGORY OF EVENT** (See categories in Guidelines & Instructions): \_\_\_\_\_

**REQUESTED TIME OF ACTIVITY:** from \_\_\_\_\_ AM/PM to \_\_\_\_\_ AM/PM

**DATE:** (select one)  Fri. 9/16 after 2:00PM only  Sat. 9/17  Sun. 9/18  Mon. 9/19  Tue. 9/20

Wed. 9/21  Thu. 9/22  Fri. 9/23  Sat. 9/24  Sun. 9/25

Title of Event (short & catchy): \_\_\_\_\_

Speaker Name/Title: \_\_\_\_\_

Location: \_\_\_\_\_ Free Parking Available:  Yes  No

Maximum Capacity: \_\_\_\_\_

Will there be an admission cost?  Yes  No If yes, amount \$ \_\_\_\_\_ **Must be pre-approved by Activity Committee**

Reservation Required:  Yes  No

Contact Person and Phone Number for additional info or RSVP: \_\_\_\_\_ (limited to 40 characters)

Food Served:  Yes  No If yes:  Breakfast  Lunch  Dinner  Refreshments

Description of Event: (60 words or less) – This will appear in the Activities Booklet and on the website to promote your event:  
(Note: Council reserves the right to final edit)

Sponsor: (will be included in the activity listing exactly as shown here)

### MARKETING DATA:

I want \_\_\_\_\_ (limit 100) Activity Booklets -- LET ME KNOW WHERE I CAN PICK UP ACTIVITY BOOKLETS for my distribution. Booklets will only be held for 10 days after notification of availability.

Activity Sponsor/Representative (print) \_\_\_\_\_

Date \_\_\_\_\_

PLEASE SUBMIT COMPLETED ACTIVITY FORM ONLINE AT <http://www.wcgr.com/womensweek> OR, WITH PERMISSION, VIA FAX TO (225) 663-8886 (must dial area code) NO LATER THAN JUNE 6, 2011.

**You will receive email confirmation of your activity date and time.**

## ACTIVITY SPONSORSHIP CONTRACT

The Women's Council of Greater Baton Rouge (WCGBR) WOMEN! A WEEK- LONG CELEBRATION Activities Committee and the undersigned Activity Sponsor, agree as follows:

### Sponsor (you) will provide:

- Publicity for your event
- A location for the event, including seating and set-ups as appropriate
- Payment of all costs for your event
- Information requested for publications by June 6, 2011
- Free admission to your event for a WCGBR representative (Activity Ambassador)
- Verification of your event on the Women's Council website for accuracy of information

### Sponsor (you) agrees:

- The activity will not be used as a fundraiser or sales event
- Admission cost(s) to your event will be free, unless pre-approved by submitting the fee and its justification to the Activities Committee
- The Women's Week Celebration (WWC) logo will be used in Sponsor's publications and advertisements. This logo can be downloaded at <http://www.wcgb.com/news/WomensWeek.zip>
- An Activity Ambassador will be present to give a short introduction of Women's Week at the beginning of the event

### The Women's Week Activities Committee will provide:

- Advertisement of your activity in at least 20,000 Activity Booklets, on the WCGBR website and other media (Please note: Committee reserves the right to edit the activity description in booklet)
- A copy of the WWC logo for use in your publicity. The WWC logo can be downloaded at <http://www.wcgb.com/news/WomensWeek.zip>
- Extra Activity Booklets for distribution to promote your own activities (if requested)
- Opportunity to showcase your business or organization at the Women's Week Kick-Off Luncheon (first-come basis) for a fee of \$25 payable by check to WCGBR
- A link to your event website from the WCGBR website

Sponsor will pay one registration fee of \$200.00 (\$150.00 for current Women's Council members) for up to 5 activities scheduled by sponsor during the week. Additional activities can be registered for \$25 per activity.

I understand and will comply with the above. I also understand that the earlier I submit my information, the earlier my activity will be publicized on the WCGBR website and in other media.

\_\_\_\_\_  
Activity Sponsor/Representative (signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email Address (print)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Name of Organization (print)

**PLEASE SUBMIT SIGNED CONTRACT NO LATER THAN JUNE 6, 2011 to: WCGBR ACTIVITIES COMMITTEE  
P. O. Box 80138  
BATON ROUGE, LA 70898**

\*Payment may be made online or by check with contract. You will receive email confirmation of your activity date and time.