



*Sister to Sister: One in the Spirit, Inc.*  
Post Office Box 260 • New York, NY 10037  
917-668-4284 • info@sistersoneinthespirit.org

January 28, 2014

Greetings!

Sheryl Lee Ralph, who pioneered the role of Dena in the Broadway hit *Dreams Girls*, saw first hand the devastation of AIDS. Committing to a cure she founded the Diva Foundation and for the past twenty years has been a staunch advocate for HIV/AIDS research. "Sometimes I Cry" is a one-woman show, written and conceived by award winning actress and honored AIDS activist Sheryl Lee Ralph. This moving and provocative show was inspired by the real life stories of women infected and affected by HIV/AIDS. Ralph becomes each one of these characters, breathing life into them and their stories with every move and simple gesture.



*Sister to Sister: One in the Spirit, Inc.*, would like to invite you to partner with us for "**An Evening of Empowerment with Sheryl Lee Ralph**," in a one-woman performance, "Sometimes I Cry," to be held on **Saturday, June 14, 2014**, at the Schomburg Center for Research in Black Culture, 515 Malcolm X Boulevard, in Harlem. HIV/AIDS is a growing health concern in the United States; especially in communities of color as evidenced by race, because African Americans face the most severe burden of HIV. According to the U.S. Statistics, there are more than 1.1 million people living with the AIDS infection, and approximately 1 out of 6 people are oblivious to the fact that they're infected.

This performance by Sheryl Lee Ralph, albeit presented through entertainment, shines light on this serious health issue that disproportionately affects communities of color and is essential to the Harlem community. Additionally the work aligns itself with *Sister to Sister's* mission to "educate to empower" women of color. It is important to note, that although it has been reported that AIDS has remained stable in recent years, there's an estimated 50,000 new HIV infections that continue to surface annually. The Center for Disease Control's National Surveillance, continues to collect, analyze and provide information about new and existing cases of the HIV infection, including AIDS. Therefore, your support in partnering with us for this event is crucial, and would allow us to disseminate information, while equipping our people with knowledge about HIV/AIDS.

A financial contribution at the Silver Level \$2,500.00; the Gold Level \$5,000.00; or the Platinum Level \$7,500.00, would be most welcomed and appreciated. In exchange for your contribution, your company will receive tickets, rights and exclusivity, on-site visibility, marketing, advertising, and merchandising opportunities. Please review the information below to learn more about our different sponsorship levels. All sponsorships, monetary, or in-kind, are fully tax-deductible. Determination letter from IRS provided below. **Sister to Sister: One in the Spirit, Inc. is a 501 (c) (3) tax-exempt organization, EIN # 26-1942096**



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We greatly anticipate your partnership in this venture, and will anxiously look forward to hearing from you, as your support will “empower” *Sister to Sister* to increase the level of health awareness in our community. **Thank you in advance for your cooperation in this matter.**

Sincerely,

Yvonne Singleton Davis  
Founder, President & CEO, Sister to Sister: One in the Spirit  
[ysd@sistersoneinthespirit.org](mailto:ysd@sistersoneinthespirit.org)  
P.O. Box 260, New York, New York 10037

Marva Allen  
Managing CEO and Founder, Hue-Man Online

Social media: #SisterToSister #EveningOfEmpowerment #SometimesICry @TheSherylRalph  
@HueManBooks @SisterToSister:OneInTheSpirit

### **Strategic Partnership Opportunities**

Please join the Sister to Sister: One in the Spirit team as we bring An Evening of Empowerment with Sheryl Lee Ralph! We are happy to tailor sponsorship opportunities to the changing needs of our partners and we are willing to explore new and innovative ways to partner with businesses. Please contact Yvonne Singleton Davis by phone at (917) 668-4284-Office or 347-563-7616-Mobile or by email ysd@sistersoneinthepirit.org.

### **Marketing Channels**

- Local Radio and Television Campaign - Blog Talk Radio and Radio One
- Social Media Campaign Facebook Ads and Twitter Promotion
- Interactive Media Campaign- 500,000+ Impressions
- Integration with News Outlets, Bloggers, Nonprofit Organizations

### **Social Media-Sheryl Lee Ralph**

Facebook 4,553+

Twitter followers 62,212+

Instagram 19,787+

### **Sister to Sister: One in the Spirit**

Email Subscribers 400+

Facebook Fans 320+

\*Plus we have strong connections with other bloggers and social media ninjas that will be our media partners for the event

### **Demographics for An Evening of Empowerment with Sheryl Lee Ralph**

Male: 20%

Female: 80%

Marital Status: 34% Married

Age Range: 30-60

Average Household Income: \$100,000

College Graduate: 65%

Event Attendees: 350

Total Impressions: 500,000+

### **Psychographics**

Our event attendees are community activists, volunteers, mid and upper level professionals, elected officials, social entrepreneurs, media personalities and residents of New York, Connecticut and New Jersey. All Sister to Sister: One in the Spirit members are committed to working together to empower girls and women in the United States and beyond.

### **Brand Positioning Opportunities**

- Company participation acknowledged in radio and television ads, marketing materials and during event and link to company's web page or social page Sister to Sister's website.
- Exclusive access to our supporters on Facebook and at **www.sistersoneinthepirit.org**
- Opportunities to provide information about company, product or service in gift bags
- Product placement during event including pre and post VIP Receptions hosted by your company
- Ability for your company's staff to participate in a meaningful way and interact with event attendees
- Chance to connect with local nonprofit to support your company's volunteer and outreach efforts

**Some of the extraordinary companies and influential women who have participated in our various "Sister to Sister" programming and events have been**

Lori Stokes, Anchorwoman, WABC-TV  
Susan L. Taylor, Editor-In-Chief Emerita of Essence Magazine  
Cheryl Wills, Anchorwoman, NY1 News  
Supreme Court Justice with Judge Karen Mills-Francis  
Hazel N. Dukes, President of the New York State Conference of NAACP Branches  
The Honorable C. Virginia Fields, former Borough President of Manhattan  
Grace F. Edwards, award winning author of the Mali Mystery Series  
Terrie Williams, Author & Publicity Guru  
Dr. Shelia Evans Trnum, Associate Commissioner, NYS Education Department

Columbia University  
Duane Reade  
Lifetime Television  
L'Oreal/Soft Sheen Carson  
Women's Entertainment (WE) Television  
Entergy  
State Farm  
Essence Magazine  
Carver Bank  
City National Bank of New Jersey

Presenting Sponsor -\$10,000

*The Presenting Sponsor will benefit from:*

- Corporate Naming Rights as the Title Sponsor
- Category Exclusivity-a guarantee that none of your competitors will be allowed to sponsor the Show

*Premier placement of sponsor name and/or logo on:*

- Name/logo inclusion on all marketing properties and collaterals; e-mail, website, radio and print advertising
- Logo on proud partners step-and-repeat at Red Carpet with Live Blogging, Media Interviews
- Name in all media releases
- Prominent logo/Store link display on Sister to Sister's website [www.sistersoneinthespirit.org](http://www.sistersoneinthespirit.org) and Facebook page
- On-site signage to include :15 or :30 sec video pre-roll
- Database of all opt-in registrant emails
- Full-page, color advertisement in program and looped in digital at Show and Reception
- Fifteen (15) VIP tickets and seating at Show and Reception
- Opportunity to deliver a 3-5 minute welcome and introduction speech at Show
- Opportunity to include premiums/marketing items in gift bags to attendees

Platinum Sponsor - \$7,500

*The Platinum Sponsor will benefit from:*

- Corporate Naming Rights as the exclusive sponsor of the Reception

*Premier placement of sponsor name and/or logo on:*

- Name/logo inclusion on all marketing properties and collaterals; e-mail, website, radio and print advertising
- Logo on proud partners step-and-repeat at Red Carpet with Live Blogging, Media Interviews
- Name in all media releases
- Prominent logo/Store link display on Sister to Sister's website [www.sistersoneinthespirit.org](http://www.sistersoneinthespirit.org) and Facebook page

- On-site signage
- Database of all opt-in registrant emails
- Full-page, color advertisement in program and looped in digital at Show and Reception
- Ten (10) VIP tickets and seating at Show and Reception
- Opportunity to deliver a 3-5 minute welcome and introduction speech at Reception
- Opportunity to include premiums/marketing items in gift bags to attendees

#### Gold Sponsor - \$5,000

*The Gold Sponsor will benefit from:*

*Prominent placement of sponsor name and/or logo on:*

- Name/logo inclusion on all marketing properties and collaterals; e-mail, website, radio and print advertising
- Logo on Sister to Sister's website [www. sistersoneinthespirit.org](http://www.sistersoneinthespirit.org)
- Half-page, color advertisement in program and looped in digital signage at Reception
- Seven (7) VIP tickets and seating at Show and Reception
- Opportunity to include premiums/marketing items in gift bags to attendees

#### Silver Sponsor: \$2,500

*The Silver Sponsor will benefit from:*

*Placement of sponsor name and/or logo on:*

- Name/logo inclusion on all marketing properties and collaterals; e-mail, website, radio and print advertising
- Quarter-page, color advertisement in program and looped in digital signage at Reception
- Two (2) VIP tickets and seating at Show and Reception
- Opportunity to include premiums/marketing items in gift bags to attendees

#### Bronze: Partner Levels - Community Pre or Post Reception Champions

- Partner I-\$1,000 (2 tickets, quarter-page, color advertisement in program, small logo with store link on Sister to Sister's website and opportunity to include premiums/marketing items in gift bags to attendees)
- Partner II-\$500 (2 tickets & quarter-page, color advertisement in program and small logo with store link on Sister to Sister's website)
- Partner III- \$250 (2 tickets & small logo with store link on Sister to Sister website)
- Partner IV: In-kind Donation-Many companies choose to contribute to Sister to Sister: One in the Spirit by providing items for the gift bags and/or performer welcome basket through the provision of in-kind donations. Companies providing items for gift bags or welcome basket through in-kind donation will receive one (1) complimentary ticket to the event and small logo/name on signage at event.

Media Partner: In-kind Donation

The media sponsor will benefit from:

*Prominent placement of sponsor name and/or logo on:*

- Name/logo inclusion on all marketing properties and collaterals; e-mail, website, radio and print advertising
- Name in all media releases
- Two (2) VIP tickets and seating at Show and Reception
- Opportunity to include premiums/marketing items in gift bags to attendees

**SPONSORSHIP AGREEMENT FORM**

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

Title: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Please check the sponsorship level below you wish to participate in.

**Sponsorship Levels**

- Presenting: \$10,000
- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze: Community Pre and Post Reception Champions
  - \$1,000
  - \$500
  - \$250
  - In-kind donation for       Reception     Performer Basket     350 Event Attendees Gift bags
- Media Partner: In-kind ( Please indicate media outlet & type of sponsorship being offered and associated value)
- I am unable to participate as a Sponsor at this time, but enclosed is a tax deductible contribution

**Payment Method**

- Check: Amount \$ \_\_\_\_\_ is enclosed, payable to: **Sister to Sister: One in the Spirit.**
  - Credit Card: Amount to charge to card:\$ \_\_\_\_\_
    - AMEX                       Discover                       MasterCard                       Visa
- Credit card# \_\_\_\_\_ Exp. date: \_\_\_\_\_
- Name on credit card: \_\_\_\_\_
- Authorized signature: \_\_\_\_\_ Today's date: \_\_\_\_\_

\*Please complete this form and return with payment/product to: Yvonne Singleton Davis, Sister to Sister: One in the Spirit - P.O. Box 260, New York, New York 10037. We must receive all artwork with advertising contract 45 days before event.

**ADVERTISING CONTRACT**

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

Title: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Yes! Please reserve the following ad space at Sister to Sister: One in the Spirit, An Evening with Sheryl Lee Ralph.

**Ad Size – Four Colors - PAYMENT AND ARTWORK DUE 45 DAYS BEFORE EVENT.** No refunds.

- Full-page (5.5" x 8.5") \$500 -includes two (2) complimentary VIP tickets
- Half-page (5.5" x 4.25") \$300 -includes one (1) complimentary VIP ticket
- Quarter-page (2.75" x 4.25") \$150 -includes one (1) complimentary VIP ticket

List your contribution as: \_\_\_\_\_ *Include disk containing files of artwork/logo in full-color high res pdf*

**Payment Method**

- Check: Amount \$ \_\_\_\_\_ is enclosed, payable to: **Sister to Sister: One in the Spirit**
- Credit Card: Amount to charge to card: \$ \_\_\_\_\_
  - AMEX                       Discover                       MasterCard                       Visa

Credit card# \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Today's date: \_\_\_\_\_

## **APPENDIX**

A1: Tax Determination Letter

A2: List of Programs



# Tax Determination Letter

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 06 2009**

SISTER TO SISTER ONE IN THE SPIRIT  
INC  
2541 SEVENTH AVE STE 25H  
NEW YORK, NY 10039

Employer Identification Number:  
26-1942096  
DLN:  
17053054020009  
Contact Person: ERIC KAYE ID# 31612  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
February 4, 2008  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

## **List of Programs**

### **Sister to Sister: One in the Spirit, Inc.**

#### **Sister to Sister Conference of Empowerment and Health for Women**

This conference, which has been at the forefront of a movement to empower women, is an experience that provides a unique opportunity to nurture the body, mind and spirit. Conference attendees engage in inspiring power sessions, and assemblies where successful women throughout the community, come to share their advice and blueprints for living a productive, and successful life. Some of the extraordinary women who have participated in our *Sister to Sister* conferences have been Cheryl Wills, Newsanchor, NY1 News, Lori Stokes, WABC-TV and Judge Karen Mills-Francis, television personality of the syndicated TV shows, Judge Karen and Supreme Court Justice with Judge Karen Mills. Through *Sister to Sister's* partnership with Mt. Sinai Hospital's Witness Project, Harlem Hospital Center's Community Outreach division, and the American Cancer Society, we proffer free health screening for Blood Pressure, Cholesterol, Glucoma, Glucose, Breast Cancer, and HIV/AIDS, as well as free Mammograms to women who are uninsured or underinsured.

#### **Savvy Sisters Jump Double Dutch**

Development in progress; in search/need of donated space.

#### **"Red Hat" Celebrating Women Who Inspire & Empower!**

*Sister to Sister* recognizes the "unsung sheroes" who work tirelessly helping those who are less fortunate in the community.

#### **Bushikori Education for Girls Project, Uganda**

*Sister to Sister* has partnered with the Bushikori Christian Centre in Mbale, Uganda, East Africa, to educate girls who have been orphaned and/or can no longer pursue an education due to financial constraints. Our commitment to educate girls aligns itself with our purpose to inspire, enlighten and empower girls in our community, and beyond.

#### **Sister to Sister Financial Awareness & Empowerment Workshop**

A monthly workshop for women who are seeking to be empowered through the improvement of their financial situation. The workshop's presenter is a financial advisor with Prudential Financial.

#### **Sister to Sister Knitting, Crochet & Book Club**

Every Tuesday evening from 5:00 p.m. to 7:00 p.m. at the Countee Cullen Library, women and children from the community come together where they can learn the skill of knitting and crocheting, where they develop the art of creating fabric from yarn. We engage in great conversation, as well as the reading and discussion of good books.

#### **Sisters Mentoring Sisters**

This is a unique form of personal development, where mentoring is provided for women and girls (from 13 and up) in the community. Our mentors are women who come from all walks of life, and are matched with like-minded mentees. Mentoring is done on a one-to-one basis, with common session for evaluation, training and development. Mentoring services span across career goals, self-esteem building, etc.

#### **Seasoned Sisters**

The Seasoned Sisters program focuses on senior citizens in the community providing companionship through "friendship walks" to the park as well as organizing outdoor activities such as bus rides, theatre trips and other social activities. "Friendship talks" provide homebound seniors with personal companionship via telephone. The Seasoned Sisters program also provides seniors with referrals to test for life-threatening diseases, and homecare services that include house cleaning, grocery shopping and other services upon request.