



2019-2020

Sponsorship Guidelines

Life As an African-American Widow:
A Conversation About Race, Grief & Widowhood
An American Tour of the Cities



BLACK WOMEN WIDOWS EMPOWERED



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Who We Are

Black Women Widow's Empowered is a nonprofit organization that empowers widows through social media and face to face interactions with the intent to create a safe, online and in-person group for women of color who can identify with the unique circumstances and challenges faced in a world of intolerance while black and widowed.

Our mission is to aid widows back to spiritual, emotional and physical wholeness and hope by various means.

**We are fiscally sponsored by The Carla Rose Foundation, Inc., P.O. Box 206, Drayton, SC 29333. Your sponsorship is tax-deductible EIN: 46-1330488*

Statistics

-In 2006, 25% of black widowed women were entitled to benefits as a wife or widow of a worker. Among white women, 38% were entitled to benefits as a wife or widow of a worker. ([Black Women: The Unfinished Agenda](#))

-The financial strain of long-term widowhood can be more pronounced for women of ethnic and racial minority status who may be less closely tied to the formal economy of wages and pensions. ([Wearing the Garment of Widowhood: Variations in Time Since Spousal Loss Among CommunityDwelling Older Adults](#))

-In 2014, 31% of older African-Americans were widowed. African-American women are known by many as one of the strongest groups of women in the world, mentally. (A Statistical Profile of Black Older Americans Aged 65+.



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-The survival of African-American women often depends upon their ability to grow wise from experience (Collins, 2000)

-Relationships after the death of a spouse have been studied to understand how widows seek and gain social support during a time they are at risk for high levels of loneliness. (Van Baarsen, van Duijn, Smit, Snijders, & Knipscheer, 2002)

-Studies have reported that despite the connection many widows continue to have with their deceased spouses, having other companionship may be effective in helping symptoms of loneliness and in gaining new meaning in life. (Stevens, 2002)

-800,000 people are widowed each year in the United States. (US Census Bureau)

-Ronald Barrett, Ph.D., professor of psychology at Loyola Marymount University in Los Angeles, has been studying African-Americans and grief for 20 years and finds that, as a group, we “tend to underutilize health resources” to support our physical and mental health after a traumatic loss. Good Grief, EssenceMagazine.com

-Black women are much less likely than other women to be eligible for Social Security Spouse or Widow Benefits. Estimated Percentage of Women Ineligible for Social Security Spouse or Widow Benefits because of Marital History among 50-59 Year-Olds is 34% ([Black Women in the United States, 2014 - The Washington Post](#))

-Statistically, women are far more likely to be widowed and far less likely to remarry than men. (The Guardian)

-Blacks were more likely than the total population to be separated, widowed, or divorced. Five percent of Blacks were separated, 7 percent were widowed, and 11 percent were divorced. (We the People: Blacks in the United States. Census 2000 Special Report)



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Why Sponsor Our Event(s)?

Your support will provide funding for our widowed project, Living As an African-American Widow - A Conversation About Race, Grief & Widowhood in a safe and non-judgemental environment.

This project will tour American cities interviewing widows of color. This work will provide 1) an increased understanding of how widows of color react to grief and loss as a widow of color 2) an opportunity for the women to begin their healing by talking about their loss.

Funding would be used for:

Room and board for the producer(s) and/or videographer for each city for a two-night stay (unless minimum night stay says otherwise)

- *We would like to film at various Black-Owned Bed & Breakfast locations, therefore combining this with a mini-retreat to provide the optimum intimate and safe space setting*
- *First location preference for this project would be at **Ms. Elsie's Bed and Breakfast, Charlotte, NC***



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<i>Name</i>	<i>Nights</i>	<i>Room Cost (Approx)</i>	<i>Comments</i>
<u>Ms. Elsie's Bed and Breakfast</u> , Charlotte, NC	2 Nights	4 People \$1300	2019 3 full course Breakfast included in price
<u>Yellow Block Bed & Breakfast</u> New York City (Premiered on Netflix)	Min 3 Night Stay per policy	7 People \$3500	2020 - 5 Year Anniversary
<u>Urban Oasis B&B</u> Atlanta, GA	2 Nights	6 people \$2000	2019
Baltimore, LA, Dallas, Arizona	TBD	TBD	TBD

Local Videographer for up to 3-hour filming (filming will be performed on video phone/camera if no videographer available) \$1500

Media Equipment if videographer not available ([DSLR Camera](#) Bundle \$600)

Goodie Bags and/or Gift Cards for attendees \$50/pp

Travel for 1 (plane ticket/car rental/Gas/Transportation Networks) Varies by city

Counselor on standby (1 hr for professional assistance) \$200

Video Editor

Food for New York Event for 3 days for up to 5-7 people \$350

This project will tour American cities interviewing widows of color. This work will provide 1) an increased understanding of how widows of color deal with grief and loss 2) an opportunity for the women to begin their healing through conversation.



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Did You Know That You Can:

- GET INVOLVED by way of changing lives through media and make a real impact for widows of color.
- GIVE BACK to your community by helping who need it most.
- INCREASE your brand exposure and elevate your corporate identity within the community.
- STRENGTHEN your company's reputation as a good corporate citizen to your customers, employees and local residents.

Event Sponsorship Opportunities

Level	Amount
Hero	\$5,000 (check donation required)
Champion	\$2500 (check donation required)
Star	\$1000 (check donation required)
Gem	\$500 (check donation required)
Ambassador	\$250 (check donation required)
Advocate	\$50
Supporter	< \$50

SUPERHERO Sponsor \$10,000

Customize Your Options!

Call 704-241-8059 or email empower@blackwomenwidowsempowered.com



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HERO Sponsor \$5,000

Logo with a direct link to company's website featured on Community Event Page+
Recognition on all event-related promotional collateral including flyers, and email
Posters displayed at all tour locations
Opportunity to have two Sponsor banners displayed at the event*
Recognition as a Sponsor on event "Thank You" signage
Recognition as Sponsor during event via two PA announcements
Opportunity for an informational table presence
Opportunity for large check presentation*
Certificate of Sponsorship Acknowledgment

Champion Sponsor \$2500

Recognition as a CHAMPION SPONSOR promoted throughout the event
Logo with a direct link to company's website featured on Community Event Page
Posters displayed at event locations
Opportunity to have one Sponsor banner displayed at the event*
Recognition as a Sponsor on event "Thank You" signage
On-stage recognition as Sponsor during the event via one PA announcement
Certificate of Sponsorship Acknowledgment



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Star Sponsor \$1000

Recognition as an ADVOCATE SPONSOR promoted throughout the event
Company logo and name featured on Community Event Page & Social Media
Posters displayed at company and community-related locations
Recognition as Sponsor on event “Thank You” signage
On-stage recognition as Sponsor during event via one PA announcement
Certificate of Sponsorship Acknowledgment

Gem Sponsor \$500

Recognition as a STAR SPONSOR promoted throughout the event
Name and Logo Recognition as Follows:
Company logo and name featured on Community Event Page & Social Media
Recognition as Sponsor on event “Thank You” signage
Certificate of Sponsorship Acknowledgment

Ambassador Sponsor \$250

Recognition as an Ambassador SPONSOR promoted throughout the event
Company logo and name featured on Community Event Page & Social Media pages
Recognition as Sponsor on event “Thank You” signage
Certificate of Sponsorship Acknowledgment



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Advocate Sponsor \$50

Company name & link displayed on Community Event Page

Business card provided to participants at event

Supporter Sponsor <\$50

Personal name included on the website (not business name)

Contact Information:

empower@blackwomenwidowsempowered.com

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EIN: 46-1330488*

*Producer & Host: Sabra Robinson
Executive Producer: Superhero or Hero Sponsor Levels*

www.BlackWomenWidowsEmpowered.com