

THE 7TH ANNUAL  
**POWER**  
*of the* **PURSE**

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**SPONSORSHIP PACKAGE 2022**

## ABOUT POWER OF THE PURSE

The Power of the Purse Luncheon takes place each year in March to honor International Women's Month and most importantly the inception of the Cayman Islands Crisis Centre which took place on International Women's Day, March 8, 2003.

This year it is more important than ever to recognise and celebrate the women in our community. A report produced by the World Economic Forum showed that COVID-19 has worsened gender inequalities. Housework division, education and childcare have always been disproportionate between men and women and this year the gap has significantly increased.

This year's International Women's Day theme is fitting, given the COVID-19 pandemic that has stricken the world for the past 2 years plus. The theme for this year's observance is "Gender equality today for a sustainable tomorrow." The year 2022 is pivotal for achieving gender equality in the context of climate change, and environmental and disaster risk reduction, which are some of the greatest global challenges of the twenty-first century. Without gender equality today, a sustainable future, and an equal future, remains beyond our reach. Together we can forge women's equality. Together we can all Break The Bias. **#BreakTheBias.**

We are pleased to announce that Power of the Purse will be celebrating 7 years and with your help and the help of our sponsors we have managed to raise over US\$200,000 for the Cayman Islands Crisis Centre supporting all victims of domestic violence.

Through the year's attendees have become inspired by some of the world's leading international female speakers such as Erin Brockovich, Cheryl Strayed, Jeanette Walls, Jennifer Thompson, Amanda Lindhout and Liz Murray. These women have shared their incredible true stories of hardship and triumph and this year we are pleased to welcome keynote speaker Trish Kendall, inspirational speaker, From the Pit of Despair to the Peak of Success.

Please join our attendees for an unforgettable afternoon in celebration of the hard-working women in our community.

The luncheon will take place at the **Ritz Carlton, Friday, June 17 from 12pm - 3:30pm**. Our guests will be treated to a complementary glass of wine, passed canapés, lunch and special dessert buffet. Guests can also participate in a silent auction for designer handbags and enter to win a number of great raffle prizes. All to raise funds for the Cayman Islands Crisis Centre.

Interested in becoming a sponsor? Contact the Cayman Islands Crisis Centre; email **thankyou@cicc.ky**

# ABOUT THE SPEAKER

## KEYNOTE SPEAKER TRISH KENDALL

### Inspirational Speaker, From the Pit of Despair to the Peak of Success

Imagine if every day you choose to **give all your love** and if every day you choose to **receive all the love** that others give you. What could that mean for your loved ones, for your colleagues, for **you?**

Trish is proof that true success – **enduring success** – is making THAT choice. We each have the power to make that choice and achieve enduring success, no matter the obstacles.

As a little girl, Trish's ability to trust and love were destroyed by the person who daughters trust and love the most. Trish was repeatedly sexually abused by her father from ages 6 to 13. Her mother suffered from mental illnesses that proved stronger than her maternal instinct to protect her daughter. Her father forced the family to flee from town to town a dozen times to prevent anyone in the community from learning about the abuse. In every town, she was the new kid who struggled to fit in and find acceptance until she just stopped trying.

In her early teens, Trish turned to the world of drugs, plunging headlong into a crystal meth addiction. She lied, stole, and exchanged her remaining dignity for drugs. At age 20, she chose to end her life. One phone call from her sister changed everything. Trish's first choice, to pick up the phone, launched her inspiring 25-year journey to enduring success.

#### Today:

- Trish is a highly-regarded executive.
- Trish happily juggles the chaos, exhaustion, and complete joy of her life as a wife and mom.
- Trish is a trusting and trusted member of her community.
- Trish inspires others to achieve **enduring success**.



**TRISH KENDALL**

As a little girl, Trish thought that she lost her ability to love, but during her 25-year journey to success she learned embracing love is a choice. Her enduring success is choosing to embrace her boundless capacity to give love and to receive love – every day. As a pathway for all, Trish shares her journey from the pit of despair to the peak of success. Her story includes childhood sexual abuse, neglect and the destructive world of drugs that followed, but her speeches and workshops focus on the **five critical choices** she made on her journey to enduring success and the universal lessons we can apply on our journeys. Trish brings candid stories, humor in the face of true hardship, simple lessons, compassion and love to all her speaking engagements.



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## SPONSORSHIPS

All guests will enjoy complementary wine upon arrival and passed canapés during networking reception. This will be followed by seated lunch, glass of wine and dessert.

### **Gold - US\$10,000.00**

- 2 Tables (10 seats per table)
- Top logo placement and company mention in all print ads, radio ads and social media posts
- Top logoplacement on all email blasts (to over 2,000 people)
- Top company mention during opening speech
- Brand placement on event posters, revolving screen, brochure
- Prime table seating location
- Branded table signage

### **Networking Sponsor - US\$6,000.00**

- 1 Table (10 seats per table)
- Logo placement and company mention in all print ads, radio ads and social media posts
- Logo placement on all email blasts (to over 2,000 people)
- Brand placement on event posters, revolving screen, brochure
- Exclusive brand and logo placement at networking reception
- Branded table with signage in networking area

### **Silver (Three Available) - US\$5,000.00**

- 1 Table (10 seats per table)
- Logo placement and company mention in all print ads, radio ads and social media posts
- Logo placement on all email blasts (to over 2,000 people)
- Brand placement on event posters, revolving screen, brochure
- Branded table signage

### **Bronze - US\$3,500.00**

- 1 Table (10 seats per table)
- Branded table signage
- Brand placement on event posters, revolving screen
- Logo placement on Thank You ad

### **Table - US\$2,250.00 (10% discount)**

- 1 Table (10 seats per table)