



Dear Friend:

The Women's Council of Greater Baton Rouge is proud to announce the **2017 "Women! A Week-Long Celebration"** will take place **October 6<sup>th</sup> – October 15<sup>th</sup>**. After a trying past year, Baton Rouge celebrates its 200<sup>th</sup> Anniversary, and Women's Council celebrates the contributions of the many women who make our city the strong, vibrant community it is today. While the work to get back into our homes and businesses continues, we come together to get to know our neighbors and our city—to sample the rich variety of things Baton Rouge has to offer its citizens.

"Women! A Week-Long Celebration" is the gift of the Women's Council along with our Patrons, Sponsors, and Presenters to the women of the Greater Baton Rouge Community. This exceptional event is eagerly anticipated each year, and we want you to be part of the celebration. Here are the ways you can participate:

- Our **Patrons** are those wonderful people and organizations who contribute the essential money, goods, or services that Women's Week possible. **Women's Week** is a great way to showcase your organization or business in the community. With over 150 diverse activities and our signature Activity Booklet distributed to over 15,000 people, this event is a wonderful opportunity for publicity, promotion, and synergy. Many Patron levels provide the opportunity to present or sponsor activities. Your "Patron Contract" (included in this packet) must be mailed to us or submitted online with your payment by **June 1, 2017** to guarantee inclusion in the Activity Booklets.
- Our **Activity Sponsors** are those who provide the registration fees and/or the space for activities to be presented. Many Patron levels come with complementary activities that can be used or donated to worthy activities or organizations. Or you may simply choose to pay an activity fee for yourself or someone else to present an activity.
- Our **Presenters** are those wonderful people who entertain, educate, and enrich us by sharing their skill and knowledge when they give the classes, talks, and demonstrations that make up over 150 activities available during **Women's Week**. If you have events that you would like present, please submit a registration form for each activity by **June 1, 2017** and submit to by to the committee for approval. Forms are included with this packet or available on our website at.
- Our **Participants** are those who attend all those activities to gain information; sample crafts, dance, exercise, and food; learn about available services; and explore subjects, areas, and organizations they've always been curious about. Once you select the activities you wish to attend, please RSVP with the contact information provided. And after each activity, please help us plan future events by giving us your valuable feedback on cards provided at the event or on our website.
- Our **Ambassadors** are Women's Council members or representatives who are present at an event to direct and welcome attendees, provide information about Women's Council and Women's Week, and obtain information and feedback for evaluation of the event.

And the best news is that **you can participate in all these ways** if you wish to! Join us! And together we can make a positive impact in the Greater Baton Rouge community with this very special event by women, for women. Please feel call (225) 302-8018 Ext. 3 or email [activity@wcgbr.com](mailto:activity@wcgbr.com) if you have questions or need additional information about "Women! A Week-Long Celebration."

Sincerely,

*Sherie Thomas*

Sherie Thomas

Women's Week Chair

For **more information**, contact:

Faye Ferdinand at [fferdinad@cox.net](mailto:fferdinad@cox.net)

Or Anita White at [ACWBR@gmail.com](mailto:ACWBR@gmail.com)

## Activity Registration Instructions

\*Carefully following the guidelines below will help you submit your activity information in the correct format when you register online. It will also ensure your information is accurately included in the 15,000+ Activity Booklets published.

### Activity Sponsorship:

All Activities must be sponsored by a **Patron** donor. The Activity Presenter may be a sponsoring **Patron** herself, or some other **Patron** who agrees to sponsor the activity by allowing use of one of the Activity slots allotted through their donation. **Patrons** donating at the Friend level of \$200 (available only to Women's Council Members, but we would love to have you as a member) or the **Copper\*** level receive three activity slots. Patrons donating at the Bronze level or above receive up to 5 activity slots. A Patron may obtain additional activity slots by paying an additional \$25 per activity.

Payment of **Patron** donations may be made online for Friend and Copper level Patrons or by check with contract. You will receive email confirmation of your activity date and time.

### Activity Categories:

**Activities must be registered under pre-determined categories:**

The Online Registration Form contains a drop-down list from which you must select your category. **The same activity may be presented no more than twice during Women's Week unless special approval is granted by the Activity Committee.**

### Date and Time:

Select a time to meet the needs of your audience. Check the website activity calendar for activities already scheduled that might conflict or compete with yours. Make sure that morning (AM) and afternoon (PM) designations are correct. Be mindful of your participants' travel time.

### Title and Description of your Event:

Create a title that is both catchy and clear, that adequately describes the activity, draws attention, and creates interest. Long titles are usually not as effective in attracting attention. Type the title with capital letters for the first letters of the words only. You may use all caps for a particular word you want to emphasize.

**Description: This is the most important part!**

Please remember that you are limited to 60 words. Use them wisely. When setting up the description, use no more than one or two lines to describe the activity, list benefits and engages the reader. (*For example: "Are you totally stressed out? My session on xyz can help by..."*). Give an idea of the topics that will be covered, but include only the most important. Be careful not to use unnecessary or redundant words that do not add to the meaning. It is helpful to say to whom the activity is directed, especially if there are different levels of expertise (i.e. beginner vs. advanced). Finally, make sure you have spelled everything correctly and that you have used proper grammar. The better your description, the more participants you are likely to have.

### Location and Capacity:

Along with the address, it may be helpful to include a familiar landmark, reference point, or building/complex name. For example: *across from Post Office*. Place this information after the address in parentheses. When arranging for seating and setups, plan for extra attendance. Include these extra seats into your "maximum capacity".

### Cost:

Women's Week Activities are opportunities to showcase your organization or business while giving a gift to the women of the Baton Rouge Community. You are the host and are expected to bear all costs, and admission to your event will be FREE. For exceptions or special events, you may apply to the Activity Committee for approval to charge an admission fee by submitting a request to the Activities Committee at [activity@wcgbr.com](mailto:activity@wcgbr.com). Include the amount of the proposed charge and a brief explanation of the reason.

### Contact for RSVP and additional information:

Include area codes with phone numbers. Email addresses may also be used. Prior to Women's Week, you may want to adjust your answering message with information about your upcoming activities. Also let attendees know if you will be contacting them back with RSVP confirmations.

### **Refreshments:**

We encourage you to create a sociable atmosphere at your activity. While it is not required, serving food and drink refreshments can help and you can note availability in the Activity Booklet.

### **Your Name:**

Make sure your name and/or business name are listed correctly in the booklet. The same name must be used for all of your activities. Name of Sponsors *may be* listed in the description *with consent of Sponsor*.

### **Luncheon Activity Fair**

At the Women's Week Kick-off Luncheon, for a fee of \$35 each and on a first-come basis (space is limited), we provide table space to our Patrons, Activity Sponsors, and Presenters who are interested in promoting their activities, organizations, or services. For more information or to sign up, call (225) 302-8018, Ext. 3 or email [### \*\*Activity Booklets / Flyers\*\*](mailto:activityfair>wcgbr.com</a>. The $35 fee must be paid by check to WCGBR. See Packet for fee exemptions. <b>NOTE:</b> All persons staffing activity tables must have tickets to the luncheon.</p></div><div data-bbox=)

Share complementary Activity booklets with visitors to your organization or business. You may request up to 50 booklets.

Publicize liberally with flyers among your own members/customers/clients. They will provide the core of your attendance. The Women's Week Celebration logo (see below) must be on all your promotional materials – electronic and print. Please submit your activity flyer in PDF or Word format to the Registrar at [### \*\*Women's Week Logo\*\*](mailto:activity>wcgbr.com</a>. for approval prior to distributing.</p></div><div data-bbox=)

The Women's Week Celebration logo must be used in Activity publications and advertisements. Download this logo at <http://www.wcgbr.com> via [WomensWeek](#).

### **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. If you've been pre-approved to charge, you must waive admission for the Ambassador

### **New to Women's Week?**

If this is your first time sponsoring or presenting activities, you can get assistance through the registration process by calling (225) 302-8018, Ext. 3 or emailing

## ACTIVITY REGISTRATION FORM

*Please submit a separate Activity Registration Form for EACH event.  
Activity MUST be approved by Activity Committee*

Event Sponsorship:  *Check here if sponsoring your own event. OR*  
\_\_\_\_\_ *List name of sponsor here if your event is being sponsored by someone else.*

Level of Sponsorship: \_\_\_\_\_ Women's Council Member??  Yes  No

Name of Presenter \_\_\_\_\_ Women's Council Member??  Yes  No

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 10/6 after 2:00PM only  Sat 10/7  Sun 10/8  Mon 10/9  Tues 10/10  
 Wed 10/11  Thu 10/12  Fri 10/13  Sat 10/14  Sun 10/15

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

Maximum Capacity: \_\_\_\_\_ Will there be an admission cost?  Yes  No If yes, amount \$ \_\_\_\_\_ **Must be pre-approved by Activities 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)

Name of Sponsor: (Will be included in the activity listing exactly as shown here *with permission of Sponsor.*)

### MARKETING DATA:

I want to participate in the Kick-Off Luncheon Activity Fair (see Guidelines for more info)

I want \_\_\_\_\_ (limit 50) Activity Booklets – LET ME KNOW WHERE I CAN PICK UP ACTIVITY BOOKLETS for my distribution. Booklets will only be held for 7 days after notification of availability.

Presenter or Representative

(print)

Date

Please submit completed form **ONLINE** at [activity@wcgbr.com](mailto:activity@wcgbr.com)  
**Submission Deadline: JUNE 1, 2017.**  
You will receive email confirmation of your activity date and time

## ACTIVITY PRESENTER CONTRACT

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

**Presenter (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 1, 2017
- 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

**Presenter (you) agree:**

- 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 logo will be used in Presenter's publications and advertisements.
- Ambassador will be present to give a short introduction of Women's Week at the beginning of the event. In case the Ambassador is unavailable, you will present the introduction material if provided.
- Registrar and registered attendees must be promptly informed of any changes or cancellations
- To purchase a luncheon ticket for any person(s) staffing your Activity Fair table.

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

- Advertisement of your activity in at least 15,000 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 Women's Week logo for use in your publicity.
- 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 \$35 payable by check to WCGBR. See Packet for fee exemptions.
- A live link from the WCGBR website.

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.

Please indicate payment method:  Payment enclosed  Paid Online

\_\_\_\_\_  
Presenter Representative (signature)

\_\_\_\_\_  
Date

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

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

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

**PLEASE SUBMIT SIGNED CONTRACT NO LATER THAN JUNE 1, 2017 to:**

**WCGBR ACTIVITIES COMMITTEE  
P. O. BOX 80138  
BATON ROUGE, LA 70898-0138**

**P.O. BOX 80138, BATON ROUGE, LA 70898-0138 PHONE: 225.302.8018 ext. 3 FAX: 225.663.8886 WEB: WWW.WCGBR.COM**  
(area code required)