

**VOTE**  
**FOR**

**WOMEN'S**  
**LIVES**

**2022 NATIONAL NOW CONFERENCE**  
**CHICAGO, IL — JULY 22-24**

# NOW HERSTORY



**NOW** is the nation's leading advocacy group dedicated to defending women's rights, advancing equality and combating injustice in all aspects of life. Through educating, mobilizing, and convening a vast network of grassroots members, **NOW** advocates for policies that promote an anti-racist and intersectional feminist agenda. For more information visit: [now.org](https://now.org)

# NOW HAS BEEN AT THE FOREFRONT OF EVERY MAJOR ACTION FOR WOMEN'S RIGHTS, INCLUDING THE HISTORICAL EVENTS BELOW:

Organized the Women's Strike for Equality of 1970 to commemorate women's suffrage

Spearheaded major campaigns for the ratification of the ERA including the ERA March of 1977 and the National ERA Campaign the 1979

In 2003, NOW was the lead organization for the 40th Anniversary of the Million Man March on Washington

In 2006, NOW joins in a friend-of-the court brief opposing a parental notification law and advocating for the health exception in *Ayotte v. Planned Parenthood of Northern New England*

In 2011, NOW posts open letter to President Obama, urging him to not adopt a different cost of living formula (Chained CPI), noting that these cuts would fall most heavily on elderly women.

In 2020, with the help of NOW activists, Virginia ratifies the ERA

Organized the Take Back the Night rally of 1973 that highlighted the violence women experience

In 1994, NOW played an integral role in anti-racketeering laws at abortion clinics with *NOW v. Schiedler*

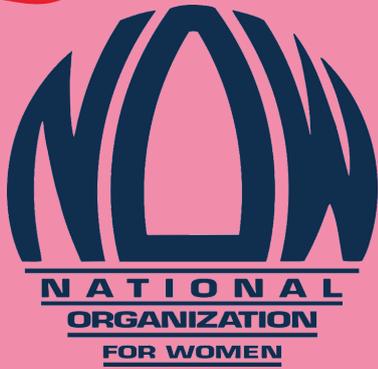
In 2004 the March for Women's Lives drew a record 1.15 million people to Washington, D.C., to protect and advance access to a full range of reproductive health care options, including abortion, birth control and emergency contraception

In 2009, NOW co-sponsors with Equality Across America and participates in the massively successful National Equality March to end discrimination against LGBTQIA+ individuals in the military and workplace

In 2014, NOW signs on to an Amicus brief in the case of *Hobby Lobby v. Burwell* (originally *Hobby Lobby v. Sibelius*) in which for-profit companies are challenging the contraceptive mandate under the Affordable Care Act

In 2021, NOW co-sponsors an amicus brief outlining how *Dobbs vs. the Jackson Women's Health Organization* will incite clinic violence





# 2022 NOW CONFERENCE

## WHAT

**Save Our Democracy –  
Vote for Womxn’s Lives!**

## WHEN

**July 22-24, 2022**

## WHERE

**Palmer House Hilton,  
17 E Monroe St, Chicago, IL 60603**

## WHO

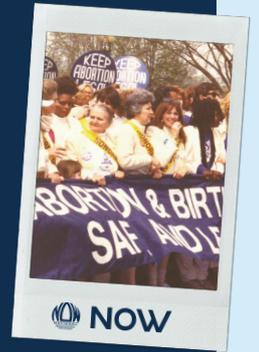
**Grassroots feminists from  
across the country.**

## WHY

**As feminists we must demand  
social change and reinvigorate  
our advocacy at all levels.**

# CONFERENCE HISTORY

- In June of 1966, Pauli Murray, Betty Friedan, and others met during the Third Annual Conference of Commissions on the Status of Women to discuss alternative strategies.
- In October of 1966, the National Organization for Women was born at the first annual conference attended by founders Betty Friedan, Pauli Murray, Sonia Pressman Fuentes, and Muriel Fox.
- Today we continue this annual tradition with educational workshops, plenary sessions, and member meetings.



# 2022 CONFERENCE

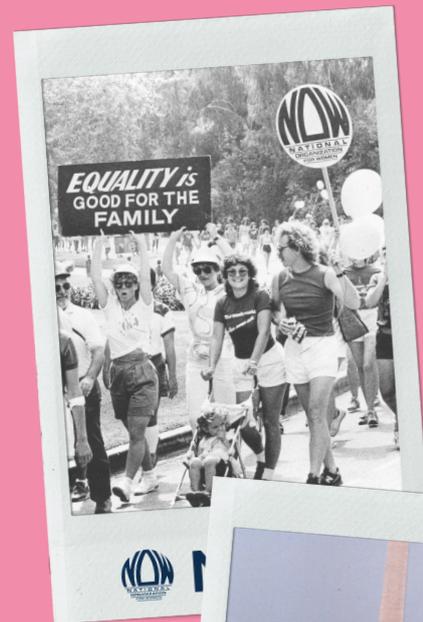


- Workshops featuring timely discussions on topics such as: Economic Justice, Racial Justice, Reproductive Rights and Justice, Ending Violence Against Women, LGBTQIA+ Rights, and Constitutional Equality
- Meetings and discussions among NOW districts and special caucuses
- Exhibitor hall
- Plenaries discussing timely topics
- Event to honor NOW's donors

# WHAT WE'RE OFFERING SPONSORS:

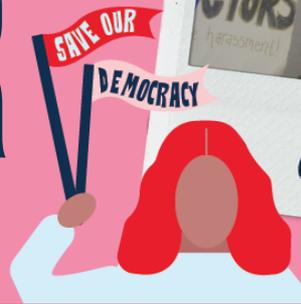


- Brand awareness and visibility
- Opportunity to partner with historically the largest grassroots feminist organization
- Opportunity to engage with feminists across the country
- Opportunity to create real tangible change and collaborate for an intersectional feminist future



**\$15,000**

# DIAMOND SPONSOR



- 10 passes to event
- 10 complimentary NOW Memberships
- Name on website
- Name included on promotional materials
- Name displayed at event
- Weekly social media posts up to event
- Verbal shout-out at the event
- Complimentary exhibitor booth
- Opportunity to host sponsored session
- Complimentary presentation at organization from NOW's President
- Option to add organization's merchandise to NOW's swag bag
- Option to network with feminists at social events
- Thank-you gift

**\$10,000**

# PLATINUM SPONSOR



- 8 passes to event
- 8 complimentary NOW Memberships
- Name on website
- Name included on promotional materials
- Name displayed at event
- Verbal shout-out at the event
- Complimentary exhibitor booth
- Opportunity to host sponsored session
- Option to add organization's merchandise to NOW's swag bag
- Option to network with feminists at social events
- Thank-you gift

**\$7,500**

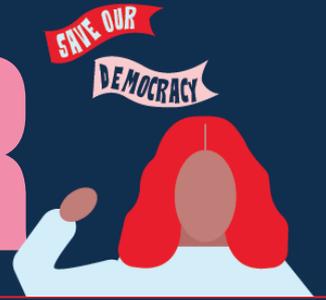
# **GOLD SPONSOR**



- 5 passes to event
- 5 complimentary NOW Memberships
- Name on website
- Name included on promotional materials
- Name displayed at event
- Verbal shout-out at the event
- Complimentary exhibitor booth
- Option to add organization's materials to NOW's swag bag
- Option to network with feminists at social events
- Thank -you gift

\$5,000

# SILVER SPONSOR



- 2 passes to event
- 2 complimentary NOW Memberships
- Verbal shout-out at the event
- Complimentary exhibitor booth
- Option to add organization's materials to NOW's swag bag
- Option to network with feminists at social events
- Thank-you gift

# CHANGEMAKER

Sponsor a plenary session: \$3,000

NOW's plenary sessions bring together NOW members across the country. The plenaries are meant to inspire and motivate, and typically feature well known speakers. The 2022 plenary sessions are particularly special since it will be the first time we will all be together since the COVID-19 pandemic. Special perks of sponsoring a plenary session include:

- NAME DISPLAYED AT EVENT
- OPPORTUNITY FOR ORGANIZATION REPRESENTATIVE TO SPEAK AT SESSION
- VERBAL RECOGNITION AT EVENT
- TWO PASSES TO EVENT
- TWO COMPLIMENTARY MEMBERSHIPS
- OPTION TO NETWORK WITH FEMINISTS AT SOCIAL EVENTS
- THANK-YOU GIFT



# THOUGHT LEADER

**Sponsor the donor  
appreciation event: \$3,000**

**Donors are essential to the sustainability of the National Organization for Women. As a sponsor of this special event, you'll assist us in honoring current donors and legacies. Special perks of sponsoring the donor appreciation event include:**

- **NAME DISPLAYED AT EVENT**
- **VERBAL RECOGNITION AT EVENT**
- **TWO PASSES TO EVENT**
- **TWO COMPLIMENTARY MEMBERSHIPS**
- **OPTION TO NETWORK WITH FEMINISTS AT SOCIAL EVENTS**
- **THANK-YOU GIFT**

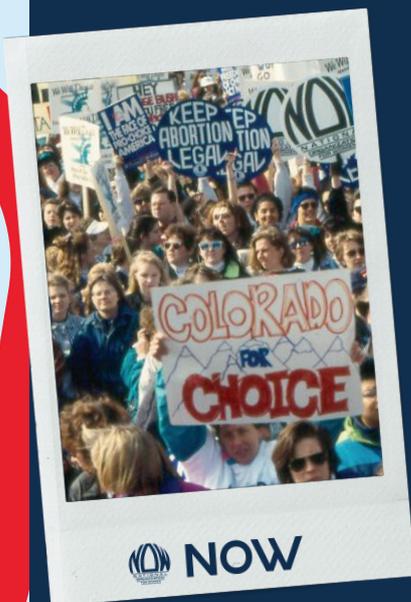


# ALLY

## Sponsor the Auction \$1,500

Help us double our impact by sponsoring our auction fundraiser. Special perks of sponsoring the auction include:

- NAME DISPLAYED AT EVENT
- TWO PASSES TO EVENT
- TWO COMPLIMENTARY MEMBERSHIPS
- OPTION TO NETWORK WITH FEMINISTS AT SOCIAL EVENTS
- THANK-YOU GIFT



# ADVOCATE

**Sponsor a workshop: \$1,000**

The biggest attraction to the NOW Conference are our signature workshops. All of our workshops address our six core issues of reproductive health and rights, racial justice, economic justice, constitutional equality, LGBTQIA+ rights, and ending violence against women. Special perks of sponsoring a workshop include:

- **OPTION TO HOST WORKSHOP**
- **TWO PASSES TO EVENT**
- **TWO COMPLIMENTARY MEMBERSHIPS**
- **OPTION TO NETWORK WITH FEMINISTS AT SOCIAL EVENTS**
- **THANK-YOU GIFT**



# GRASSROOTS

**Sponsor a Feminist Award: \$1000**

Sponsor an award honoring a dedicated feminist. NOW honors activists for their change-making strides with special awards like the Lifetime Achievement Award. Special perks of sponsoring a Feminist Award include:

- **TWO PASSES TO EVENT**
- **OPTION TO NETWORK WITH FEMINISTS AT SOCIAL EVENTS**
- **THANK-YOU GIFT**



# JUSTICE

Sponsor a speaker: \$500

Our event speakers are essential to the success of NOW Conference. In order to attract talented speakers with lived experiences with NOW's core issues, we would like to provide honorariums. Special perks of sponsoring a speaker include:

- **OPPORTUNITY FOR ORGANIZATION REPRESENTATIVE TO SPEAK AT EVENT**
- **THANK-YOU GIFT**





SAVE OUR  
DEMOCRACY  
**VOTE FOR  
WOMEN'S  
LIVES**

**TO PARTNER OR LEARN MORE CONTACT:**

---

<https://airtable.com/shriQcCRxit7S9GsO>

**Sara Swisher | Development Coordinator**

**sswisher@now.org**

**202-960-4417 ext. 147**

**La-Donia Alford-Jefferies | Chief of Staff**

**cos@now.org**

**202-628-8669 ext. 116**