



Black Women Will

The solution to the silent problem keeping the Black community from **building generational wealth**. We impact Black families for generations by creating opportunities for Black women to complete their **wills** so they can leave a legacy.

BLACK WOMEN WILL INITIATIVES



BWW Homecoming

This is where a will preparation event meets a day party! We partner with attorneys and estate planning organizations to create wills for FREE and celebrate protecting a legacy.



Estate Planning Content

We go beyond preaching about the importance of having a will. Our educational content and resources helps our community take action immediately and share the information with their loved ones.



BWW Legacy Scholarship

We pay a portion of the recipient's estate attorney fees and mentor her through the process of completing her will, healthcare directive and power of attorney.



“

I'm so grateful for Black Women Will allowing Black women, like myself, to **feel empowered and to leave legacies to our families**. I am 7 months pregnant and so excited to be taking care of my affairs for my daughter!

Jessica, Class of BWW 2022

”



OUR WHY

Over the next 25 years, an estimated **\$68 trillion** will be transferred from U.S. households to heirs and charity.

Black Americans are missing out on the largest wealth transfer in history by not having an estate plan.

NBC NEWS

OUR IMPACT

Since we started in 2021, we've:

- Helped **100+ women** complete their wills and healthcare directives for free at our events
- Assisted in **transferring \$10M+ worth of assets** (including real estate, bank accounts, and investment accounts)
- **Reached 500K+ impressions** on our estate planning educational content on social media, radio, and in our private community

SOME OF THE COMPANIES WHO'VE JOINED OUR COMMITMENT TO IMPACT BLACK FAMILIES FOR GENERATIONS

BANK OF AMERICA 

 State Farm

CITY NATIONAL BANK
AN RBC COMPANY 

 BERNSTEIN

Aprio 

INTERESTED IN BEING A SPONSOR? CONNECT WITH US!

 blackwomenwill.com

 [@blackwomenwill](https://www.instagram.com/blackwomenwill)

 teyonna@thankmelater.money

THANK
ME
LATER



IN PARTNERSHIP WITH



Through **Black Women Will Homecoming '23**, we hope to help **200** Black women in Georgia transfer **\$25M+ worth of assets** by completing their will! With your support, **generations** of Black families will have **peace and order** through estate planning.

WE NEED YOU TO HELP US MAKE A TOUCHDOWN AT
Black Women Will Homecoming ' 23
Saturday, November 11th | 9am - 5pm ET
Impact Church | Atlanta, GA

ABOUT BLACK WOMEN WILL HOMECOMING ' 23:



200 wills and health care directives created for FREE for select Black women (BWW Class of 2023)



BWYardfest, an outdoor experience to celebrate leaving a legacy and transferring wealth



Life insurance breakout session to teach attendees how to select enough coverage to protect their legacy and give their family peace of mind



Content series aired on social media about **estate planning and what to do if you're in charge after a loved one passes away**

SPONSORSHIP OPPORTUNITIES OVERVIEW

Here is what your investment as a sponsor may go towards:

BEFORE

- Informational **workshops** with BWW '23 participants to help them complete the will preparation paperwork
- **Working sessions** with the legal team who will review the will preparation paperwork ahead of the event
- Short-form **social media content** about estate planning



DURING

- **Signature Spaces** at the event, such as the Will Prep Room, Printing & Notary Space, Tailgate Zone (networking area), etc.
- **Resources** needed to complete the wills, such as registration technology, printers, flash drives, paper & ink, etc.
- **Event essentials**, such as meals, marketing collateral, executive team apparel, etc.

AFTER

- Estate planning **educational programming** such as our signature virtual workshop, "The Roadmap To Complete Your Will"
- Long-form **video content** about estate planning and action steps to take before and after a loved one passes away
- **Black Women Will Legacy Scholarship**: sponsor recipients and their mentors as they navigate the estate planning process

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STANDARD SPONSORSHIP LEVELS

We'd be happy to create a **custom sponsorship package** based on your company's interests and needs. However, here are our standard levels for sponsorship opportunities during **Black Women Will Homecoming '23**.

	Sponsorship Opportunity	Sponsorship Benefits
\$10K+	Platinum Sponsor	<ul style="list-style-type: none"> • Naming Rights in the Signature Spaces (Brought to you by X) • Prominent company logo placement in the Signature Spaces (i.e. Will Prep Room, Printing Station and Notary Station) • Placement of the company's logo on all digital signage and printed marketing materials • Brief remarks from a brand representative during welcome or closing • Prominent inclusion in the Black Women Will Welcome Bag • Company logo listed on all pre-event and post-event emails • Acknowledgment during the live event • Prominent social media mentions in content before, during and after the event • Exclusive email and social media post highlighting the company • Name mention in press releases • Logo in the post-event sizzle reel • Logo with link on blackwomenwill.com • A table outside at BWW Yardfest to share resources with attendees
\$7.5K+	Gold Sponsor	<ul style="list-style-type: none"> • Placement of the company's logo on all digital signage and printed marketing materials • Brief remarks from a brand representative during welcome or closing • Inclusion in the Black Women Will Welcome Bag • Company logo listed on all pre-event and post-event emails • Acknowledgment during the live event • Social media mentions in content before, during and after the event • Logo in the post-event sizzle reel • Logo with link on blackwomenwill.com • A table outside at BWW Yardfest to share resources with attendees
\$5K+	Silver Sponsor	<ul style="list-style-type: none"> • Placement of the company's logo on all digital signage • Company logo listed on all pre-event and post-event emails • Acknowledgment during the live event • Social media mentions in content before, during and after the event • Logo in the post-event sizzle reel • Logo with link on blackwomenwill.com

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