



Empowering women through crisis, one pathway at a time.

## SPONSORSHIP OPPORTUNITIES

[Avaspathways.org](https://avaspathways.org) | [info@avaspathways.org](mailto:info@avaspathways.org) | 312-576-5596



## Mission

Empowering women through crisis, one pathway at a time.

We...

- Advocate for health and wellness of women.
- Connect with women who have purchasing power.
- Champion diversity, inclusion, and gender equality.

## Woman Served

Ava's Pathways encompasses women of diverse backgrounds who are navigating life challenges and adversities, seeking support, guidance, and empowerment. This includes women who may have experienced traumatic events such as divorce, abuse, loss, or career setbacks, as well as those facing mental health struggles, relationship issues, or personal crises. Ava's Pathways aims to serve women across various age groups, socio-economic statuses, and cultural backgrounds, creating an inclusive and welcoming space for all.

## Why Sponsor

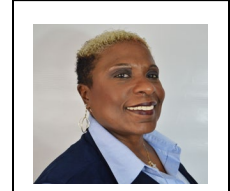
- Make a difference in the lives of women.
- Align with Corporate Social Responsibility Goals.
- Target Marketing and Brand Exposure.
- Employee Engagement and Retention.



## Founder

Haseena Shaheed-Jackson

[Read her story here.](#)



## Co-Founder

Alice Pryor

[Read her story here.](#)



## Advisory Board and Management Team

Ava's Pathway Board Members are comprised of leaders in their community and experts in their field. We are proud to have these individuals as part of our team. View their profiles [here](#).

## Strategic Alliances

Ava's Pathways forging partnerships and collaborations is a top priority. Working with others together we can do so much to empower and support women through life transitions. Current partners include:

- YWCA in Chicago, IL, aimed at advancing our shared mission of empowering women and promoting gender equality through coaching, personal growth, mentorship, networking opportunities, events, and forums for women in the Chicago and surrounding areas.
- DEFY Ventures in Chicago, IL focus is on fostering second chances for individuals released from incarceration reducing recidivism.
- Education Design Development and Research Corporation (EDDR) in Chicago, IL providing educational and business training resources

Ava is committed to partnering with companies that are striving to create a more equitable and inclusive world where every woman can fulfill her potential and achieve her dreams.

## Ava's Pathways Five Main Pillars

### *Empowerment through Coaching:*

Partnering with women to uncover and utilize the tools and knowledge they need to navigate life's challenges successfully.

### *Creating a Supportive Community:*

The creation of a supportive and nurturing community where women can connect and share their experiences being encouraged and finding solidarity. Through support groups, mentorship programs, and networking events, Ava's Pathways seeks to foster meaningful connections and relationships among women.

### *Breaking Barriers:*

Inspired by her own experiences of encountering barriers in her professional life, Haseena, Ava's Pathways Founder, is determined to break down barriers and create opportunities for women to thrive.

### *Promoting Mental Health and Well-being:*

Prioritizing mental health support and resources for women. Spearheading support groups and mental health awareness campaigns, Ava's Pathways promotes mental health resilience and provides a safe space for women to address their emotional needs.

### *Advocacy and Outreach:*

Commitment to advocating for policies and initiatives that support women's rights and gender equality. Through advocacy efforts, community outreach, and partnerships with other organizations, Ava's Pathways will amplify the voices of women and drive systemic change.

## Sponsor Goals

Our goal for sponsors of Ava's Pathway, a non-profit organization, is to foster meaningful partnerships that align with our mission of supporting women in rebuilding and recovering from life challenges and adversity. Ava's Pathways is proud to prioritize mental health and wellness as integral components of our mission to empower women to thrive personally and professionally.

Through sponsorship, we aim to expand our reach and impact, enabling us to provide essential life coaching services and create a supportive community for women navigating difficult transitions. By partnering with Ava's Pathway, sponsors can invest in initiatives that empower women, promote resilience, and

foster personal growth, ultimately contributing to the positive transformation of individuals and communities alike.

## Ava's Pathways Five Key Sponsor Benefits

- 1. Alignment with Corporate Social Responsibility (CSR) Goals:**  
Demonstrating commitment to advancing women's empowerment and social justice, enhancing reputation as a socially responsible organization.
- 2. Brand Visibility and Positive Association:**  
Aligning brand with a meaningful cause that resonates with the company's target audience. Associating brand with initiatives that empower women and support mental health resulting in enhancing brand image.
- 3. Employee Engagement and Talent Development:**  
Supporting female employees and investing in their personal and professional growth.
- 4. Networking and Partnership Opportunities:**  
Access to a diverse network of women professionals, leaders, and influencers. Companies can leverage this network to forge valuable partnerships, collaborate on initiatives, and explore business opportunities.
- 5. Measurable Impact and Return on Investment (ROI):**  
Ava's Pathways can provide companies with data-driven metrics and impact reports demonstrating the tangible outcomes of their sponsorship investment. This includes metrics such as the number of women served, participant feedback and testimonials, success stories of women who have benefited from the program, and key milestones achieved in advocacy and outreach efforts.

## 2024 Accomplishments

### 2024 Gala

Friday, November 8, 2025

On November 8, 2024, Ava hosted its inaugural gala at Harborside International Golf Course. We raised over \$15,000 which demonstrates the power of community and strategic relationships. From the proceeds, we were able to sponsor two women for comprehensive development programs by providing professional life and wellness coaching.

## 2025 Calendar of Events

### Summer Brunch

Friday, June 7, 2025

An intimate gathering of 50 distinguished guests combines networking with purpose, featuring success stories from our sponsored women, a gourmet brunch, and inspiring keynote speakers. This elegant morning event not only celebrates our collective achievements but also strengthens the bonds within our community of changemakers.

### Fundraising Gala

Friday, November 7, 2025

Ava's Pathways will host its annual gala on November 7, 2025 at Harborside International Golf Course. This exclusive event will bring together 150 esteemed guests, including business owners, C-suite executives, business leaders, divorce attorneys, health and wellness professionals, representatives from banks, and women from various walks of life.

## Sponsorship Packages

### Platinum Path Maker - \$5,000

- Premier logo placement at all events
- VIP table at Annual Gala (8 seats)
- Opportunity to provide one branded promotional item for event attendees (Quantity of 150).
- 6 tickets to Summer Brunch
- Recognition in pre-event press releases
- Featured sponsor spotlight in newsletter
- Social media highlight package
- Speaking opportunity at one event
- Year-round website recognition

## **Gold Guide - \$2,500**

- Premium logo placement at events
- 6 seats at Annual Gala
- Opportunity to provide one branded promotional item for event attendees (Quantity of 150).
- 4 tickets to Summer Brunch
- Speaking opportunity at one event
- Recognition in pre-event press releases
- Quarterly social media mentions
- Year-round Website recognition

## **Silver Supporter - \$2,000**

- Logo display at events
- 4 seats at Annual Gala
- 2 tickets to Summer Brunch
- Exclusive sponsorship of cocktail hour or specialized entertainment.
- Social media recognition
- Year-round website recognition

## **Bronze Believer - \$1,000**

- Name listing at events
- 2 seats at Annual Gala
- 1 ticket to Summer Brunch
- Social media mention
- Year-round website recognition

## **Advocator - \$750**

- Recognition in the event program.
- 2 seats at Annual Gala

- One social media thank you post.
- Year-round website recognition

## **Supporter - \$500**

- Recognition in the event program
- 1 seat at Annual Gala
- Social media recognition
- Year-round Website recognition

### **Why Partner with Ava's Pathway?**

As a sponsor, you will:

- 1. Make Direct Impact**
  - Support women in their professional development journey
  - Enable life-changing coaching and mentorship
  - Create lasting change in our community
- 2. Enhance Your Brand**
  - Demonstrate corporate social responsibility
  - Connect with community leaders and influencers
  - Reach engaged, professional audiences
  - Feature in our marketing materials and social media
- 3. Expand Your Network**
  - Access exclusive networking events
  - Connect with other community-minded organizations
  - Participate in our 2025 signature events
- 4. Year-Round Visibility**
  - Recognition at our Summer Brunch (June 7, 2025)
  - Premium placement at Annual Gala (November 7, 2025)
  - Social media recognition
  - Website presence

### **Your Impact**

By becoming a sponsor, you directly contribute to:

- Professional development programs
- Life and wellness coaching



- Mentorship opportunities
- Educational resources
- Community building initiatives

## Join Us

Be part of our success story. Together, we can create pathways to success for more women in our community.

## IN-KIND Sponsor Opportunities

In addition to cash sponsorships, Ava's Pathways Gala Event presents several opportunities for in-kind sponsorships, providing sponsors with alternative ways to support the event and gain exposure.

In-kind sponsorship opportunities include:

- **Venue Sponsorship:** Venue to host the health and wellness events in exchange for exposure and recognition, which includes logo placement on event signage, promotional materials, and social media shoutouts.
- **Catering Sponsorship:** Collaborating in providing the food and beverages for our events in exchange for branding opportunities, such as logo placement on menus, serving stations, and promotional materials.
- **Entertainment Sponsorship:** Partnership with performers, DJs, or entertainment companies to provide entertainment for the gala event in exchange for recognition and exposure, including logo placement on event programs, stage banners, and announcements.
- **Photography/Videography Sponsorship:** Engaging a photography or videography company to capture moments from the gala event in exchange for branding opportunities, such as logo placement on digital and print media, photo/video credits, and social media posts.
- **Decor Sponsorship:** Collaborating with a décor or rental company to provide event décor and furnishings in exchange for branding opportunities, such as logo placement on event signage, centerpieces, and promotional materials.
- **Gift Bag Sponsorship:** Collaborating with companies to provide items for gift bags or giveaways for event attendees in exchange for branding opportunities, such as logo placement on gift bag tags, promotional inserts, and social media shoutouts.
- **Technology Sponsorship:** Partnering with technology companies to provide event technology solutions, such as AV equipment, live streaming services, or

event apps, in exchange for branding opportunities, such as logo placement on event screens, digital signage, and promotional materials.

## Donations and Support Opportunities

Join us in making a meaningful impact on women's empowerment and mental health initiatives by becoming a sponsor of Ava's Pathways Gala Event. Your support will not only contribute to the success of this transformative event but also help us continue our mission of empowering women to thrive personally and professionally. Whether through cash or in-kind sponsorship, your partnership with Ava's Pathways will provide valuable exposure and recognition, demonstrating your commitment to social responsibility and gender equality.

Don't miss this opportunity to align your brand with a worthy cause and make a lasting difference in the lives of women in our community.

There are numerous opportunities for you to be involved and partner with Ava. Donations are always welcome.

Contact us today to learn more about sponsorship opportunities and how you can get involved!

**Purchase tickets, donate or sponsorship [here](#).**

**Visit the website [here](#) or email [info@avaspathways.org](mailto:info@avaspathways.org)**

## Your Support in Action: Program Testimonial

“Historically in my experience, women have not been supportive in my development. Once I realized this pattern as an adult and took ownership, I knew it was going to take courage and other like hearted/minded women to help me overcome my acquired beliefs which no longer served me.

Being witnessed and supported by a community of genuine caring women in my most vulnerable moments has been life changing... There is an unspoken depth to feminine energy that provides care, comfort and knowing that you are okay, and you are enough to be, do and have your true heart’s desires. It has also positively changed the way I care for myself and others. Who knew I could be so nurturing.”

- Ava’s Pathways Program Participant

