

FRESH START'S

# Sip & Soirée



**SATURDAY, SEPTEMBER 13, 2025 | 11:00 A.M. | JW MARRIOTT DESERT RIDGE**





## About the Event

Join Fresh Start's Auxiliary Board for **Sip & Soirée**, a vibrant and inspiring luncheon, at the stunning venue, **JW Marriott Desert Ridge**, on **September 13, 2025**. This annual event **supports Fresh Start's mission of empowering women** in our community to achieve self-sufficiency and thrive. The day kicks off with opportunities to sip and shop with local vendors, engage in fun activities, and browse incredible items in the silent auction. Enjoy a captivating luncheon filled with inspiration, designed to uplift and empower women across Arizona. Don't miss this unforgettable celebration of strength, resilience, and success in **its new home at JW Marriott Desert Ridge!**



## A Note From Our Co-Chairs



We are thrilled to co-chair Fresh Start's Sip & Soirée and invite you to celebrate the remarkable way this organization empowers women in our community. Life's challenges can be unpredictable; during times of need, Fresh Start steps in with unparalleled support. From fostering self-confidence to providing career resources that lead to financial independence, Fresh Start transforms lives and strengthens our entire community. Let's come together to honor and amplify this vital mission, making a lasting impact for local women and their families!

**Lexie Petznick and Stephanie Saccente**  
2025 Sip & Soirée Event Co-Chairs



# Your Sponsorship Helps Women Thrive

Fresh Start provides programs and resources that empower women to achieve goals and behavioral changes necessary to reach self-sufficiency.

Your sponsorship dollars will help women transform their lives through education, skills training, and personalized support. **The Bridge to Self-Sufficiency**, pictured below, provides the framework for Fresh Start's Impact Program, a **comprehensive strategy tailored to help women overcome barriers. Five key pillars make up a woman's journey across the Bridge as a person is far more likely to achieve economic independence if they have a strong foundation in all areas of their life.**

## ABOUT FRESH START

Fresh Start's mission is to provide access and resources that help women achieve self-sufficiency and use their strength to thrive. Our ultimate vision is to create unlimited opportunities for women.

For over 30 years, Fresh Start has empowered more than 60,000 women in the Arizona community. These women face a variety of barriers hindering their ability to be personally or financially self-sufficient, including domestic violence, generational poverty, and unemployment.

Through our Impact Program, Fresh Start offers comprehensive programs, access to training and education, as well as employment and career services to help women reach their personal and professional goals.



## IN FISCAL YEAR 2024:

**5,158**  
women  
served

**4,119**  
children  
impacted

**62%**  
single  
mothers

**67%** earn  
less than  
\$25k



# Sponsorship Levels

## PLATINUM PRESENTING SPONSOR - \$25,000 (1 AVAILABLE)

- Two Premier Tables at the event (20 seats).
- Premium Photo Backdrop - Feature your company logo alongside Fresh Start on the first photo backdrop as guests enter.
- Listed as “Premium Presenting Sponsor” on event collateral, press release, website, print program, e-blasts, and social media.
- Special “Thank You” and verbal recognition during the luncheon.
- One full-page ad and your logo in printed program and on screen during the luncheon program.

## LUNCHEON SPONSOR - \$20,000 (1 AVAILABLE)

- One and half premier tables at the event (15 seats).
- Exclusive branding of the Luncheon Sponsor during the luncheon program, including branded bid cards.
- Listed as “Luncheon Sponsor” on event website and social media.
- Full-page ad and your logo in printed program and on screen during the luncheon program.

## MARKETPLACE SPONSOR - \$15,000 (1 AVAILABLE)

- One Premier Table at the event (10 seats).
- Exclusive branding of the Marketplace Sponsor throughout the marketplace, including branded tote bags.
- Listed as “Marketplace Sponsor” on event website and social media.
- Full-page ad and your logo in printed program and on screen during the luncheon program.

## GOLD SPONSORS - \$10,000 (MULTIPLE AVAILABLE)

- One Premier Table at the event (10 seats).
- Listed as “Gold Sponsor” on event website and social media.
- Half-page ad and your logo in printed program and on screen during the luncheon program.
- Choose one of the following, 1 available for each:



- ❑ **PHOTO WALL:** Your brand featured alongside the engaging Photo Wall.
- ❑ **AMBASSADORS:** Your brand featured on the Ambassadors’ volunteer shirts, and you will have the opportunity to provide representatives to serve as Fresh Start Ambassadors during the event.
- ❑ **SILENT AUCTION:** Your brand featured throughout the Silent Auction area.
- ❑ **HANDBAG RAFFLE:** Your brand featured alongside the Handbag Raffle display.
- ❑ **PARKING:** Your brand featured on signs in the parking lot.
- ❑ **COCKTAIL NAPKINS:** Your brand featured on the cocktail napkins during the event.
- ❑ **BEVERAGE:** Your brand featured throughout the event.
- ❑ **CENTERPIECES:** Your brand featured on each table centerpiece.

## SILVER SPONSOR - \$7,500 (4 AVAILABLE)

- One Preferred Table at the event (10 seats).
- Listed as “Silver Sponsor” on event website and social media.
- Half-page ad and your logo in printed program and on screen during the luncheon program.
- Verbal recognition as “Silver Sponsor” during the luncheon program.

*More sponsorship opportunities on next page...*





## MADE TO MEASURE SPONSORSHIP - \$5,500+

Let's work together to build a customized sponsorship package tailored to you.

- Please contact Caitlin Goodman, Events Manager, at [cgoodman@fswf.org](mailto:cgoodman@fswf.org) to learn more.

## PEARL SPONSOR - \$2,500

- 5 tickets to the event, seated together.
- Listed as "Pearl Sponsor" on event website.
- Your logo in printed program and on screen during the luncheon program.

## BRONZE SPONSOR - \$5,000

- One table at the event (10 seats).
- Listed as "Bronze Sponsor" on event website.
- Quarter-page ad in printed program.
- Your logo in printed program and on screen during the luncheon program.

## ROSE SPONSOR - \$1,500+

- Opportunity to underwrite event elements like decor and day-of event materials.
- Your logo in printed program and on screen during the luncheon program.



# Commitment Form



**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Preferred Listing for Recognition:** \_\_\_\_\_

**Board Member Referral:** \_\_\_\_\_

## Sponsorship Opportunities

Platinum Presenting Sponsor - \$25,000       Luncheon Sponsor - \$20,000       Marketplace Sponsor - \$15,000

Gold Sponsor - \$10,000       Copper State Sponsor - \$7,500       Made to Measure Sponsorship - \$5,500+

*Engagement:* \_\_\_\_\_  
*(Ex. Parking)*

Silver Sponsor - \$5,000       Bronze Sponsor - \$2,500       Pearl Sponsor - \$1,500+

I am unable to participate, but please accept my 100% tax-deductible donation of:

\$100       \$250       \$500       OTHER: \$ \_\_\_\_\_

**Enclosed is my check in the amount of \$:** \_\_\_\_\_

*(Payable to Fresh Start Women's Foundation)*

**Please charge my:**     Visa     MasterCard     American Express     Discover

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Billing zip code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please email an invoice to:** \_\_\_\_\_

Thank you for your sponsorship commitment.

Please return the commitment form to:  
Fresh Start Women's Foundation /  
Sip & Soirée  
Dept #880500  
PO Box 29650  
Phoenix, AZ 85038-9650

For more information, contact  
cgoodman@fswf.org

You can also securely submit your sponsorship commitment online by clicking [this link](#) or scanning the QR code.





**On behalf of the 2025 Fresh Start  
Auxiliary Board, thank you for your  
support of Fresh Start.**

**We hope to see you at Sip & Soirée on  
September 13, 2025!**



**Samantha Burgett,  
Board Chair**  
*Slalom*

**Lexie Petznick,  
Event Co-Chair**  
*Northside Hay Company*

**Stephanie Saccente,  
Event Co-Chair**  
*Cushman & Wakefield*

Arden Anderson  
*Discovery Land Company*

Christina Grant-Backus  
*Community Volunteer*

Lyndsey Maasch  
*Fennemore*

Moe Snyder  
*Cresa Project Management*

For more information, contact  
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*Cushman & Wakefield*

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*Bad Birdie*

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Courtney Crowder  
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Hannah-Kaye Fleming  
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Jackie Sherry  
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*UMB Bank*

Katie Lichtsinn  
*JLL*

Elizabeth Smith  
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