



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.**



IN FISCAL YEAR 2024:

**5,158
women
served**

**4,119
children
impacted**

**62%
single
mothers**

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

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.

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. - **SOLD**

❑ ~~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. - **SOLD**

❑ ~~HANDBAG RAFFLE:~~ Your brand featured alongside the Handbag Raffle display. - **SOLD**

❑ ~~PARKING:~~ Your brand featured on signs in the parking lot. - **SOLD**

❑ ~~COCKTAIL NAPKINS:~~ Your brand featured on the cocktail napkins during the event.

❑ ~~BEVERAGE:~~ Your brand featured throughout the event. - **SOLD**

❑ ~~CENTERPIECES:~~ Your brand featured on each table centerpiece. - **SOLD**

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 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

☐ Silver Sponsor - \$7,500

☐ Made to Measure Sponsorship - \$5,500+

Engagement: _____
(Ex. Parking)

☐ Bronze Sponsor - \$5,000

☐ Pearl Sponsor - \$2,500

☐ Rose 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
Attn: Caitlin Goodman / Sip & Soirée
1130 E. McDowell Road
Phoenix, AZ 85006

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

Kimberly Blackburn
Author

Brecken Blades
*Psychological and Consulting
Services*

Betsy Bohnert
Archway North Phoenix

Alexandra Bray
Community Volunteer

Ali Brooks
Sketch Design Co.

Rebecca Cohen-Collins
Amazon

Madeline Cordray
DLA Piper

Courtney Crowder
Phoenix Lending Group

Hannah-Kaye Fleming
Snell & Wilmer

Sarah George
UMB Bank

Christina Grant-Backus
Community Volunteer

Neely Hayes
UnitedHealthcare

Isabel Hines
Oshi Health

Chelci Hudson
ChangeMakers Consultants

Kaitlyn Hunt
Kaitlyn Hunt Design

Lauren Ippolito
LCI Ventures, LLC

Erin Itkoe
Tarbox Family Office

Tara Johnstone
Arizona Bank & Trust

Emma Kalinowski
Physical Therapist

Rebecca Layne
Holtzman Vogel

Katie Lichtsinn
JLL

Lyndsey Maasch
Fennemore

Amanda Manke
Snell & Wilmer

Karen Merkle
*The Clausen Team at
Real Broker*

Alyson Murney
Cushman & Wakefield

Cristina Perez
Mindful Millions

Sabrina Perkins
Sprouts

Kristina Remon
Colliers

Katie Repine
Cushman & Wakefield

Carina Robson
Partners Group

Jackie Sherry
Slalom

Elizabeth Smith
Oliver Smith Jeweler

Moe Snyder
Cresa Project Management

Erin Thobias
Social InterAction, LLC.

Taylor Twedell
GoDaddy

Alexandra Vailas
Bad Birdie

Haley King Wentworth
Haynes and Boone, LLP

Andrea Wiltfong
J.P. Morgan Private Bank

Ashley Winkel
BAMF Technology

Alysa Wix
Deloitte & Touche LLP

Emily Yeates
Urban Revival Interiors

For more information, contact
**Caitlin Goodman, Events
Manager, at cgoodman@fswf.org.**