



A BETTER BALANCE

Fall Celebration

SPONSORSHIP OPPORTUNITIES



MONDAY, OCTOBER 15, 2018
6:30 TO 9:00 PM
MANHATTAN PENTHOUSE

a better
balance

the work and family legal center



A Better Balance leverages the power of the law to ensure that no worker has to make the impossible choice between their job and their family. We lead the way on policies that help families, including paid sick leave and family leave, flexible work, pay equity, and policies that combat discrimination based on pregnancy and family status. This event will bring together hundreds of business leaders, community leaders, and champions to support A Better Balance's efforts to build fair, equitable, and just workplace policies, and help empower individuals who are trying to navigate their workplace rights so they can better care for themselves and their families without sacrificing financial security.

We invite you to join us on Monday, October 15, 2018, from 6:30 to 9:00 pm at the beautiful Manhattan Penthouse to honor movement leaders **Kalpana Kotagal**, Partner at Cohen Milstein, preeminent civil rights attorney, and co-author of the "Inclusion Rider," referenced by Oscar-winning actress Frances McDormand; **Ai-jen Poo**, American activist, Executive Director of the National Domestic Workers Alliance, and national leader on workers' rights; and **Cindy Robbins**, President and Chief People Officer at Salesforce, and a pioneer of the company's equal pay efforts. We will also honor the essential contributions of ABB Community Advocates **Candis Riggins** and **Otisha Woolbright**, whose stories were recently featured in the *New York Times*.

Our Honorary Co-Chairs are attorney, professor, author, and activist **Anita Hill**; writer, lecturer, political activist, and feminist organizer **Gloria Steinem**; and former Chair of the EEOC **Jenny Yang**.

A Better Balance fights for strong, fair and just workplace policies, but we could not do this work without the support of a generous community. We invite you to join us so that together we may continue to protect and defend the rights of all women and working families.

**Our annual Celebration is
an inspirational evening
celebrating the
groundbreaking victories
we have fought so hard
for, and won, as we fight
back against injustice and
use the power of the law
to protect and defend the
rights of all women and
working families.**

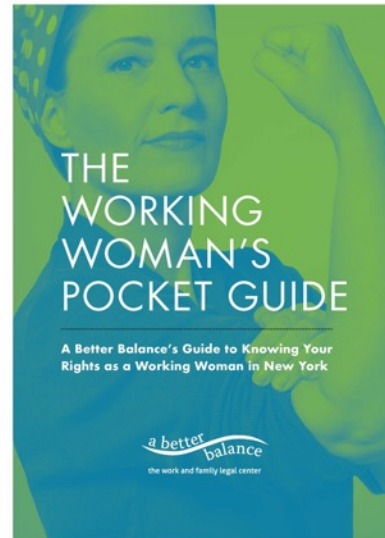
IMPACT

500⁺
individuals helped
through our free,
confidential, bilingual
legal helpline in
the past year

Provided key legal support to coalitions and campaigns to advance and implement Paid Sick Time and Pregnant Workers Fairness laws in over 37 states.



Led in the successful effort to create the strongest Paid Family Leave program in the nation, covering 5.6 million New Yorkers, and continuing to work with states nationwide to create comprehensive Paid Family Leave policies



The New York Times

The Opinion Pages | OP-ED CONTRIBUTOR

Pregnant, and Pushed Out of a Job

By DINA BAKST JAN. 30, 2012

FEW people realize that getting pregnant can mean losing your job. Imagine a woman who, seven months into her pregnancy, is fired from her position as a cashier because she needed a few extra bathroom breaks. Or imagine another pregnant employee who was fired from her retail job after giving her supervisors a doctor's note requesting she be allowed to refrain from heavy lifting and climbing ladders during the month and a half before her maternity leave: that's what happened to Patricia Leahy. In 2008 a federal judge in Brooklyn ruled that her firing was fair because her employers were not obligated to accommodate her needs.

Published a groundbreaking Op-Ed in the *New York Times*, launching a national conversation on the widespread and largely unreported issue of pregnancy discrimination, paving the way for the introduction of the federal Pregnant Workers Fairness Act.

Released *The Working Woman's Pocket Guide: A Better Balance's Guide to Knowing Your Rights as a Working Woman in New York*, which has been viewed online 3,000⁺ times.

2018 HONOREES



**Kalpana
Kotagal**

Partner,
Cohen Milstein

Ms. Kotagal is co-author of the "Inclusion Rider," referenced by Oscar-winning actress Frances McDormand in her 2018 Best Actress acceptance speech. Ms. Kotagal is working on this project in collaboration with Dr. Stacy Smith of the Annenberg Inclusion Initiative and Fanshen Cox DiGiovanni of Pearl Street Films. Together they are working to transform the hiring practices in the film and television industry. Ms. Kotagal is also currently serving as an advisor to noted filmmakers on a film addressing issues of gender pay disparities.



Ai-jen Poo

Executive Director,
National Domestic
Workers Alliance &
Co-Director of Caring
Across Generations

Ai-jen Poo has been organizing immigrant women workers for over two decades, forging pathways to sustainable, quality jobs for the caregiving workforce and ensuring access to affordable child care and elder care for all working families. Ai-jen is a 2014 MacArthur Fellow and is listed on [Fortune.com](https://www.fortune.com)'s 50 World's greatest Leaders. She is the author of *The Age of Dignity: Preparing for the Elder Boom in a Changing America*. Follow her on Twitter at @aijenpoo.



**Candis
Riggins**

*ABB Community
Advocate*

Candis Riggins is currently employed in the retail industry, and is the busy mother of three beautiful children. She is an advocate committed to fighting for fairness for all pregnant workers by sharing her personal story of experiencing injustice, and seeking to ensure vindication and secure protections on behalf of all women. Candis was recently featured in a *New York Times* exposé on the pervasive epidemic of pregnancy discrimination in America.



**Cindy
Robbins**

*President & Chief
People Officer*
Salesforce

Cindy Robbins is President and Chief People Officer at Salesforce where she leads the company's efforts to attract, develop and retain the best talent. During her tenure, Robbins became one of the pioneers of Salesforce's equal pay efforts, which has resulted in the company spending \$8.7 million to date to address any unexplained differences in pay. She has also scaled Salesforce's unique culture that has earned the company top rankings in best places to work lists from Fortune, Forbes, Glassdoor and others.

WHY SPONSOR

A Better Balance invites you to lend your support to the Celebration by serving as a sponsor, donor, or advertiser for this milestone event, which is sure to draw a large and varied audience.

Involvement as a sponsor is an exceptional means of reaching a targeted consumer-based audience with buying power. Your choice to support this event brings you valuable exposure in the legal and social justice communities. Your sponsorship communicates that your company is aware of the issues surrounding women's rights and workers' rights, and is committed to helping improve the lives of all working families.

How much is this type of association worth? According to studies, two-thirds of Americans report having greater trust in those companies aligned with a social issue.¹ Sponsorships and donations from businesses, community leaders, and individuals will help A Better Balance continue to fight for workplace rights and protections that affect individuals nationwide.



¹ 2008 Cone Communications Cause Behavior Study

(A Better Balance is a 501(c)(3) organization. As such, a portion of your donation may be tax deductible.)

Deadlines and Collateral

DEADLINE FOR INCLUSION IN PRINT INVITATION

August 9, 2018

DEADLINE FOR INCLUSION IN AD JOURNAL

September 17, 2018

Depending on your sponsorship level, your organization has the opportunity to receive the following:

- 1** Your company name/logo displayed in a large scale, digital format during the event
- 2** Your company name mentioned in event-related press releases distributed to media
- 3** Your company name/logo prominently placed in printed event materials
- 4** Your company name/logo may appear in an issue of our e-newsletter in relation to the event
- 5** Your company name/logo may appear in social media posts in relation to the event
- 6** Your company name/logo may appear on A Better Balance's website in relation to the event

SPONSORSHIP LEVELS

	PLATINUM \$20,000	GOLD \$10,000	SILVER \$7,500	BENEFACTOR \$5,000	CHAMPION \$2,500	FRIEND \$1,000
Recognition as Sponsor in event marketing materials and event website	●	●	●	●	●	●
Sponsor acknowledged by emcee during event	●	●	●	●	●	●
Placement of logo on Step and Repeat	●	●	●	●		
Promotional materials in swag bags	●	●				
Logo placement and Thank You on video screens at event	●	●	●	●	●	●
Journal Ad	Inside front cover (2 page full color spread)	Premium placement (1 page full color spread)	(1 page full color spread)	(1/2 page full color spread)	(1/2 page)	(1/4 page)
Fall Celebration tickets, or option to donate to ABB clients	20	10	8	6	4	2

'Friend' level and above confirmed by August 9th will be included as event Host Committee members. Benefits inclusion subject to deadlines. Sponsorship is tax deductible, less \$83 per ticket. Your sponsorship is tax deductible up to the maximum extent allowed by law. Please be advised that, in keeping with IRS guidelines, ticket requests may affect the deductibility of your gift. In addition, gifts received through donor advised funds or family foundations are not eligible for ticket benefits, although tickets may be purchased separately.

Please contact Sohini Das @ (212) 430-5982 ext. 166 or email events@abetterbalance.org for more information.



A BETTER BALANCE Fall Celebration



Commitment Form

Contact information:

(check one)

Business Individual

Name _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Sponsorship level:

(check one)

Platinum: \$20,000 Gold: \$10,000 Silver: \$7,500

Benefactor: \$5,000 Champion: \$2,500 Friend: \$1,000

Payment information:

Amount of sponsorship \$ _____

I cannot attend but would like to give a gift of \$ _____

Check (*Payable to A Better Balance*) included with form

Credit Card Number _____

Visa / Mastercard / Discover / Am Ex / Other

Card Number _____

Security code _____

Exp. Date. _____

Please mail or email completed form to:

Sohini Das

A Better Balance

40 Worth Street, 10th Floor

New York, NY 10013

events@abetterbalance.org



the work and family legal center