

May 2025

Hello!

As you know, Chrysalis has hosted the INSPIRED Event since 2005, our largest annual fundraising event featuring speakers whose experience and knowledge provide education and inspiration.

Once again, we have an exciting speaker whose story captured headlines and rocked the White House: former CIA Officer, international intelligence expert, and best-selling author **Valerie Plame**. This year's event will be held on Friday, October 10 at the Sheraton West Des Moines.

We hope you will join us this year as a Corporate Sponsor!

As an INSPIRED Event Corporate Sponsor, you will receive tickets for the luncheon and recognition in event promotions. You and your guests will hear Valerie Plame recount her remarkable journey as a woman in a male-dominated field, the clandestine nature of intelligence work, and her ongoing focus on nuclear proliferation and cybersecurity.

As always, 100% of INSPIRED Event proceeds support the work of Chrysalis through our nonprofit partners and Chrysalis After-School programs throughout the metro area.

Please respond by completing the form at the end of this packet. If you have questions, email lknudsen@chrysalisfdn.org, or call our office at 515-255-1853.

We look forward to sharing this meaningful event with you and your guests.

With regards,

Robyn Brennecke & Dr. Amy Groen
INSPIRED Event Co-chairs

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2025 SPONSORSHIP INFORMATION



Please join us as a **Sponsor**
for the 2025 INSPIRED Event

featuring

VALERIE PLAME

Friday, October 10, 2025
11:30 am to 1 pm
Sheraton West Des Moines



presenting

VALERIE PLAME

FORMER CIA OFFICER, INTERNATIONAL
INTELLIGENCE EXPERT, and BEST-SELLING AUTHOR

Friday, October 10, 2025
11:30 am to 1 pm
Sheraton West Des Moines

"There is a price to be paid for speaking truth to power, but you can live through it."

Valerie Plame

Until 2003, very few people knew her name. Valerie Plame was a career undercover CIA operative working to prevent the proliferation of weapons of mass destruction – specifically nuclear weapons.

Recruited by the CIA after her graduation from Penn State University, Plame was sent by the CIA to the London School of Economics in 1991, and later the College of Europe for a master's degree. She then began her assignment as an undercover "energy consultant."

During her career with the CIA, Plame managed top-secret covert programs to keep terrorists and rogue nation states from acquiring nuclear weapons. Her work involved senior-level decision making, recruiting foreign assets, managing multi-million-dollar budgets, briefing United States policymakers, and deploying resources across the globe. She was also involved in covert cyber operations and counterterrorism activities.

Her CIA career abruptly ended in 2003 with the political scandal that rocked the White House and was detailed in her *New York Times* bestselling memoir *FAIR GAME: MY LIFE AS A SPY, MY BETRAYAL BY THE WHITE HOUSE*, which was later released as a major motion picture. She continues sharing her expertise on national security issues while serving on various boards and think tanks.

Plame is an internationally recognized expert on cybersecurity, national security, nuclear proliferation, and women in intelligence. She has written for publications including *TIME*, *Newsweek*, *CNN*, and the *Huffington Post*, and she ran for Congress to represent New Mexico's Third Congressional District.

Chrysalis is honored to host Valerie Plame as she shares her experience as a woman in a male-dominated field and in moving from action to activism.

Chrysalis is a 501(c)(3) nonprofit organization, IRS tax identification number 42-1337635

TO BECOME A SPONSOR

Complete and mail the form at the end of this packet
or call the Chrysalis Office at 515-255-1853

2025 SPONSORSHIP OPPORTUNITIES



INSPIRED is the signature fundraiser for the Chrysalis Foundation.

For over 20 years, **100% of event proceeds** have brought after-school and mentoring programs, safety and stabilization services, education and economic empowerment to thousands of girls and women each year*.

Each year over 450 corporate, public, and private sector guests join donors, volunteers, and friends from Chrysalis for this event. Sponsorship provides high-visibility recognition to over 450 corporate and business, public and private sector guests, aligning your business with a legacy of leadership, equity, and impact.

PRESENTING SPONSOR - \$10,000

- naming rights for 2025 event
- 16 tickets (two tables) for event
- opportunity to speak from stage at event
- social media profile posting prior to event
- recognition in print, signage, website, and online publications promoting the event

INSPIRED SPONSOR - \$5,000

- 10 tickets (one table) for event
- social media profile posting prior to event
- recognition in print, signage, website, and online publications promoting the event

GOLD SPONSOR - \$2,500

- 8 tickets (one table) for event
- social media profile posting prior to event
- recognition in print, signage, website, and online publications promoting the event

SILVER SPONSOR - \$1,000

- 8 tickets (one table) for event
- recognition in event materials including signage

BRONZE SPONSOR - \$500

- 4 tickets for luncheon event
- recognition in event materials including signage

INDIVIDUAL TICKETS

- \$100 per person
- \$60 per young professional (35 and under)
- \$40 per student/sponsor a student

**These programs and services are available at no cost and are only possible because of the generosity of our friends and donors.*

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For over 35 years, the Chrysalis Foundation has worked to ensure that girls and women in Greater Des Moines have the resources, support, and opportunities they need to be successful and independent. We focus on Polk, Warren, and Dallas Counties.

The Chrysalis mission is to invest in the safety, security, education, and economic empowerment of girls and women in our community. We do this in partnership with agencies and services in Polk, Warren, and Dallas Counties through grants, community education, and donor support.

As a public charity, all Chrysalis operating expenses are funded by a permanent endowment, allowing **100% of community support to be invested in community agencies and organizations** serving the needs and concerns of girls and women. Community support provides funding for the following programs:

Chrysalis Community Grants Program. Annually awarding funds, emergency support, training, and professional development to nonprofits focused on the Chrysalis mission. Chrysalis also provides Client Emergency Funds and Rapid Response grants for unplanned, unanticipated needs. This year, Chrysalis supports 34 nonprofit agencies.

Chrysalis After-School Program. Serves girls and young women in 5th through 8th grade in Des Moines area schools each year. There is no charge to any participant in Chrysalis After-School, which has operated every year since its creation in 1998, including through months of the pandemic. Each year, Chrysalis After-School supports up to 500 participants in over 30 local schools.

GirlPower High School Peer Mentoring Program. Year-long training, coaching, and leadership development for high school and college age young women who mentor younger girls in Chrysalis After-School programs. Since this program began, 58 young women have participated as mentors.

Chrysalis Scholarship Program. Ensures post-secondary education for young women who have participated in Chrysalis After-School programs; 204 scholarships have been awarded since 2014.

Chrysalis offers additional opportunities to learn, network, and advocate for girls and women through the **Women's Alliance**, a coalition of grant partners, stakeholders, and nonprofit organizations collaborating with Chrysalis on common issues, education, and advocacy.

The **Chrysalis INSPIRED Event, Coffee with Chrysalis, Summer Celebration**, and other annual and unique events raise funds and awareness about issues and concerns of women and girls.

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Count us in as a Sponsor for the 2025 INSPIRED Event!

COMPANY NAME: _____

COMPANY CONTACT: _____

ADDRESS: _____

EMAIL: _____

Please reserve a

- ☐ BRONZE SPONSORSHIP at \$500 (4 event tickets).
- ☐ SILVER SPONSORSHIP at \$1000 (Table of 8 event tickets)
- ☐ GOLD SPONSORSHIP at \$2,500 (Table of 8 event tickets + additional promotion)
- ☐ INSPIRED SPONSORSHIP at \$5,000 (Table of 10 event tickets + additional promotion)

- ☐ We can't be at the event but want to sponsor special guests to attend under our name.

Enclosed please find a check payable to Chrysalis Foundation in the amount of \$_____

For online payment: Scan the QR Code or visit https://bit.ly/25Chrysalis_CSponsor



Return form to:

Chrysalis Foundation
1248 8th Street, Suite 101
West Des Moines, IA 50265
lknuksen@chrysalisfdn.org
515.255.1853

for girls. for women. forever.