

**WID**

WOMEN IN DEVELOPMENT

# Woman of Achievement Luncheon

Honoring  
**Barbara Leshinsky**

FRIDAY,  
**MAY 17**  
2024

Former Chief Revenue &  
Development Officer,  
The Ad Council

12:00 p.m. / The Yale Club  
50 Vanderbilt Ave, New York



**Barbara Leshinsky** began her career in college athletics. Over the course of ten years, she coached tennis and held a variety of administrative positions, culminating in her role as the Director of Women's Athletics at Columbia University.

In 1982, she decided to pursue a different professional direction when she joined the development team at Columbia University. After a brief period at Fordham University, she became the Vice President of Development at the YMCA of Greater New York where she established the development office and led a 150-million-dollar capital campaign. She then moved on to become the Associate Dean for Development at New York Law School.

In 2004, Barbara joined the Ad Council where she remained until her retirement in December of 2023. As the Chief Revenue and Development Officer, she has the distinction of having raised an astonishing 350 million dollars during her nineteen-year tenure. Her standout accomplishments include spearheading the single largest public health campaign in the United States' history, the Ad Council's Vaccine Education Initiative, raising 60 million dollars in a matter of months. She secured the largest single gift in the Ad Council's history, a 15-million-dollar contribution from the Huntsman Mental Health Foundation in support of the Mental Health destigmatization campaign. In addition, she was instrumental in creating and leading a 25-million-dollar gun violence prevention campaign.

Barbara has a strong belief in giving back. She has volunteered throughout her career, as a member of the Advisory Board of the Women's Sports Foundation, the President's Advisory Council of Queens College, and the UJA Youth Sports Committee. Additionally, she was the President of Women In Development.

Barbara Leshinsky has been a success in so many ways: as an athlete, a remarkable fundraiser, and a role model & mentor for generations of young professionals. She has used her competitive drive, belief in making the world a better place, and true enjoyment of developing others to craft a career of impressive achievement and personal gratification.



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# Woman of Achievement Co-Chairs

## Laurie Dorf

VP For Institutional Advancement, Queens College, City University of New York

## Jackie Garcia

Vice President of Development, Black Girls CODE

## Jennifer Levine

Senior Director of Development, Stony Brook University



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## SPONSORSHIP OPPORTUNITIES

### SAPPHIRE

**\$10,000**

- One Premium Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Full page color ad in the WoA printed program
- Recognition in the WoA printed program
- Ten Individual One-Year WID Memberships
- Two special recognition posts on WID Instagram and LinkedIn social media platform
- Two tickets to one WID Women Who Lead Luncheon throughout the 2024-2025 program year
- Two invitations to an exclusive WID President's event during 2024-2025 program year

### TOPAZ

**\$5,000**

- One Prime Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Full page color ad in the WoA printed program
- Recognition in the WoA printed program
- Four Individual One-Year WID Memberships
- One special recognition post on WID Instagram and LinkedIn social media platform
- One ticket to one WID Women Who Lead Luncheon throughout the 2024-2025 program year

### EMERALD

**\$7,500**

- One Prime Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Full page color ad in the WoA printed program
- Recognition in the WoA printed program
- Six Individual One-Year WID Memberships
- One special recognition post on WID Instagram and LinkedIn social media platform
- Two tickets to one WID Women Who Lead Luncheon throughout the 2024-2025 program year

### AMETHYST CIRCLE

**\$3,500**

- One Preferred Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Half page color ad in the WoA printed program
- Recognition in the WoA printed program

### OPAL CIRCLE

**\$1,500**

- 5 Select Seating tickets to the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Half page color ad in the WoA printed program
- Recognition in the WoA printed program

## WoA TICKET RATES

### PREMIUM TICKETS

#### **SUPER ACHIEVER \$600**

- Name listed on WID's WoA webpage for one year
- Name listed in the event program
- Two tickets to WoA Award Luncheon with preferred seating

#### **OVERACHIEVER \$300**

- Name listed on WID's WoA webpage for one year
- Name listed in the event program
- One ticket to WoA Award Luncheon with preferred seating

#### **ACHIEVER \$200**

- Name listed in the event program
- One ticket to WoA Award Luncheon

### STANDARD TICKETS

#### **MEMBER TICKETS**

Early Bird Rate: \$125 | Regular Rate: \$150

#### **NON-MEMBER TICKETS**

Early Bird Rate: \$150 | Regular Rate: \$175

**\*\*Early Bird Rate ends March 15th**

## PROGRAM INDIVIDUAL AD RATES

### FULL PAGE AD

**\$500**

- Color ad in the WoA printed program
- 8.5" h x 5.5" w

### HALF PAGE AD

**\$300**

- Color ad in the WoA printed program
- 4.25" h x 5.5" w

## PROGRAM AD SUBMISSIONS

**DUE BY APRIL 29, 2024**

*All ads must be high-resolution JPG or PNG format.*

## Questions?

Contact WID at [widny@widny.org](mailto:widny@widny.org)  
or 212-265-7650