



United Way of the Midlands 2008-2009 EVENT SPONSORSHIP PROGRAM

United Way of the Midlands is privileged to have the charitable donations of more than 400 local companies and proud to have the support of these companies to create a better community. Every year we are happy to recognize them for their philanthropic gifts. But for a limited number of companies, we also offer the opportunity to have a relationship with us that provides significantly greater recognition and visibility with select audiences including higher-income individuals, corporate executives, young leaders, and adults in the workplace setting. Our unique role in the community offers access to an unparalleled diversity of work places and working adults.

In no instance do we offer sponsors access to confidential donor information or allow sponsor-directed communications with donors. Our responsibility to safeguard donor confidentiality is fundamental. But donors have told us they appreciate company sponsorships that underwrite certain events and marketing costs thereby ensuring that their gifts have more impact.

We invite you to join leading corporate and individual citizens that step beyond the boundaries of traditional giving and invest through annual support of special events and activities.

Humanitarian of the Year

Campaign Events

Young Leaders Society

Days of Action

Community Assembly

SUPPORTING SPONSORSHIPS

Bronze

Investment—\$1,500

Features:

Days of Action

- Company name on September Day of Action T-shirt
- Day of Action company project
- Program recognition as Bronze Sponsor

Campaign Events

- Invitations and special seating for four at the Campaign Kickoff
- Invitations and special seating for four at the Midpoint Rally
- Tickets for 4 four to the Campaign Celebration
- Program recognition as Bronze Sponsor

Community Assembly

- 5 Reserved seats per event
- Program recognition

Web

- Recognition on all Days of Action, Community Assembly and Campaign Event pages on uway.org as Bronze Sponsor
- Recognition on partners page on uway.org as Bronze Sponsor

Other

- Annual Report recognition as Bronze Sponsor

Silver

Investment—\$3,000

All features of the Bronze Sponsorship plus:

Young Leaders Society

- 4 tickets to each YLS Professional Development Program
- 4 Tickets to other YLS events

Upgrades

Community Assembly

- Reserved Table for 10 at Fall Community Assembly
- Reserved Table for 10 at Spring Community Assembly
- Program Recognition as Silver Sponsor

Web

- Recognition on all event pages on uway.org as Silver Sponsor
- Recognition on partners page on uway.org as Silver Sponsor
- Link to company web site from uway.org from recognition areas

Other

- Annual Report recognition as Silver Sponsor

GOLD

Investment—\$5,000

All features of the Silver Sponsorship plus:

Blueprint for Leadership

- One position in the Class of 2009

Upgrades

Humanitarian of the Year dinner

- Reserved table for 8
- Program recognition as Gold Sponsor

Days of Action:

- Logo on Day of Action T-shirt
- One company provided sign for display at Day of Action
- Table display
- Opportunity to provide company promotional item for attendees**
- Program Recognition as Gold Sponsor

Campaign Events

- Table display at each event
- Program recognition
- Opportunity to provide company item for attendees**

Community Assembly

- Program recognition as Gold Sponsor
- Opportunity to provide promotional company item for attendees**

Young Leaders Society

- 8 tickets to YLS Professional Development Programs and other YLS events.
- Program Recognition as Gold Sponsor
- Opportunity to provide company item for attendees**

Web

- Recognition on all event pages on uway.org as Gold Sponsor
- Recognition on partners page on uway.org as Gold Sponsor
- Link to company web site from uway.org from recognition areas

Other

- Annual Report Recognition as Gold Sponsor

SIGNATURE SPONSORSHIPS

Some companies have an affinity for certain United Way of the Midlands events and have chosen in the past to be featured as the Signature sponsor.

Signature sponsorship benefits include :

- Public recognition from the podium during event
- Logo on event e-marketing materials
- Logo on printed invitations and other pre-event printed pieces and event “thank you” marketing
- Logo on event signage
- Logo on signature event and partners pages on uway.org and annual report
- Patron table at Humanitarian of the Year.

Humanitarian of the Year\$10,000

Since 1984, United Way of the Midlands has celebrated extraordinary leadership in philanthropy and human services with the Humanitarian of the Year Award. This black tie event is hosted by Palmetto Society members with special recognition given to Tocqueville Society members. The dinner is attended by approximately 350 people and is held in late winter.

Days of Action\$7,500

Formerly called the Day of Caring, this was one of United Way of the Midlands’ most high-profile events. Now it has been expanded into four Days of Action that will occur in October, January, April and June, and combines groups of volunteers from companies participating in the workplace campaign with partner agencies to do special projects. In 2007 there were over 800 volunteers participating.

Campaign Events..... Priced Individually

There are hundreds of volunteers and more than 400 companies involved in the fundraising efforts of United Way of the Midlands. Keeping these important people informed and excited about their efforts to raise funds to improve the quality of life in the Midlands is an ongoing process. There are three events planned to salute and celebrate their efforts.

- Campaign Kickoff.....September 2008..... \$10,000
- Midpoint Rally.....October 2008\$5,000
- Campaign Celebration.....January 2009 \$10,000

Young Leaders Society Events\$10,000

The Young Leaders Society was recently formed to provide community involvement and personal development opportunities for members age 21-45. YLS programs will give members the opportunity to meet other like-minded civic and business leaders and become acquainted with Columbia’s prominent philanthropists.

- Professional Development Learning with Leaders Series..... Three throughout the year
- YLS - Cocktails & Conversation with Tocqueville Society May 2009
- Networking Events Two throughout the year

Community Assembly \$4,500 each

These Reports to the Community start with a breakfast meeting attended by 200-300 people. Attendees include business leaders, area service providers, local and state government officials, and concerned community volunteers who work together addressing critical health and human service issues. The breakfast is followed by a public panel discussion that includes the speaker and local “experts” in the topic of the event. Community Assemblies typically occur in May and November.

- Fall December 2008
 - Spring May 2009
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United Way
of the Midlands

2008-2009 EVENT SPONSORSHIP COMMITMENT

My company will be a Supporting Sponsor for United Way of the Midlands community events. We understand that this commitment is over and above any contribution by employees through workplace giving campaign or our corporate gift to support the Community Impact Fund.

Bronze	\$1,500	<input type="checkbox"/>
Silver	\$3,000	<input type="checkbox"/>
Gold	\$5,000	<input type="checkbox"/>

We would like to become a Signature sponsor for:

Humanitarian of the Year	Committed..	<i>Time Warner</i>
Days of Action	\$7,500	<input type="checkbox"/>
Campaign Kick-off.....	\$10,000	<input type="checkbox"/>
Campaign Mid-point.....	\$5,000	<input type="checkbox"/>
Campaign Finale	\$10,000	<input type="checkbox"/>
Young Leaders Society Events.....	\$10,000	<input type="checkbox"/>
Fall Community Assembly	\$4,500	<input type="checkbox"/>
Spring Community Assembly	\$4,500	<input type="checkbox"/>

Total Commitment..... \$ _____

Company Name _____

Address _____

Approved by _____

Signature _____ Date _____

Contact for materials _____

Phone _____ Email _____

All Signature Sponsorships are on an as-available basis.

Comments _____
