



2011-2012

United Way
of the Midlands



Sponsorship Program

United Way of the Midlands is privileged to have the charitable support of more than 400 local companies that are helping to create a better community in the Midlands.

Every year we recognize those companies for their philanthropic gifts. For a limited number of companies, we also offer the opportunity to have a relationship with us that provides recognition and visibility with select audiences including:

- Young leaders
- Influential women leaders
- Higher-income individuals
- Corporate executives

Our unique role in the community offers access to an unparalleled diversity of work places and working adults.

Sponsors are asked one time a year to support United Way events. Once a level is determined, sponsors know their financial commitment and can budget accordingly. Events are planned well in advance so dates can be reserved. Donors appreciate company sponsorships that underwrite these events and ensure that their gifts will have more impact in the community.

We invite you to join leading corporate citizens to step beyond the boundaries of traditional giving and invest in annual support of special events and activities with United Way of the Midlands.

Special thanks to 2011-2012 Sponsors

Signature Sponsors:

BlueCross BlueShield of South Carolina –
Humanitarian of the Year Award Dinner
AT&T – Young Leaders Society
Lexington Medical Center – Days of Action
Time Warner Cable - Community Assemblies

Gold Sponsors:

Bank of America
BB&T
BlueCross BlueShield of South Carolina
Colonial Life
First Citizens
McNair Law Firm, P.A.



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LIVE UNITED



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Sponsorship Levels

Bronze: \$1,500



Features:

Campaign Events

- Invitations for all campaign events
- Program recognition as Bronze Sponsor

Community Assembly

- 4 Reserved seats per event
- Program recognition

Web

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

Other

- Annual Report recognition as Bronze Sponsor

Silver: \$3,000



All features of the Bronze plus:

Community Assembly

- Reserved table for 8 at Fall Assembly
- Reserved table for 8 at Spring Assembly
- Program recognition as Silver Sponsor

Young Leaders Society

- 2 tickets to each YLS Professional Development Program
- 2 tickets to other YLS events

Web

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

Other

- Annual Report recognition as Silver Sponsor

Gold: \$5,000



All features of the Silver Sponsorship plus:

Blueprint for Leadership

- One position in the Class of 2011

Humanitarian of the Year dinner

- Reserved table for 8
- Program recognition as Gold Sponsor

Campaign Events

- Table display available 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

- 4 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



Campaign Events



Blueprint for Leadership

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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

Humanitarian of the Year – \$10,000 **COMMITTED**

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 was attended by more than 450 people in 2011 and is held in late February.

Campaign Events – \$10,000

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 two events planned to salute and celebrate their efforts: Campaign Kickoff in September and Campaign Finale in January.

Young Leaders Society Events – \$10,000 **COMMITTED**

The Young Leaders Society YLS unites young, energetic, community-minded individuals ages 21-45. YLS programs will give members the opportunity to meet other like-minded civic and business leaders. Professional Development Learning with Leaders Series and seminars are hosted throughout the year to maximize member benefits. Cocktails & Conversation is hosted annually in May by the Tocqueville Society, and provides young leaders a chance to become acquainted with Columbia’s prominent philanthropists. Social and networking events are also held a couple times per year.

Days of Action – \$5,000 **COMMITTED**

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 held in January, June, September and October. The events combine groups of volunteers from companies participating in workplace campaigns as well as individuals performing special projects for partner agencies. Last year, more than 1,000 volunteers came together to participate in volunteer activities and supply drives.

Community Assembly – \$4,000 each **COMMITTED**

These Reports to the Community start with a breakfast meeting attended by approximately 200-300 people. Attendees include business leaders, area service providers, local and state government officials and concerned community volunteers who come together to address critical health and human service issues. The breakfast is followed by a public panel discussion or workshop that includes the speaker and local “experts” and an opportunity to drill down and discuss ways to truly address the issue at hand. Community Assemblies typically occur in November and June.



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Sponsorship Commitments

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 a workplace giving campaign or our corporate gift.

Sponsor Levels:

Bronze.....	\$1,500
Silver.....	\$3,000
Gold.....	\$5,000

We would like to become a Signature sponsor for:

Humanitarian of the Year.....	\$10,000	COMMITTED
Campaign Events	\$10,000	
Young Leaders Society Events.....	\$10,000	COMMITTED
Days of Action & Vol. Recognition Reception	\$5,000	COMMITTED
Fall Community Assembly.....	\$4,000	COMMITTED
Spring Community Assembly.....	\$4,000	COMMITTED

Total Commitment: \$ _____

Company Name _____

Address _____

Approved by _____ Please bill me in: _____
(Month/Year)

Signature _____

Date _____

Contact for materials/Event RSVP _____

Phone _____ Email _____

Additional Comments: _____

**All Signature Sponsorships are on an as available basis*