

# 2019 CORPORATE SPONSORSHIP OPPORTUNITIES



United Way  
of the Midlands



Live United Awards



Women in Philanthropy Power of the Purse



Young Leaders Society Oyster Roast



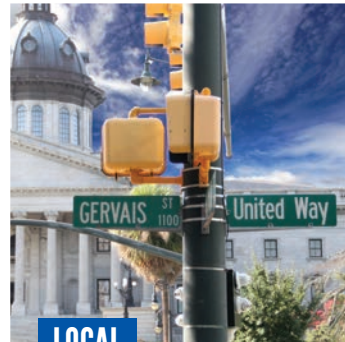
United Way Day

Join United Way of the Midlands in the fight for the health, education and economic mobility of every person in our community.



**UNITED**

Every year, we rally the entire community — individuals, businesses, governments, volunteers, faith groups and almost 70 Community Impact Partners — to gather funds, knowledge and passion to address the issues that no one can tackle alone.



**LOCAL**

Since 1925, United Way of the Midlands has worked to make this a community where everyone has the opportunity to achieve their potential.



**TRUSTED**

United Way of the Midlands has a 4-star rating on Charity Navigator, the nation's largest and most-utilized evaluator of charities.



**EFFECTIVE**

Our programs improved the lives of more than 32,000 people last year.

**65**

**NONPROFIT PARTNERS**

**733**

**EMPLOYERS**

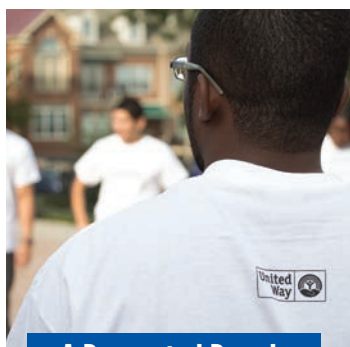
**3,204**

**VOLUNTEERS**

**27,989**

**DONORS**

# Position your organization as a philanthropic leader in the Midlands by sponsoring United Way's annual events.



**A Respected Brand**

Increase your brand exposure and elevate your corporate identity by connecting your brand with United Way, one of the most respected and recognized brands in the world.



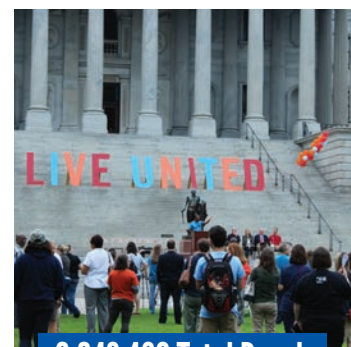
**24+ Annual Events**

Support and receive recognition at **all** of United Way's annual events with opportunities for presenting or signature recognition at the events of your choice.



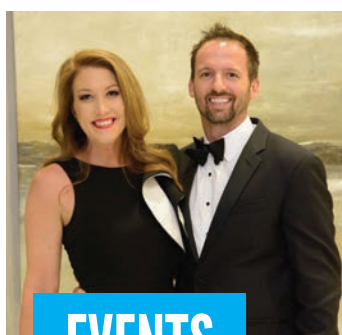
**2,951 Leadership Donors**

Play a role in the success of events that attract the most influential members of our community – including top business leaders, professionals and philanthropists.



**2,243,480 Total Reach**

Receive premier placement on print and digital communications that reach thousands of interested, active and local consumers.



**EVENTS**



## PRESENTING SPONSOR EVENTS:

- United Way Day & Live United Awards** | We celebrate more than 100 companies who lead the way by supporting our community through workplace campaigns.
- Women in Philanthropy's Power of the Purse** | This fundraising event is the height of fashion and philanthropy every year.
- Young Leaders Society Oyster Roast** | Our community's rising leaders get together for a shucking good time.

## SIGNATURE SPONSOR EVENTS:

- Driving Down Main - Virtual Golf Tournament** | Held at Top Golf Swing Suites, this is the only Golf Tournament where the weather's always perfect.
- Women in Philanthropy Leadership Breakfast** | Our community's leading female philanthropists gather to hear from a dynamic female keynote speaker.
- Young Leaders Society A Night for the Books** | This black tie event supports Be a Book Bunny, a program that provides books to striving K-2nd grade readers.

## PATRON SPONSOR SERIES:

- Blueprint for Leadership** | The only nonprofit board leadership program in the Midlands.
- Always United Programming** | Events designed to reach engaged, seasoned volunteers who are about to or have retired.
- Caffeinated Conversations** | Engage in lively discussions about community issues with local business leaders and experts.
- Women in Philanthropy Food for Thought** | This is an opportunity for networking and discussion around timely community issues.
- Young Leaders Society Professional Development Programs** | These events focus on professional development and networking.



## **VISIONARY ANNUAL PROGRAMMING SPONSOR - \$20,000**

**Includes: Campaign events, ticketed affinity events, Blueprint for Leadership and Humanitarian of the Year Award Celebration.**

### **BENEFITS OF VISIONARY SPONSORSHIP:**

- Verbal or visual recognition, depending on event
- Six (6) tickets per ticketed affinity event
- One (1) participant scholarship in the Blueprint for Leadership Class of 2020
- Two (2) Premier Patron tables of eight (8) at Humanitarian of the Year

**PROMINENT RECOGNITION IN UNITED WAY OF THE MIDLANDS ANNUAL REPORT**

**PROMINENT LOGO RECOGNITION ON UNITED WAY OF THE MIDLANDS WEBSITE**

**PRESENTING SPONSOR OF ONE EVENT**

### **BENEFITS OF PRESENTING SPONSORSHIP:**

- Logo recognition on event website, materials and programming
- Event content will be co-branded on social media (Facebook, Twitter, Instagram, LinkedIn)
- Reserved seating or additional tickets to applicable events



## **CHAMPION ANNUAL PROGRAMMING SPONSOR - \$10,000**

**Includes: Campaign events, ticketed affinity events, Blueprint for Leadership and Humanitarian of the Year Award Celebration.**

### **BENEFITS OF CHAMPION SPONSORSHIP:**

- Verbal or visual recognition, depending on event
- Four (4) tickets per ticketed affinity event
- One (1) participant scholarship in the Blueprint for Leadership Class of 2020
- One Premier Patron (1) table of eight (8) at Humanitarian of the Year

### **RECOGNITION IN UNITED WAY OF THE MIDLANDS ANNUAL REPORT**

### **LOGO RECOGNITION ON UNITED WAY OF THE MIDLANDS WEBSITE**

### **SIGNATURE SPONSOR OF ONE EVENT**

### **BENEFITS OF SIGNATURE SPONSORSHIP:**

- Logo recognition on event website, materials and programming
- Event content will be co-branded on social media (Facebook, Twitter, Instagram, LinkedIn)
- Reserved seating or additional tickets to applicable events



## **INVESTOR ANNUAL PROGRAMMING SPONSOR - \$7,500**

**Includes: Campaign events, ticketed affinity events, Blueprint for Leadership and Humanitarian of the Year Award Celebration.**

### **BENEFITS OF INVESTOR SPONSORSHIP:**

- Verbal or visual recognition, depending on event
- Four (4) tickets per ticketed affinity event
- One (1) participant scholarship in the Blueprint for Leadership Class of 2020
- One (1) Patron table of eight (8) at Humanitarian of the Year

### **RECOGNITION IN UNITED WAY OF THE MIDLANDS ANNUAL REPORT**

### **LOGO RECOGNITION ON UNITED WAY OF THE MIDLANDS WEBSITE**

### **PATRON SPONSOR OF ONE SERIES**

### **BENEFITS OF PATRON SPONSORSHIP:**

- Logo recognition on series website, materials and programming
- Series content will be co-branded on social media (Facebook, Twitter, Instagram, LinkedIn)
- Reserved seating or additional tickets to applicable events



## SUPPORTER ANNUAL PROGRAMMING SPONSOR - \$5,000

Includes: Campaign events, ticketed affinity events, Blueprint for Leadership and Humanitarian of the Year Award Celebration.

### BENEFITS:

- Verbal or visual recognition, depending on event
- Two (2) tickets per ticketed affinity event
- One (1) participant scholarship in the Blueprint for Leadership Class of 2020
- One (1) Patron table of eight (8) at Humanitarian of the Year

RECOGNITION IN UNITED WAY OF THE MIDLANDS ANNUAL REPORT

LOGO RECOGNITION ON UNITED WAY OF THE MIDLANDS WEBSITE



## A LA CARTE OPPORTUNITIES

The following pages offer individual, a la carte sponsorship opportunities.

### **OTHER SPONSORSHIP OPPORTUNITIES**

- Always United
- Caffeinated Conversations
- Driving Down Main
- Humanitarian of the Year
- Women in Philanthropy
- Young Leaders Society

### **PROGRAM PARTNERSHIP OPPORTUNITIES**

- Be a Book Bunny
- Midlands Reading Consortium
- Volunteer Center



## ALWAYS UNITED

**Always United is an action-oriented group of diverse, experienced United Way supporters who are committed to bringing together the people, resources and expertise needed to solve problems in the Midlands. We help realize the Education, Financial Stability and Health mission of United Way. Always giving to those in need. Always advocating for those without a voice. Always volunteering to lend a hand. Always United.**

### **SIGNATURE SPONSOR (\$5,000) (2 available):**

- Company logo on all Always United materials including Always United brochure, signage and program at Always United events and on all electronic communications to Always United members
- Link to company website on Always United website
- Logo recognition on Always United website and social media plus United Way's website (front page)
- Eight (8) tickets to Always United events
- Scholarship for one employee or retiree to attend Blueprint for Leadership
- Recognition in United Way of Midlands Annual Report

\* For specific information on other sponsorship opportunities, please contact Claudia Brooks at [cbrooks@uway.org](mailto:cbrooks@uway.org) or 803.733.5112.





# CAFFEINATED CONVERSATIONS & 3LS

**Caffeinated Conversations is a quarterly networking series that serves to bring together community and business leaders in an informal setting as we highlight the benefits of collective impact, how workplace engagement can help improve and sustain workforce environments and why so many volunteers from different industries actively support our mission.**

## **Caffeinated Conversations Patron Sponsor (\$2,500)**

- Recognition as the Caffeinated Conversation Signature Sponsor
- Opportunity to provide speaker for one (1) session
- Pre-event and on-site publicity at each session
- Opportunity to provide promotional items at events
- Logo on marketing communications specific to Caffeinated Conversations
- Announcement of sponsorship on social media
- List of attendees, upon request
- Company name and hyperlink on Small Business Alliance webpage
- First right of renewal to sponsor at this level in 2020-2021 (deadline: May 1, 2020)

**The Leadership Learning Lab Series (3LS) targets local, small business leaders in the Midlands and offers relevant, programmatic sessions on the trends and overcoming day-to-day challenges that face small businesses. 3LS serves to connect with small business owners and entrepreneurs on matters of importance to them.**

## **3LS Patron Sponsor (\$2,500)**

- Recognition as the 3LS Signature Sponsor
- Opportunity to provide speaker for one (1) session
- Pre-event and on-site publicity at each session
- Opportunity to provide promotional items at events
- Logo on marketing communications specific to 3LS
- Announcement of sponsorship on social media
- List of attendees, upon request
- Company name and hyperlink on Small Business Alliance webpage
- First right of renewal to sponsor at this level in 2020-2021 (deadline: May 1, 2020)

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## **Event Sponsor (\$500) (1 per event)**

- Recognition as Welcome Sponsor
- Announcement of sponsorship on social media for corresponding session
- Logo on marketing communications specific to selected event
- Pre-event and on-site publicity for corresponding session (Opportunity to provide promotional items at events)
- Company name listed in printed materials
- Company name and logo on event registration webpage
- Opportunity to provide brief remarks at selected event

*\*For additional sponsorship opportunities, contact Murray Coleman at [mcoleman@uway.org](mailto:mcoleman@uway.org) or 803.758.6990.*



## DRIVING DOWN MAIN GOLF TOURNAMENT

Driving Down Main, the Midlands first and only virtual golf tournament, returns this spring for a two-day affair on February 10-11, 2020.

Gather a foursome for a 9-hole scramble tournament on the scenic Ocean Course at Kiawah Island Golf Resort (back 9) at the Venue on Main. Tee times are slotted from 9 am - 4:30 pm and are first come, first serve. Teams will have two hours to complete their round, and practice sessions will be made available two weeks prior. Maximum of 50 teams. After each day of play, join us for the 19th Hole Celebration to mix, mingle and cheer on your favorite team.

### **SIGNATURE SPONSOR (\$5,000)**

- Exclusive recognition as the Presenting Sponsor
- Prominent logo placement on Grace Outdoor Billboards and all event advertising
- Logo recognition on the Driving Down Main "Save the Date" e-blast and announcements (deadline: November 1, 2019)
- Logo on Driving Down Main digital scoreboard
- Name and logo on gift bag
- Recognition in all pre and post Driving Down Main related press releases
- Twenty (20) tickets and two (2) Topgolf foursomes
- Exclusive announcement of your sponsorship on United Way of the Midlands social media
- Opportunity to provide swag items for players and attendees
- Your name included in the Driving Down Main Awards
- Opportunity for live video on social media
- Small Business Alliance membership
- First right of renewal to sponsor at this level in 2020 (deadline: June 1, 2020)

*\*For additional Driving Down Main sponsorship opportunities, contact Murray Coleman at [mcoleman@uway.org](mailto:mcoleman@uway.org) or 803.758.6990.*



Since 1984, the Humanitarian of the Year Award is given each year to an individual who clearly demonstrates extraordinary leadership in philanthropic and human services. It is the highest single honor of philanthropic achievement in the Midlands.

**Presenting Sponsor (\$10,000) (1 available)**

- Premier logo recognition on event website and social media, invitation, program, promotional materials, signage at the event
- Two premier reserved tables for eight (8)
- Opportunity to offer remarks during event
- Opportunity for brand recognition at event during reception
- Recognition in United Way Annual Report

**Reception Sponsor (\$5,000) (1 available)**

- Logo recognition on event website and social media, invitation, program, promotional materials, signage at the event
- Two reserved tables for eight (8)
- Recognition in United Way Annual Report

**Floral Sponsor (\$2,500) (1 available)**

- Logo recognition on event website and social media, invitation, program, promotional materials, signage at the event
- Two reserved tables for eight (8)
- Recognition in United Way Annual Report

**Valet Sponsor (\$2,500) (1 available)**

- Logo recognition on event website and social media, invitation, program, promotional materials, signage at the event
- Two reserved tables for eight (8)
- Recognition in United Way Annual Report

**Premier Patron Sponsor (\$2,500)**

- Premier text recognition on event website and social media, invitation, program, promotional materials, signage at the event
- Reserved table for eight (8)
- Recognition in United Way Annual Report

**Patron Table Sponsor (\$1,500)**

- Reserved table for eight (8)
- Text recognition in program and on event website





## WOMEN IN PHILANTHROPY

Women in Philanthropy (WIP) is an affinity group of United Way of the Midlands comprised of united investors transforming the Midlands community through active and collective philanthropic investment. The financial investments of Women in Philanthropy create positive, measurable long-term change for women and children by focusing on root causes and pooling resources to increase impact.

### Signature Sponsor (\$5,000) (2 available)

- Company logo on all WIP materials including WIP brochure, signage and program at WIP events and on all electronic communications to WIP investors
- Link to company website on WIP website
- Logo recognition on WIP website and social media plus United Way's website (front page)
- Eight (8) tickets to both of WIP's premier events: Power of the Purse and Leadership Breakfast
- Eight (8) tickets allocated Food for Thought breakfast series (4 in series, 8 tickets for entire series)
- Scholarship for one (1) employee to attend Blueprint for Leadership
- Recognition in United Way of Midlands Annual Report

\*For specific information on Power of the Purse premier sponsorships, Leadership Breakfast sponsorships and other event specific sponsorships, please visit [womeninphilanthropy.com](http://womeninphilanthropy.com) or contact Sarah Brennecke at [sbrennecke@uway.org](mailto:sbrennecke@uway.org) or 803.733.5107.





## YOUNG LEADERS SOCIETY

The Young Leaders Society (YLS) encourages current and potential donors to create a positive difference by supporting and responding to people's needs. Through YLS, not only will Young Leaders be involved with the communities around us, they will also be engaged with young professionals like themselves who are eager to advance their careers while helping others in need. Staying connected and in-tune with communities in which we live and work is what the Young Leaders Society is all about. At more than 300 strong, we believe that collectively, we can do more.

Simply put, we help young professionals Plug In and Lead On.

### Signature Sponsor (\$5,000) (2 available)

- Premier logo placement on all YLS materials include YLS brochure, signage at all YLS events and on all electronic communications to YLS donors
- Eight (8) tickets to YLS events such as A Night for the Books, Oyster Roast and more
- Targeted fall and spring YLS email campaigns, highlighting sponsorship
- Reserved seating at YLS events, when appropriate
- Opportunity for display table at YLS events
- Recognition in United Way of the Midlands Annual Report

### Prominent recognition on NEW Be a Book Bunny initiative to include:

- Company logo on Book Bunny tote bags and other materials
- Logo recognition in United Way's promotional materials, including print, digital and media
- Opportunity for company involvement during Be a Book Bunny deliveries and media

*\*For specific information on A Night for the Books sponsorships, Oyster Roast sponsorships and other event specific sponsorships, please contact Kay Duguay at [kduguay@uway.org](mailto:kduguay@uway.org) or 803.733.5113.*

# BE A BOOK BUNNY

The Young Leaders Society is partnering with the Midlands Reading Consortium, a United Way of the Midlands volunteer tutoring initiative, to target pre-kindergarten through second-grade students who are falling behind their peers in reading. Be a Book Bunny distributes reading bags to 600+ students served by the program to help children build personal libraries and encourage healthy reading habits.

## **HIPPITY-HOPPITY PATRON SPONSOR (\$2,500) (2 available)**

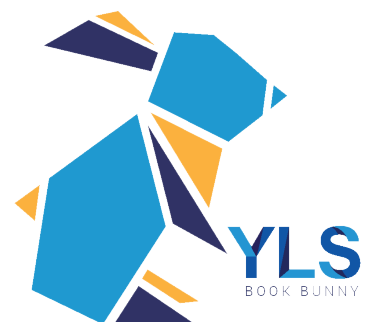
- Logo on event invitation
- Company logo on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community
- Prominent logo recognition in United Way's promotional and marketing materials, including print, digital and media
- Prominent logo placement on the program's website and social media platforms, promotional materials and signage at volunteer events
- Instagram feature on United Way's handle, highlighting sponsorship
- Opportunity for company involvement during Be a Book Bunny deliveries and media
- First right of renewal for 2020 Be a Book Bunny programming

## **COTTON TAIL SPONSOR (\$1,000)**

- Company logo listed on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community
- Name recognition in United Way's promotional and marketing materials, including print, digital and media
- Name recognition on event website and social media, promotional materials, signage at volunteer events
- Instagram feature on United Way's handle, highlighting sponsorship
- Opportunity for company involvement during Be a Book Bunny deliveries

## **BUNNY SPONSOR (\$500)**

- Company name listed on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community
- Name recognition on event website and social media, promotional materials, signage at volunteer events
- Opportunity for company involvement during Be a Book Bunny deliveries





## MIDLANDS READING CONSORTIUM

The Midlands Reading Consortium (MRC) is a library of services including one-to-one tutoring, book donations, book nooks, at-home libraries through Be a Book Bunny, parent engagement events, guest reading opportunities for individuals and companies, and summer reading camps.

### **PRESENTING PARTNER (\$6,000)**

*This partnership will support one of the 24 MRC tutoring sites within our footprint.*

- Logo recognition with company link on MRC landing page on [uway.org](http://uway.org)
- Recognition in United Way of the Midlands Annual Report
- Article and logo recognition in printed Leadership Newsletter (sent to 30,000 donors)
- Social media highlights including photo opportunity at MRC school or site
- Press release mentioning company involvement
- Opportunity for company hosted end of school party, which would include: guest reading by employees, employees to distribute Book Bunny bags to MRC students and opportunity to expose children to careers in your company
- Presentation of a reading nook with company logo at MRC school or site



# VOLUNTEER CENTER

United Way of the Midlands connects hundreds of individuals, families, corporate partners and community groups with enriching volunteer opportunities with local non-profit organizations. Through traditional hands-on volunteer activities or advocating on behalf of United Way, there are numerous opportunities to get involved.

Volunteering with United Way is simple. Here's how:

The Volunteer Center allows United Way of the Midlands to provide local non-profit agencies with more than 4,000 volunteers each year to serve their specific needs. The Volunteer Center online portal allows members of our community to connect with agencies and causes they are personally interested in giving back through volunteerism.

Blueprint for Leadership is a professional development course targeting future community leaders. The program prepares diverse groups of individuals for volunteer service in the nonprofit sector.

Campaign Directors are the driving force of workplace giving campaigns, Campaign Directors are volunteers who conduct their United Way campaign within their company. United Way of the Midlands provides training and materials needed for nearly 200 CDs to successfully execute a campaign.





# VOLUNTEER CENTER

## **Presenting Volunteer Center Sponsor (\$12,500) (1 available)**

- Prominent logo placement on Volunteer Center LIVE UNITED T-shirts
- Logo recognition on United Way Home Page (uway.org) – 164,098 views\*
- Prominent logo recognition on Volunteer Center Landing Page (volunteer.uway.org) – 130,000 views\*
- Logo on all Volunteer Center E-mail Correspondence - 2,500 interactions\*
- Logo recognition on all United Way Kickoff promotions (September)
- United Way Volunteer Week Sponsor with logo placement on promotional materials (website, project signs, T-shirts, event promotions, social media mentions) – April 2019
- Social media highlights, company named in all Volunteer Center promotions and in promotional materials for Volunteer Week and Volunteer Awards – 74,887 total user sessions\*
- Logo recognition as Affinity Volunteer Sponsor for YLS and WIP volunteer activities on appropriate collateral - 536 volunteers, 1,128 hours\*
- One position reserved in the Blueprint for Leadership Class of 2020

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## **Signature Volunteer Sponsor (\$5,000) (3 available)**

- Logo on Volunteer Center LIVE UNITED T-shirts
- Logo recognition on Volunteer Center Landing Page (volunteer.uway.org) – 130,000 views\*
- United Way of the Midlands Volunteer Week Sponsor with logo placement on promotional materials (website, project signs, t-shirts, event promotions, social media mentions)
- Social media highlights, logo included on social media ads for Volunteer Week and company named in Volunteer Week press release to local media – 74,887 total user sessions\*
- Recognition in United way of the Midlands Annual Report
- One position reserved in the Blueprint for Leadership Class of 2020

## **Volunteer Sponsor (\$2,500)**

- One position in the Blueprint for Leadership Class of 2020
- Opportunity to welcome guests at Campaign Training sessions and present the Michael A. Gray Scholarship for Blueprint at Live United Awards
- Recognition on Campaign Toolkit at uway.org
- Recognition in United way of the Midlands Annual Report

## **Volunteer Friend (\$1,000)**

- One position reserved in the Blueprint for Leadership Class of 2020
- Recognition on Campaign Toolkit at uway.org

*\*April 2019 data*