YOUR COMPANY + OUR COMMUNITY

= A WISE LOCAL INVESTMENT

United Way

United Way of the CSRA

BECOME A PROUD CORPORATE PARTNER AND SPONSOR OF UNITED WAY OF THE CSRA.

LOCAL COMPANIES IMPACTING LOCAL LIVES.

PARTNER WITH OUR INFLUENTIAL TARGET AUDIENCE

For more than 80 years, United Way of the CSRA has worked with individuals, local businesses, and organizational partners to build a vibrant, inclusive, and supportive community. Place your business front and center with a desirable target audience. United Way of the CSRA offers:

- Print and digital communications which reach tens of thousands of interested, active, and local consumers eager to learn more about companies that support their community.

- Events that attract the most influential members of our local community – including top business leaders, professionals, philanthropists, educators, and more – and give you a solid venue for customer stewardship and networking.

- Reputation as a company who gives back to the communities they operate in and support United Way of the CSRA's mission.

- Expansion of your B2B and B2C networks.

- New ways to build brand trust and equity by showing you are an exemplary corporate citizen.

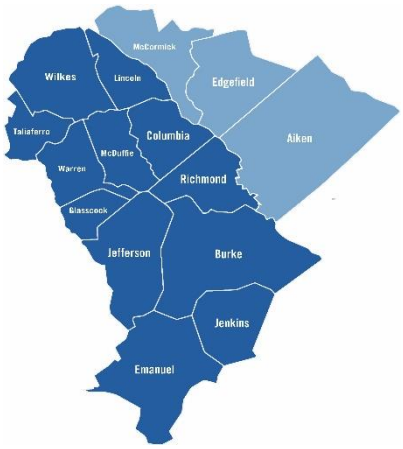
OUR COMMUNITY AND IMPACT IS GROWING

$3.3+ MILLION

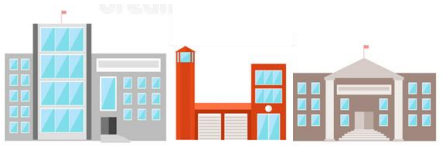
United Way of the CSRA raised a total of
$3,324,713 during last year's 2017 campaign.

15 COUNTY SERVICE AREA

25,000+ VOLUNTEER HOURS DONATED



12 Georgia Counties
3 South Carolina Counties



250+ WORKPLACE CAMPAIGNS

1 IN 5 RESIDENTS ARE ESTIMATED TO BE IMPACTED BY UNITED WAY OF THE CSRA.

NEARLY 2,000 PEOPLE ATTENDED OUR EVENTS IN 2017

LEVEL 1

Burke County Campaign Kickoff

(August) Official kickoff of the Burke County United Way campaign – a fun, themed luncheon with over 150 attendees

Chamber of Commerce Business-After-Hours

(November) Opportunity to recognize small businesses and professionals – allows for networking with peers and the opportunity to learn more about United Way

LEVEL 2

Project Serve – Day of Caring

(April) Day of caring where over 420 volunteers, representing 20+ companies, provide a day of labor at local nonprofit agencies performing light maintenance, painting, landscaping, etc.

Employee Campaign Manager (ECM) Trainings

(August) Workshops to educate ECMs on how to run a model employee campaign in their organizations – typically two (2) workshops per year as held.

LEVEL 3

Annual Meeting

(February) Annual meeting to report United Way's accomplishments, announce campaign total, and recognize special award winners – typically attended by approx. 600 community / business leaders.

CSRA Campaign Kickoff

(August) Official kickoff of the annual fundraising campaign – a fun, themed event for area civic clubs and business community leaders with approx. 600 attendees.

OUR LEVELS OF SPONSORSHIPS & BENEFITS

Signature Sponsorship
(Seeking 2 sponsors)

$1,500

Benefits:
- Company name / logo on all materials related to Level 1 events
- Company name on United Way website as a *Partner for Good*
- Recognition in United Way's Annual Report as a *Partner for Good*

Executive Sponsors
(Seeking 4 sponsors)

$2,500

Benefits of Signature Sponsorship PLUS:
- Company name / logo on materials related to Level 2 events *(Does not include Project Serve t-shirts.)*
- Opportunity to display your company banner at Campaign Kickoff

Presidential Sponsorship
(Seeking 4 sponsors)

$5,000

Benefits of Executive Sponsorship PLUS:
- Company name / logo on materials related to Level 3 events
- Opportunity to include your company literature (brochure or business cards) on tables or in gift bags at Kickoff AND Annual Meeting (at discretion of UW staff/event committee)
- ONE complimentary table at the Annual Meeting (seats 10) or Campaign Kickoff (seats 8)
- Quarter-page advertisement in our Annual Report (Only Presidential, Presenting and Premier Sponsors will be featured in this publication.)

Presenting Sponsors
(Seeking 2 sponsors)

$7,500

Benefits of Presidential Sponsorship PLUS:
- Opportunity to provide high-level executive to present at our Annual Meeting OR Campaign Kickoff
- Half-page advertisement in our Annual Report (increased from ¼ page ad)

Premier Sponsorship
(Seeking 2 sponsors)

$12,500

Benefits of Presenting Sponsorship PLUS:
- Opportunity to provide high-level executive to present at our Annual Meeting AND Campaign Kickoff
- ONE additional complimentary table at our Annual Meeting (seats 10) OR Kickoff (seats 8)
- Full-page advertisement in our Annual Report (increased from ½ page ad)

2018 SPONSORSHIP REGISTRATION FORM

United Way of the CSRA

WE INVITE YOUR ORGANIZATION TO INVEST IN OUR COMMUNITY WITH UNITED WAY. PLEASE COMPLETE THE BELOW FORM AND RETURN TO OUR OFFICE.

Select the sponsorship of your choice:

Your Company

+

United Way of the CSRA

☐	PREMIERE SPONSORSHIP	$12,500
☐	PRESENTING SPONSORSHIP	$7,500
☐	PRESIDENTIAL SPONSORSHIP	$5,000
☐	EXECUTIVE SPONSORSHIP	$2,500
☐	SIGNATURE SPONSORSHIP	$1,500

Sponsorship Pledge Form

Company _____ Authorized By _____

Address _____

Email _____ Phone _____

Signature _____ Date _____

Payment Options: ☐ Our company's payment in the amount of _____ is enclosed. ☐ We will pay online at xxxxxxx xxxxxxxx ☐ Please bill our company.

Donation Options: ☐ Our company is interested in giving in-kind product, services, or prizes to United Way of the CSRA.

Note: Sponsorships are not to be considered in lieu of your annual corporate contributions. Sponsorships are monetary and not gifts-in-kind.

Rev. 06/06/2018

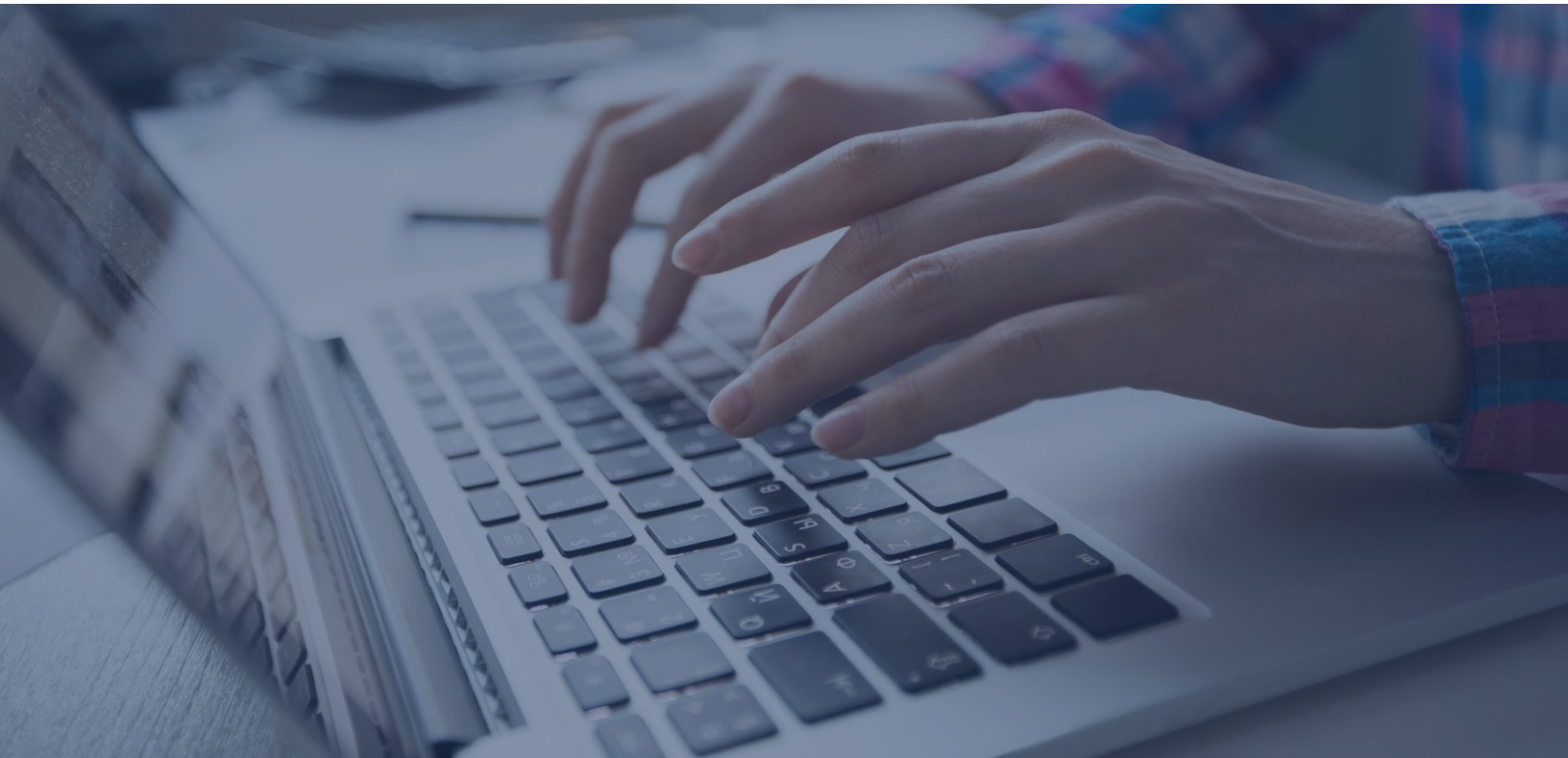
WHAT'S NEW WITH YOUR UNITED WAY?

- **We have a new website!** Based on feedback from our partners, donors, and volunteers, we have launched a new, progressive United Way experience full of features at www.uwcsra.org. Visit our site from any digital device, mobile or desktop, today!

- **Complete your sponsorship payment online!** You can now visit bit.ly/SPONSORUWCSRA or visit www.uwcsra.org, click "Get Involved," then select "Sponsorship Opportunities" to complete your sponsorship payment online.

- **Mobile and Text Giving is on its way!** By the end of August 2018, United Way of the CSRA will have mobile and text giving options for corporations, small businesses, individuals, retirees, and more.

- **We haven't stopped being social!** If you're a social butterfly, we ask that you follow us on social media for the latest news and updates about your United Way and surrounding communities. Feel free to tag us, share posts with us, or live stream during a United Way event with the hashtag #LiveUnitedCSRA and #UWCSRA.



INVEST IN YOUR LOCAL COMMUNITY AND IMPACT THE LIVES OF HUNDREDS OF THOUSANDS OF RESIDENTS A YEAR.

LOCAL COMPANIES IMPACTING LOCAL LIVES.

United Way

United Way of the CSRA

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