

2023 SPONSORSHIP OPPORTUNITIES



United Way of the CSRA

**LOCAL COMPANIES
IMPACTING LOCAL LIVES.**

**YOUR COMPANY
+ OUR COMMUNITY
= A WISE LOCAL INVESTMENT**

**JOIN US!
IT'S GOOD BUSINESS.**



What does your sponsorship provide?

United Way of the CSRA has been making an impact in our community for more than 80 years. But we can't do it without business partnerships like yours. When you sponsor United Way of the CSRA, you help lower operational costs and you ultimately impact local lives across our 12-county service region.

Sponsoring United Way feels good -but it also makes good business sense too! Your company and brand will be put in front of community leaders, corporations, and families through ongoing joint promotional opportunities all year round.

Join us as we ensure that children, young adults, and families have the tools and resources they need to achieve their maximum potential. Your sponsorship will help enable us to Lead Families Forward, not only for today, but for next week, next year, and the next generation.



Our events include:

Annual Campaign Celebration

Annual gathering to report and celebrate United Way's accomplishments, announce campaign total, and recognize special award winners; Approximate Attendance: 450+

Stuff the Bus - School Supply Collection Drive

(July) School Supplies Collection Drive where new school supplies are collected throughout the CSRA for local students and distributed through local Board of Education departments in several counties.

Focus45

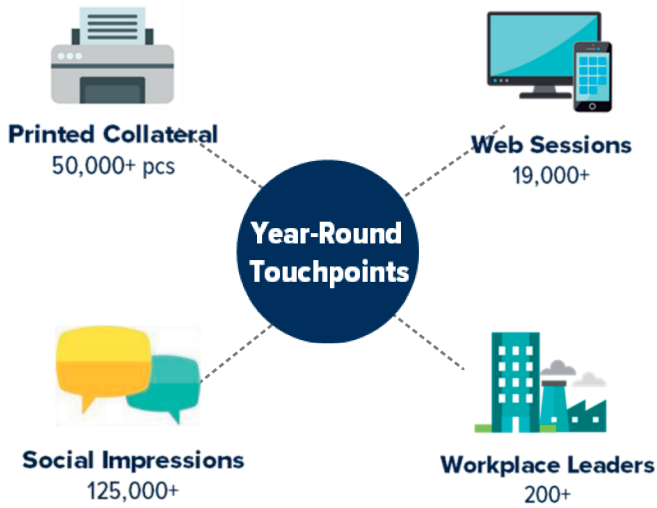
(Spring/Summer) An innovative initiative meant to engage the next generation of philanthropic leaders through focused volunteer, fundraising, and networking activities for our area's 45 and under population.

Campaign Associate Program

(August-November) Each year, for 13 weeks, United Way relies on the additional efforts of local advocates to help development and implement workplace campaigns. Specifically, Campaign Associates lend their expertise and energy to help United Way expand our efforts, reach new markets, and broaden the base of community giving.

Campaign Kickoff + Project Serve

(August) Official kickoff of the annual fundraising campaign is an energizing, themed event that is perfect for area civic clubs and business community leaders; Day of caring where over 20 companies, provide a day of labor at local nonprofit agencies performing light maintenance, painting, landscaping, etc.; Approximate Attendance: 450+



BUT WAIT ... There's more!

Your business will receive multi platform exposure over the course of the next year through our unique digital and print touchpoints! From social posts to blogs, local employees and their top industry leaders ... you'll be seen as a United Way investor and community champion!

Presenting	Platinum	Gold	Silver
\$15,000	\$10,000	\$5,000	\$2,500
(only 1 available)	(only 4 available)	(only 8 available)	(only 10 available)

Promotional Benefits

Speaking opportunity at Annual Campaign Celebration	●			
Speaking opportunity at Kickoff	●	●		
Advertisement in event program, table tent, or other table signage (if applicable)	●	●	●	
Company named as sponsor during events (by moderator)	●	●		
Company logo featured on event digital screens (if available)	●	●	●	●
Company name and/or logo in event-specific invitations, press releases, and printed materials	●	●	●	
Company name and/or logo in other printed materials such as annual reports, brochures, etc.	●	●	●	●
Social media promotion	●	●	●	●
Company logo placement in email newsletters and Talk United blog articles	●	●		
Tiered logo positioning on our website with referral link to your preferred company link	●	●	●	●
Advertisement in digital event programs, digital brochures, and digital annual report (if applicable)	Full page	1/2 page	1/4 page	1/6 page (business card size)
Company logo on special initiative t-shirts (if available)	●			
Opportunity to provide promotional item(s) to event guests	●			
Complimentary table or prominently located seats at Annual Campaign Celebration	1 table (10 seats)	1 table (10 seats)	10 total seats between events	
Complimentary table or prominently located seats at Kickoff	2 tables (16 seats)	1 table (8 seats)		

Sponsorship recognition and inclusion are subject to printing deadlines.

Our Past Sponsors Include:



JOIN TODAY!

- Visit www.uwcsra.org/sponsorships
- Mail your check to our office.

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www.uwcsra.org



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For sponsorship questions please contact:
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