

2019-
2020

United Way of Johnson & Washington Counties SPONSORSHIP OPPORTUNITIES



In 1887 a Denver woman, a priest two ministers and a rabbi got together ... It sounds like the beginning of a bad joke, but they didn't walk into a bar. What they did do was recognize the need to make Denver a better place for all. These Founders* put together an idea that became the nations 1st united campaign benefiting local area health and welfare agencies.

Collecting the funds for local charities and coordinating relief services and emergency assistance grants, the new partnership built a fundraising federation. The first year the people of Denver raised \$21,700 for the greater good and started a movement that would become United Way.

Today, United Way still fuels local solutions to communities' toughest problems by connecting resources in innovative ways. By bringing local people, organizations and communities together, we focus on a common vision and a common path for the future. But we're not your grandfather's United Way.

United Way of Johnson & Washington Counties started in 1919 as the Social Service League. Our name has changed over the years and our role is constantly evolving to meeting the needs. The common thread between United Way's history and its future is that if people are hungry children are not successful in school, and families are in crisis, we have an obligation to act.

United Way is the go-to-place for social impact. Giving, advocating and volunteering each individual and partner organization supports causes that fight for the health, education and financial stability for everyone in our community.

We thank you for our valued partnership and look forward to sharing this once in a lifetime 100th Year Celebration!

**Frances Wisebart Jacobs, Rev. Myron W. Reed, Msg. William J. O'Ryan, Dean H. Martyn, and Rabbi William S. Friedman*

SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	AMOUNT	AVAILABLE	
✓ PREMIER SPONSOR	\$40,000	ONE	Secured
CENTENNIAL SPONSOR	\$25,000	TWO	
THREE PILLAR SPONSOR	\$15,000	THREE	Two Left
GAME CHANGER SPONSOR	\$5,000	FOUR	One Left
HAND RAISER SPONSOR	\$2,500	SIX	Four Left
LEADERSHIP SPONSOR	\$1,000	TEN	Four Left



To make your commitment in advance of the 100th Celebration and take full advantage of the benefits provided, please contact:

Trisha.Smith@UnitedWayJWC.org or call (319) 338-7823 by January 2019.

GIVING TOGETHER. LIVING TOGETHER. www.UnitedWayJWC.org

United Way of Johnson & Washington Counties
1150 2nd Street Ste. 290 • Coralville 52241
319-338-7823 • info@UnitedWayJWC.org

2019-
2020

United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES



VISIBILITY

- Proclamation for all cities
- Designation of “United Way” Honorary Street Names
- Light-post banner flags in each city
- Business window clings for businesses

- Community Timeline
- “I” in “United Way “ traveling statue
- “What UW Means to Me” video/newspaper column

EVENTS

<u>Coralville</u>	<u>Iowa City</u>
4 th of July Parade	Inaugural “event”
Holiday of Lights Celebration (Lanterns)	100 Trees planting (children, families, etc.)
<u>North Liberty</u>	<u>U of I</u>
Summer Lunch Program 100th Birthday Party	“Flagging” the Pentacrest

Events to Celebrate

- Non-Profits/Staff & Volunteers.
- 100 Participant Events–100 Literacy Kits made, 100 volunteers, etc.
- Engagement that address needs in community (i.e.) Literacy Kits, Special Item Collections
- Celebrate Volunteers–Our “Hand Raisers”
- Tocqueville–Mary Sellers, US President United Way

Culminating Event

- UnGala Gala–
Through the Years: Local bands + feature band / Soft seating concert

2019-
2020

United Way of Johnson & Washington Counties SPONSORSHIP OPPORTUNITIES



100th YEAR PREMIER SPONSOR \$40,000 (1)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Premier Sponsor. You will have your name/logo will be integrated into all event branding! The Premier Sponsor will receive:

- Recognition at all events including; Inaugural, Community Celebrations and culminating Un-Gala Gala.
- Prime logo, with website link, placed on all promotional materials including advertising in all media outlets, event invitations, event slide shows, press releases, signage/printed materials and United Way newsletter, website, social media, etc.
- Prime logo placement on the base matt for "I" in "United Way" traveling interactive statue.
- Prime logo placement on light post banners located in the Iowa City, Des Moines, & North Liberty communities.
- Prime logo placement on the traveling 10ft x 3ft outdoor banner.
- Prime Logo placement on 100th Year Celebration T-Shirt.
- The opportunity for Premier Sponsor CEO to appear on local TV & radio commercials sharing United Way's 100th Year Celebration.
- Invitations to all United Way 100th Year Celebration events.
- Company listing featured in UWW Annual Report.

Un-Gala Gala Celebration Event. The Premier Sponsor will have:

- Projection of company logo on the wall during the event, where available, and on video presentation screens.
- Invitation to have a special appetizer &/or beverage created and named in your honor.
- Invitation to include company materials and/or donated product as departing gift.
- Have main event stage named for your company.
- Receive onstage recognition and speaking opportunity; including the introduction of featured band.
- Receive event floor passes for 20 and corresponding tickets to VIP reception in Arena Club.
- Receive an exclusive photo opportunity with featured band.
- Receive an ad on back cover of event program and additional full page, color ad in program.

thank you
FOR GETTING INVOLVED
GIVING TOGETHER
LIVING TOGETHER



2019-
2020

United Way of Johnson & Washington Counties SPONSORSHIP OPPORTUNITIES



100th YEAR CENTENNIAL SPONSOR \$25,000 (2)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Centennial Sponsor. The Centennial Sponsor will receive:

- Recognition at all events including Inaugural event, Community Celebration events, and Un-Gala Gala.
- Logo placement, with website link, on promotional materials including advertising in all media outlets; event invitations; event slide shows; press releases; signage/printed materials and United Way newsletter, website, social media, etc.
- Logo placement on the base matt for "I" in "United Way" traveling statue.
- Logo placement on 100th Year Celebration T-Shirt.
- The opportunity for CEO to speak on local radio commercial sharing United Way's 100th Year Celebration.
- Invitations to all United Way 100th Year Celebration events
- Company listing in UWJWC's Annual Report.

Un-Gala Gala Celebration Event-The Centennial Sponsor will have:

- Company logo will be included on video presentation screens.
- Receive event floor passes for 15 and corresponding tickets to VIP reception in Arena Club.
- Receive company recognition from stage at event.
- Receive full page ad in event program.



2019-
2020

United Way of Johnson & Washington Counties SPONSORSHIP OPPORTUNITIES



100th YEAR THREE PILLAR SPONSOR \$15,000 (3)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Three Pillar Sponsor. The Three Pillar Sponsor will receive:

- Recognition at all events including Inaugural event, Community Celebration events, and Un-Gala Gala.
- Logo placement on promotional materials including advertising in all media outlets; event invitations; event slide shows; press releases; signage/printed materials and United Way newsletter, website, social media, etc.
- Invitations to all United Way 100th Year Celebration events.
- Logo placement on 100th Year Celebration T-Shirt.
- Company listing in UWJWC's Annual Report.

Un-Gala Gala Celebration Event—The Three Pillar Sponsor will have:

- Company logo will be included on video presentation screens.
- Receive event floor passes for 10 and corresponding tickets to VIP reception in Arena Club.
- Half page ad in event program.



2019-
2020

United Way of Johnson & Washington Counties SPONSORSHIP OPPORTUNITIES



100th YEAR GAME CHANGER SPONSOR \$5,000 (4)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Game Changer Sponsor. The Game Changer Sponsor will receive:

- Recognition at all events including Inaugural event, Community Celebration events, and Un-Gala Gala.
- Company name on promotional materials including event slide shows; signage/printed materials, United Way newsletter, website, social media, etc.
- Invitations to all United Way 100th Year Celebration events.
- Company name placement on 100th Year Celebration T-Shirt.
- Company listing in UWJWC's Annual Report.

Un-Gala Gala Celebration Event-The Three Pillar Sponsor will have:

- Company name will be included on video presentation screens.
- Receive event floor passes for 5 and corresponding tickets to VIP reception in Arena Club.
- 1/4 page ad in Un-Gala Gala program.



2019-
2020

United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES



100th YEAR HAND RAISER SPONSOR \$2,500 (6)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Hand Raiser Sponsor. The Hand Raiser Sponsor will receive:

- Recognition at all events including Inaugural event, Community Celebration events, and Un-Gala Gala.
- Company name on promotional materials including event slide shows; signage/printed materials, United Way newsletter, website, social media, etc.
- Company name on 100th Year Celebration T-Shirt.
- Invitations to all United Way 100th Year Celebration events.
- Company listing in UWJWC's Annual Report.

Un-Gala Gala Celebration Event-The Hand Raiser Sponsor will have

- Company name will be included on video presentation screens.
- Company name listing in event program.

100th YEAR LEADERSHIP SPONSOR \$1,000+ (10)

Your company will impress clients, customers, and employees by showing your strong support of United Way of Johnson & Washington Counties, the community's premier impact organization as a 100th Year Leadership Sponsor. The Leadership Sponsor will receive:

- Invitations to all United Way 100th Year Celebration events
- Company listing UWJWC's Annual Report

Un-Gala Gala Celebration Event-The Leadership Sponsor will have

- Company name listing in event program.

UN-GALA GALA EVENT PROGRAM ADVERTISING OPPORTUNITIES

NOTE: All ads are Black and White, except Premier Sponsor or as noted.

Full Page (7.25" wide x 9.825" high) - \$750

Half Page Horizontal (7.25" wide x 4.75" high) - \$500

Quarter Page (3.75" wide x 4.75" high) - \$350

Business Card (3.5" wide x 2" high) - \$200



FOR GETTING INVOLVED
GIVING TOGETHER
LIVING TOGETHER

2019-2020

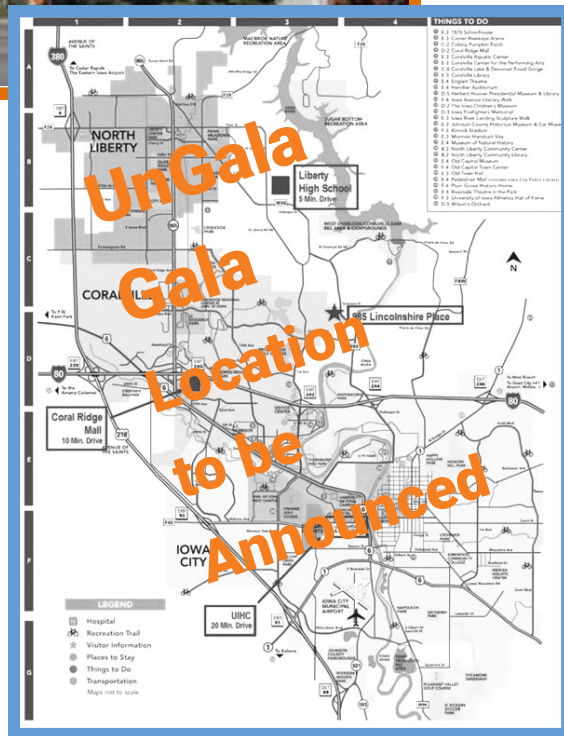
United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES



United Way of Johnson & Washington Counties

VISUAL OVERVIEW



thank you
FOR GETTING INVOLVED
GIVING TOGETHER
LIVING TOGETHER



2019-
2020

United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES



100th Year Celebration Support

For 100 years, United Way has created value by connecting communities and resources in innovated ways and are the Go-To place for problems to be addressed.

United Way is a Community of Donors, Advocates, Volunteers and Partners who fight for the health, education and financial stability of every person in our communities. We create opportunity for all generations to make a personal impact over the course of their lives.

Together, we empower individuals to take action and scale their personal impact to solve local community issues.

- Who we are
- What we fight for
- How we'll get it done

4 Must Haves for DONORS:

Centered on individual engagement as the go-to-destination for people who want to help people who need help.

- Directly engaged with causes that I choose
- Feel valued and excited
- Know where my money goes
- Understand my "impact"

4 Must Have for COMPANY PARTNERS:

Trusted philanthropic partner of choice and solution provider for employee engagement, reputation, and impact

- Help Business be competitive in the market for both customers and talent
- Amplify brand lift
- Maximize impact in community
- Provide Grant Management, Volunteering & Financial Processor



2019-
2020

United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES

100th Year Celebration Support



COMMUNITY IMPACT

We amplify our collective ability to improve lives and maximize our long-term impact, by our work in communities every day.

GROWTH: We attract and retain donors, improve individual and corporate engagement and connect people with diverse views from all generations. We measure success in impact, volunteer metrics, total revenue and resources under management.

EFFICIENCY: We operate in a way that provides innovation, leadership, value and efficiency with the guidance of our Board, volunteers and as a part of a global network. We measure success in cost savings, investments in community building and our operating expenses.

United Way's Focused Innovation:

- Feature local, year-round, personalized giving, impact and engagement.
- Maximize impact through cooperative alliances and collective giving.
- Invest in critical local needs and community building collaborations.

United Way—A Trusted Philanthropic Partner

- Coordinates annual community-wide fundraising campaign.
- Amplifies companies and organizations' brand lift, reputation and social purpose.
- Executes thorough gift management accountability and recognition system.
- Invites and assures donor choice.
- Provides tailored content, volunteering and reporting for partner companies and organizations.
- Facilitates grant management and processing.
- Matches volunteers and company groups with local agency projects.
- Creates United Way Volunteer Activity Guides
- Customizes Corporate Employee Group events.

A once in a lifetime, year-long sponsorship is the ultimate investment in the sustainability of our community.



FOR GETTING INVOLVED
GIVING TOGETHER
LIVING TOGETHER

2019-2020

United Way of Johnson & Washington Counties

SPONSORSHIP OPPORTUNITIES



United Way of Johnson & Washington Counties

SPONSORSHIP OVERVIEW

SPONSOR BENEFITS



	✓ PREMIER \$40,000	CENTENNIAL \$25,000	THREE PILLAR \$15,000	GAME CHANGER \$5,000	HAND RAISER \$2,500	LEADERSHIP \$1,000+
Light Post Banners	● LOGO					
10x3 foot Outdoor Banner	● LOGO					
Interactive United Way Statue	● LOGO/LINK	● LOGO				
TV & Radio Commercials	● LOGO	● LOGO				
100th Celebration United Way T-Shirt	● LOGO	● LOGO	● LOGO	● LOGO	● NAME	● NAME
Recognition at 100th Celebration Events	●	●	●	●	●	●
Inclusion in Promotional Materials	● LOGO/LINK	● LOGO	● LOGO	● NAME	● NAME	● NAME
United Way Annual Report	● LOGO	● LOGO	● NAME	● NAME	● NAME	● NAME
Invitation to Celebration Events	●	●	●	●	●	●

2019-2020

UNGALA GALA

Appetizer/Beverage Named	●					
Departing Gift	●					
Recognition	ON STAGE & BAND INTRO	ON STAGE				
Projection	LOGO	LOGO	LOGO	NAME	NAME	
Program Ad	FULL COLOR + BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE	COMPANY NAME	COMPANY NAME
Tickets	20 VIP	15 VIP	10 VIP	5 VIP	2 VIP	2 VIP