



UNITED WAY
Johnson and
Washington Counties

SPONSORSHIP OPPORTUNITIES 2026 - 2027



UNITED WAY
Johnson and
Washington Counties

160 Southgate Ave. Ste. A
Iowa City, IA 52240
www.UnitedWayJWC.org

SPONSORSHIP OPPORTUNITIES

At United Way of Johnson & Washington Counties, your sponsorship doesn't just support our mission—it drives real change in our community. When you partner with us, your business is recognized as a community leader committed to strengthening local families and creating opportunity for all.

Sponsors shine. Your brand is aligned with trusted, high-impact work that your customers value, and your employees are proud to champion. By helping underwrite our events and initiatives, you make every donor dollar stretch further—directly fueling programs that improve lives across our region.

Your investment inspires others, amplifies community impact, and helps build a stronger, healthier, and more united Johnson and Washington Counties.

Explore the sponsorship opportunities ahead to find the perfect fit for your business goals and community commitment. **Confirm your sponsorship by March 1, 2026, for full recognition and fulfillment beginning April 1, 2026 to March 31, 2027.**

Lead with purpose. Partner with United Way.

COMMUNITY CELEBRATION



The Community Celebration is the official close of our annual community campaign featuring words from our Campaign Chairs, special guest speakers, sharing success stories from the year, and an award ceremony.

Date: April 2026

Approximate Attendance: 150+

LEAD SPONSOR - \$2,500

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for a table of 8 at the event



SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- 2 complimentary tickets to the event.



AWARD SPONSOR - \$500

- Company logo is included on general signage at the event.

CAMPAIGN KICKOFF



The Campaign Kickoff is the official launch of our annual community campaign featuring words from our Campaign Chairs and special guest speakers.

Date: September 2026

Approximate Attendance: 150+

LEAD SPONSOR - \$2,500

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for 8 guests at the event



SUPPORTING SPONSORS - \$750

- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- 2 Complimentary tickets to the event.



MEDIA SPONSOR- \$1,000

- Company logo displayed on campaign video shown throughout annual campaign to 100+ attendees at the Kickoff and throughout the campaign season.
- 2 complimentary tickets to the event

SWAG SPONSOR- \$1,000

- Company logo displayed on campaign swag
- 2 Complimentary tickets to the event



19th Annual POWER OF THE PURSE

Purses & Pearls



POP is in it's 19th year as United Way's signature fundraising event! The evening features a high-end auction of purses, jewelry, and gift baskets, a fashion show and joyous social gathering.

Date: October 22, 2026 Approximate Attendance 275+

LEAD SPONSOR - \$5,000 (SOLD OUT)

- Exclusive pre-event media coverage
- Logo featured prominently on promotional materials & website
- Premier logo placement at the live event
- Recognition on social media
- Event tickets for a table of 10

Presented by:
Nicolet
NATIONAL BANK



PARTNERING SPONSOR - \$1,000

- Logo on promotional materials and website
- Prominent logo display at the live event, and social media
- 5 event tickets included

SUPPORTING SPONSOR - \$500

- Logo on printed materials and website
- Prominent name display at the event and social media
- 2 event tickets included



CONTRIBUTING SPONSOR - \$250

- Name listed on website, print materials, and displayed at event
- Shared recognition on social media
- 1 Event ticket included

OYSTER SPONSOR - \$250



Make a splash as our very first Oyster Sponsor! This year, we're bringing a fresh-shucked oyster experience to perfectly complement our Purses & Pearls theme.

- Name listed on website, print materials, and displayed at event
- Your name featured at the fresh-shucked oyster table
- Recognition on social media
- 1 Event ticket included



HOOPS & HOPS



Hoops & Hops, a vibrant college basketball watch party featuring a local brewery, exciting silent and live auctions, and great opportunities to connect and celebrate community spirit!

Date: Jan-Feb, 2027

Approximate Attendance 125



LEAD SPONSOR - \$2,500

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for 8



SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications.
- 2 Complimentary tickets to the event.



PUZZLE CHALLENGE



The United Way Puzzle Challenge is a high-energy team competition where groups race to complete puzzles, enjoy friendly rivalry, and champion community spirit! Featuring local partners, fun prizes, and plenty of chances to connect while supporting meaningful United Way impact.

Dates: Varied 2026

Approximate Attendance 100

LEAD SPONSOR - \$1,000

- Company logo included on all advertisements
- Opportunity to deliver brief remarks at the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for 1 team of four to compete



PUZZLE SPONSOR - \$750

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications.

PIZZA SPONSOR - \$500

- Company logo is included on general signage at the event
- Company recognized during the event and on social media



LEADERSHIP EVENTS



Leadership Events hosted by United Way of Johnson & Washington Counties provide quarterly opportunities to engage the region's most influential stakeholders—business leaders, organizational executives, and leadership donors contributing \$1,000 or more each year. From agency bus tours and community-needs updates to donor recognition events, these gatherings foster meaningful connections, highlight local challenges, and inspire collaborative solutions.

Sponsoring a Leadership Event places your organization at the forefront of community leadership, ensuring visibility among our top supporters while helping cover essential event, program, and venue expenses. With four Leadership events annually and sponsors receive sustained, year-round exposure.

Dates: Quarterly 2026 - 2027

LEAD SPONSOR - \$2,500 (Limit one per event)

- Company logo included on all invitations
- Opportunity to deliver brief remarks or 30 second company promotion played during the event
- Company logo included on general signage and programs at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for 8 to attend the event

Supporting sponsor - \$750 (Per Event)

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications
- 2 Complimentary tickets to the event.



LEADERSHIP EVENTS

Lead and Supporting Sponsorships are available for each of UWJWC's Leadership Events below.

Community Roadmap: Progress Report 2027

Leadership donors and partners gather over refreshments for an update on our Community Needs Assessment work, offering a clear snapshot of emerging trends, challenges, and progress toward community goals. This event grounds supporters in data-driven insights that guide United Way's work.

Date: January 2027



Driving Impact: Community Roadtrip

Attendees board buses at the United Way office for guided tours of partner agencies across our impact areas, gaining a firsthand look at how their contributions fuel real change. The experience includes Q&A with partners and concludes with lunch and a shared debrief back at United Way.

Date: May 2027



Business Leader's Breakfast (Sold Out)

Business and community leaders gather over breakfast for an inspiring morning, ahead of kickoff to the United Way campaign, featuring keynote speakers who share their United Way "why" and updates on our community impact. This event creates valuable connection time among C-suite, nonprofit, and civic leaders who are positioned to drive meaningful change.

Date: August 2026



Lead United: Cocktails & Connections

Leadership donors (\$1,000+) enjoy an evening of cocktails, appetizers, and connection with fellow philanthropic community members while celebrating the collective impact of their generosity. This event fosters a sense of community among donors who champion United Way's mission.

Date: November 2026



IMPACT INITIATIVES

By contributing to the United Way of Johnson & Washington Counties community impact initiatives, you are investing in local programs and initiatives that address Health, Youth Opportunities, Financial Security, and Community Resilience in your community. Your sponsorship supports our programs and initiatives that address our community's biggest challenges and fill the gaps in services.



COMMUNITY DAY OF CARING 2026



UNITED WAY
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and Washington Counties

160 Southgate Ave. Ste A
Iowa City, IA 52240

UnitedWayIWC.org

DAY OF CARING

United Way's Day of Caring mobilizes hundreds of volunteers to complete impactful projects for local nonprofits, schools, and community organizations. Sponsorship supports event logistics, supplies, and coordination while showcasing your commitment to community improvement. Afterward, join us for Gratitude Hour, a celebratory networking event to reflect on the day's impact and connect with fellow changemakers. **Date: June 2026**

Presented by:



HILLS BANK

LEAD SPONSOR - \$5,000 (Sold Out)

- Company logo included on all promotions to event
- Logo on all Volunteer T-shirts distributed to 500+ volunteers
- First opportunity to sign up for volunteer spots up to 50

GRATITUDE HOUR SPONSOR - \$2,500

- Company logo included on all promotions
- Logo on all Volunteer T-shirts
- Priority sign up for volunteer spots up to 20

TEAM SPONSOR - \$250

- Company logo included website
- Company name listed on T-shirt
- Volunteer Team spots for up to 10 employees

Important Dates for 2026:

March/April

**Nonprofit organizations register
service opportunities**

April/May

Business volunteers sign up





HOLIDAY ADOPT-A-FAMILY 2026



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2025 Impact

193 LOCAL FAMILIES
825 INDIVIDUALS

Making Spirits Bright

United Way of Johnson & Washington Counties' Holiday Adopt-a-Family program, in collaboration with partner agencies, spreads joy to local families in need. In 2025, it supported 193 families, including 825 individuals such as children, seniors, and those served by disability, mental health, and recovery programs.

Timeframe: October - December 2026



ADOPT-A-FAMILY

United Way of Johnson
& Washington Counties

LEAD SPONSOR - \$4,000 (Limit One)

- Exclusive naming rights for the event
- Company logo included on all promotional opportunities
- First to sign up to adopt families

SUPPORTING SPONSOR - \$1,000

- Social media posts highlighting contributions
- Company name included on promotional materials



United We Prepare

Strengthening Community Resilience Before Disaster

2026 - 2027



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United Way Preparedness Initiatives **COAD**

(COMMUNITY ORGANIZATIONS ACTIVE IN DISASTER)

Disasters can strike anywhere, at any time. Whether natural or man-made, some disasters are highly localized, while others affect entire regions, each with different timelines for prevention and recovery. Recognizing the importance of proper preparedness, United Way plays an essential role in supporting our community throughout all phases of a disaster, from preparing for the worst, to weathering the storm.

Timeframe: April 1, 2026 - March 31, 2027

JOHNSON COUNTY COAD **LEAD SPONSOR - \$20,000**

- Placement of your company logo on all promotional materials, including flyers, banners, social media posts, newsletter, and digital campaigns
- Featured recognition in program press releases and media coverage & highlighted mention in UW's social media posts and newsletters

SUPPORTING SPONSOR - \$1,000

- Placement of your company name on promotional materials, including flyers, banners, social media, and digital campaigns
- Social media posts highlighting contributions



JOHNSON COUNTY
C.O.A.D.
Community Organizations
Active in Disaster



United Way Preparedness Initiatives 211 HOTLINE

When life becomes overwhelming, having someone to call can make all the difference. Every day, individuals and families face challenges ranging from housing instability and food insecurity to mental health needs and financial crises. By providing a single, easy-to-remember number, 211 connects people to essential services and ensures they receive timely, reliable support. Recognizing the vital role of information and referral services, United Way helps ensure 211 remains a trusted, accessible resource for anyone seeking help—any time, for any need. **Timeframe: April 1, 2026 - March 31, 2027**

211 HOTLINE

LEAD SPONSOR - \$10,000

- Placement of your company logo on promotional materials, including flyers, banners, social media, annual report, and digital campaigns
- Featured recognition in program press releases and media coverage & highlighted mention in UW's social media posts and newsletters

SUPPORTING SPONSOR - \$1,000

- Placement of your company name on promotional materials, including flyers, banners, social media, and digital campaigns
- Social media posts highlighting contributions



Get Connected. Get Help.™



COMMUNITY VOLUNTEER CENTER 2026 - 2027



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VOLUNTEER CENTER

United Way of Johnson & Washington Counties' Community Volunteer Center plays a vital role in making community events like Ready Set School and the One Book Two Book Festival accessible and free for all. By coordinating passionate volunteers and promoting opportunities across the region, the Volunteer Center ensures these events are well-staffed and successful. Your sponsorship helps sustain this essential work, empowering a network of volunteers that brings our community together, strengthens connections, and enhances the quality of life for everyone.

Timeframe: April 1, 2026 - March 31, 2027

Presented by:

LEAD SPONSOR - \$10,000 (Sold Out)



- Company logo included on Galaxy Digital volunteer website platform
- Logo included on all Volunteer Express monthly newsletters
- Logo included on volunteer opportunities in eNewsletter
- Social media highlights throughout the year

SUPPORTING SPONSOR - \$1,000

- Placement of your company name on promotional materials, including flyers, banners, social media, and digital campaigns
- Social media posts highlighting contributions



REUNITED



The United Way's ReUnited Program is a volunteer program for retired residents of Johnson and Washington Counties. Members will assist with a variety of volunteer projects at both the United Way office and our community partners. This is an opportunity for retirees to give back and learn more about our community! Our goal is to promote and encourage the vibrant engagement of retired and near-retired populations in efforts to support and strengthen our community. ReUnited is all about staying active, connected, and making a difference, because giving back doesn't have an age limit.

Timeframe: April 1, 2026 - March 31, 2027

LEAD SPONSOR - \$2,500

- Company logo included on United Way REUNITED webpage.
- Logo included on monthly ReUnited newsletters
- Logo included on volunteer opportunities in eNewsletter
- Social media highlights throughout the year



SUPPORTING SPONSOR - \$1,000

- Placement of your company name on promotional materials, including flyers, banners, social media, and digital campaigns
- Social media posts highlighting contributions





BE A GAME CHANGER IMPACT SPONSORSHIPS

By becoming an Impact Sponsor for one of United Way of Johnson & Washington Counties' Impact Areas, and are investing in programs and initiatives that strengthen Health, Youth, Financial Stability, and Disaster Response. Your support also fuels our Community Needs Assessment and Roadmap, guiding local solutions that create lasting impact. **Timeframe: April 1, 2026 - March 31, 2027**

Your sponsorship will...



Strengthen Partnerships: Support large scale, community-wide collaborations and initiatives.

Maximize Impact: Ensure the United Way Community Needs Assessment and its Impact work has the funding needed to be successful.

Create Lasting Change: Help build a more resilient and thriving community for all while building your brand in the community.

Healthy Community

Everyone deserves the opportunity to live their healthiest life. United Way helps people overcome barriers to good health by improving access to nutritious food, preventive care, maternal and child health, mental health support, and more—helping families stay healthy and improving wellbeing for all.

Youth Opportunity

Every young person deserves the chance to thrive. United Way helps children get a strong start and empowers youth from preschool through college and into their careers. We support early learning, literacy, enrichment programs, and college and career readiness—creating pathways for every child to reach their full potential.

Financial Security

Everyone deserves the opportunity to earn a living that sustains a family and builds future security. United Way helps hardworking families make ends meet and connects them with education, job training, and financial tools to build lasting stability.

Community Resiliency

Every community deserves the opportunity to prosper. United Way helps strengthen our community through crisis response, disaster preparedness, and environmental stewardship—providing immediate relief and long-term recovery to build a stronger, more resilient future for all.





BE A GAME CHANGER IMPACT SPONSORSHIPS



Healthy Community



Financial Security



Youth Opportunity



Community Resiliency



GAME CHANGER SPONSOR: \$10,000

- Company logo displayed and linked on UWIWC website and on e-newsletters
- Company announced as an Impact Sponsor on UWIWC social media platforms and in annual report
- Company name listed as an Impact Sponsor in Annual Report and at Campaign Kickoff
- Recognition as an Impact Sponsor throughout the annual campaign
- Recognized as Impact Sponsor from the podium during the Community Celebration
- Speaking Opportunity during the Community Celebration awards ceremony
- Company logo displayed and linked on all Community Celebration marketing, including print, digital, e-newsletters, and event page
- One reserved table or 10 tickets at the Community Celebration
- Company logo included as Impact Sponsor on Community Roadmap marketing, including print, digital, e-newsletter, landing page, and presentations



HAND RAISER SPONSOR: \$5,000

- Company name displayed and linked on UWIWC website and on e-newsletters
- Company announced as Impact Sponsor on UWIWC social media platforms and in annual report
- Company name listed as Impact Sponsor in Annual Report and at Campaign Kickoff
- Recognized as Impact Sponsor from the podium during the annual Community Celebration
- Company logo displayed and linked on all Community Celebration marketing including print, digital, and event page
- Five complementary tickets at the Community Celebration
- Company named as Impact Sponsor on Community Roadmap marketing, including print, digital, e-newsletter, and landing page, and presentations

SPONSORSHIP NEXT STEPS

Ready to sponsor an event or initiative? We are grateful for your commitment to United Way of Johnson & Washington Counties. Your support helps create lasting change, and we are excited to partner with you!

Next Steps to Secure Your Sponsorship:

1. **Confirm Your Sponsorship by March 1, 2026**, for a full sponsorship fulfillment beginning April 1, 2026. UWJWC can provide an invoice with your sponsorship details.
2. **Send Us Your Logo** – Please provide a high-resolution logo for marketing and promotions.
3. **Submit Your Payment** – Choose one of the following payment options:
 - **Check:** Mail to: United Way of Johnson & Washington Counties
160 Southgate Ave. Ste. A
Iowa City, IA 52240
 - **Credit Card:** Scan the QR code to the right to pay online.
Be sure to include your organization's name and sponsorship details in the notes section.
 - **ACH:** United Way will invoice you through QuickBooks and we can set up an ACH transfer.



For any questions or assistance, please contact: Emma Barnum, Director of Finance and Operations at Emma.Barnum@unitedwayjwc.org or call at 319-338-7823

Together, we are creating opportunities and strengthening our communities. Thank you for being a champion for change!