

WITH YOUR PARTNERSHIP
THE OPPORTUNITIES
TO STRENGTHEN OUR COMMUNITY
ARE ENDLESS.

2024
Sponsorship Program
An Opportunity for Collaboration

For more information, please contact
United Way of Johnson & Washington Counties
Email: info@UnitedWayJWC.org
Call: (319) 338-7823
Visit www.UnitedWayJWC.org



United Way of Johnson & Washington Counties (UWJWC) is pleased to offer various sponsorship opportunities for many of our events and initiatives in 2024.

What Does Your Sponsorship Provide?

With your sponsorship of UWJWC, you help lower operational costs and ultimately impact local lives across our service region. Sponsoring United Way feels good - but it also makes good business sense! Your company and brand will be put in front of business leaders and community members through ongoing joint promotional opportunities.

Studies show consumers are more likely to support organizations involved in their local communities. We consider this a **WIN-WIN-WIN**. Your business **WINS** respect from local customers, the UWJWC **WINS** a sustainable funding source for day to day operations, and our nonprofit agency partners **WIN** a larger piece of donor contributions.

Sponsorship Opportunities Include:

KEYSTONE EVENTS

- **Community Celebration** (April) Our annual gathering to report and celebrate United Way's accomplishments and community partnerships.
- **Campaign Kickoff** (September) The official kickoff of our campaign for season features the announcement of our upcoming campaign goals and remarks from our campaign chairs.
- **Power of the Purse** Our signature fundraising event is a spectacular affair beginning with a week-long online silent auction and concluding with an in-person gathering. Guests will have the option to bid or "Buy Now" for amazing auction items including purses, filled baskets, wine, jewelry, experiences, and much more!

IMPACTFUL PROGRAMS

- **Business Leaders Breakfast** (August) Gain essential insights on relevant business topics, hear from our Campaign Chairs, and network with local leaders.
- **LEAD UNITED** (November, June & September) An exclusive opportunity to celebrate and acknowledge Leadership and Tocqueville Society while connecting to the issues and challenges in our communities.



COMMUNITY CELEBRATION

The **Community Celebration** brings together community partners including local companies, nonprofit agencies, and donors to celebrate United Way's accomplishments, community collaborations, and recognize special award winners.

Approximate Attendance: 125+ Date: April 19th, 2024

LEAD SPONSOR - \$2,500 (Limit 1)

- Company logo is included on the invitation.
- Opportunity to deliver brief remarks at the event OR 30 second company promotion played during the event.
- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Complimentary table and tickets for eight to the event



SUPPORTING SPONSOR - \$750 (Limit 3)

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



Sponsorship due by February 28, 2024 to assure presence in all formats.

CAMPAIGN KICKOFF

The **Campaign Kickoff** is the official launch of our annual community campaign featuring words from our Campaign Chairs and special guest speakers. Approximate Attendance: 125+ Date: September 2024

LEAD SPONSOR - \$2,500 (Limit 1)

- Company logo is included on the invitation.
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event.
- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Complimentary table and tickets for eight to the event



SUPPORTING SPONSOR - \$750 (Limit 3)

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



POWER OF THE PURSE

Power of the Purse is a highly anticipated philanthropic tradition that takes place each fall. Whether attendees choose to participate in person or online, there will be over 200 guests engaging in the bidding experience. By contributing your support, our attendees will have the opportunity to bid on an assortment of purses, baskets, exclusive Party Row events, and much more! Approximate Attendance: 200 Date: October 24th, 2024

*PREMIERE LEAD SPONSOR - \$5,000 (Limit 1)

- Your name included in all pre-event media coverage including news and commercials
- Your name and logo will be on all promotional material and linked on our website
- Your name and logo will be prominently displayed at the live event
- Recognition of sponsorship on social media
- Event seats for eight

*GreenState Credit Union has the right of first acceptance

PARTNERING SPONSOR - \$1,000

- Your company logo on all promotional material and website
- Name and logo prominently displayed at event
- Recognition on social media and auction site

SUPPORTING SPONSOR - \$500

- Your company logo will be on printed material and our website
- Your name will be prominently displayed at the live event
- Recognition of sponsorship on social media

CONTRIBUTING SPONSOR - \$250

- Your name listed on our website and print material
- Your name will be displayed at the live event
- Shared recognition of sponsorship on social media
- One Event Ticket



BUSINESS LEADERS BREAKFAST

LEAD UNITED

The **Business Leaders Breakfast** brings civic and business leaders together to gain important insights at the junction of business and community issues. This event offers participants an opportunity to network, and enjoy conversations with their peers who are invested in the community and United Way. They will also hear from our Campaign Chairs, and United Way leadership.

Approximate Attendance: 50+ Date: August

LEAD SPONSOR - \$750 (Limit 1)

- Company logo is included on the invitation.
- Opportunity to deliver brief remarks at the event.
- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Provide swag for event

SUPPORTING SPONSOR - \$300 (Limit 3)

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

Lead United members make a significant gift to improve the lives of Johnson and Washington County residents. Throughout the year there will be special events for Lead United Members including networking, educational events, and volunteer opportunities. This program currently celebrates the 350 leadership level donors in our community with plans to grow!

Approximate Attendance: 75+ Dates: Quarterly

LEAD SPONSOR - \$2,500 (Limit 1)

- Company logo is included on the invitation.
- Opportunity to deliver brief remarks at the event.
- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Provide swag for event

SUPPORTING SPONSOR - \$300 (Limit 3)

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

NEW!

GOLF FORE GOOD GOLF TOURNAMENT

Join us for our first ever Golf Outing! This spring, our donors will have the opportunity to Golf for Good at the Blue Top Ridge Golf Course at Riverside Casino. Approximate Attendance: 100+
Date: Spring 2024

TITLE SPONSOR - \$5,000 (Limit 1)

- Company name exclusively paired with event name
- Company name and logo listed on the event's landing page and our homepage during promotional time period
- Company logo on digital and/or printed signage
- Two 4-somes golf, green, cart fees plus lunch
- Recognition on tournament signage, on all social media and printed material

LUNCH & BEVERAGE CART SPONSOR - \$2,500 (Limit 3)

- Company name and logo listed on the event's landing page
- Company logo on digital and/or printed promotional materials
- One complementary 4-some golf, green, cart fees plus lunch
- Recognition on tournament signage on cart and/or displayed during lunch and all day of social media



SPECIALTY HOLE SPONSOR - \$1,000 (Limit 6)

- Company name and logo listed on the event's landing page
- Company logo on digital and/or printed promotional materials
- Recognition on tournament signage and on all day of social media and printed material
- Opportunity to host a game or activity at tee box, and distribute swag or promotional items
- One complementary 4-some golf, green, cart fees plus lunch

TEE BOX SPONSOR - \$250 (Limit 12)

- Company name and logo listed on the event's landing page
- Company logo on digital and/or printed promotional materials
- Signage on Tee Box

FUEL OUR VOLUNTEER POWERED INITIATIVES

Make a local impact by supporting United Way of Johnson & Washington Counties' various initiatives. These targeted opportunities focus on identified "gap" areas in education, health, and financial stability. With these initiatives we are mobilizing volunteers to multiply your impact and stretch our resources.

SUPPORTING SPONSOR - \$500/Initiative

- Visual recognition of company logo at Kickoff and Celebration events.
- Company recognition in 3 social media posts throughout the year.

Literacy Kits - Literacy Kits are comprised of a children's book and an activity related to the book to make reading fun. The kits are distributed to families of early elementary-aged children through local service agencies and schools with the highest percentage of poverty. Volunteers complete the literacy kits by making the activity (includes coloring, cutting, pasting, etc) to go with the children's book. Literacy Kits available for over 100 children's books, including topics of STEM, animals, diversity and inclusion, and financial literacy. A \$500 sponsorship provides 62 literacy kits to area students.

Magic Reading Carpet - Fun, colorful reading mats for young readers that are handmade by volunteers and help get young minds excited by books and reading. Magic reading carpets are mobile so a child's 'book nook' can be anywhere the carpet can go! Magic carpets will be distributed to local Kindergarten classes. A \$500 sponsorships will provide 160 of these magic reading carpet to area children.

Birthday Bash Bags - ensures every child's birthday is special by providing gift bags filled with party essentials, supporting families in shelters and food pantries. A \$500 sponsorship provides over 30 kits.

Math & STEM Kits - Our Math Kits collection comprises four diverse kits, each designed to nurture children's foundational math skills in a dynamic and interactive way. These kits promote learning and ensure engagement and enjoyment throughout the process. Serving as stepping stones for mathematical growth and cognitive development, volunteers play a crucial role in assembling these kits with essential supplies. A sponsorship of \$500 provides 83 kits to area students

Hygiene Kits - In our drive to foster health and self-esteem among people facing financial hardships, we recognize the significance of personal care items. The Hygiene Kits initiative ensures that everyone has access to items as fundamental as body wash and deodorant, reinforcing their well-being and dignity. These kits are distributed through organizations. A sponsorship of \$500 provides 55 hygiene kits to local residents.



INITIATIVES THAT MAKE AN IMPACT

Holiday Adopt-a-Family - Individuals, businesses and groups partner with United Way to “adopt” a family, with holiday needs, who have been identified and referred by a partner agency during the holiday season. Your sponsorship supports program coordination, gift collection space expense, and providing families with gift cards to assure community members in need have a wonderful holiday season.

LEAD SPONSOR - \$2,000 (Limit 1)

- Company logo is included on Adopt a Family landing page
- Company logo is included on social media posts about Adopt a Family
- Company recognized in United Way’s electronic communications about Adopt a Family

SUPPORTING SPONSOR - \$250 (Limit 3)

- Company logo is included on Adopt a Family landing page.
- Company recognized in United Way’s electronic communications.

ALICE Simulation - Our stakeholders can experience either a virtual or immersive hands-on activity providing the opportunity to experience the everyday tough choices of a low-income family in our community.

LEAD SPONSOR - \$500 (Limit 1)

- Company logo is included on all printed materials used during simulation
- Company logo is included on social media posts about ALICE simulation
- Company recognized in United Way’s electronic communications about ALICE
- Company logo is included on ALICE landing page

VISIBILITY & COMMUNICATIONS

Want to have a direct impact on our organization bottom line while advertising with our members? By sponsoring the work that is done by United Way staff and volunteers, you help us control our overhead costs and allow us to invest more donor contributions back into the community.

Campaign Video Sponsor - LEAD SPONSOR - \$2,000 (Limit 1) United Way of Johnson & Washington Counties produces a video series every year to showcase its work in our community. The Campaign for Our Community video is our flagship video shown on social media channels throughout the year. This is one of our most visible projects. In 2023, the project will also include a series of videos focusing stories of impact in health care, reading proficiency, and basic needs

Website Sponsor - LEAD SPONSOR - \$2,000 (Limit 1) United Way is committed to providing our donors, volunteers, partners with the assurance of secure digital information. Your sponsorship helps us make needed updates to our website while providing you with visibility every time someone logs on to donate. Your company logo will be proximately placed and linked on our homepage as well as our donate now page for one year.

Sponsorship Due by February 28, 2023 to assure presence in all formats.

Newsletter Sponsor - SUPPORTING SPONSOR - \$100 (Limit 4) Invest your sponsorship in extending the reach of our United Way and your company name. This sponsorship includes company logo presence in our quarterly newsletter-emailed to approximately 10,000 individuals, a dedicated month of social media focus on your partnership with United Way including a weekly social media post on four separate channels.

Email Sponsor - SUPPORTING SPONSOR - \$100 (Limit 4) The staff at United Way of Johnson and Washington Counties send over 20,000 emails every quarter. This sponsorship includes your company logo presence at the bottom of staff emails for a full quarter. You will be able to advertise your company or special promotion to engaged community members.

Sponsorship Due by February 28, 2024 to assure presence in all formats.

BECOME A SPONSOR TODAY!

For more information, or to sponsor an event or project, contact:

The United Way of Johnson & Washington Counties

Jennifer.Banta@UnitedWayJWC.org

(319) 338-7823

www.UnitedWayJWC.org

