

# WHY BECOME A UNITED WAY SPONSOR?

## RETURN ON INVESTMENT

*As a business in the community, you benefit from helping others succeed. Our sponsorship packages deliver favorable impressions and value far exceeding the actual cost of the sponsorship.*

### A HEALTHY COMMUNITY IS GOOD FOR BUSINESS.

*Of all the those who are impacted by donations, 84% are currently living in poverty. Help us ensure more dollars are going to those in need.*

*91% of Americans say that they have a more positive image of a product or company when it supports a cause.*

*86% say that when price and quality are equal, they will support companies that support a cause.*

*- 2004 Cone Corporate Citizenship Study*



Today, more than ever, our community needs to **LIVE UNITED.**

*Those in need of help aren't just strangers anymore... they are people we know.*



IT COULD BE  
**YOU.**

## CREATE POSITIVE CHANGE...THAT'S WHY.

A partnership with the United Way of the Coalfield can create incredible benefits for your company. This sponsorship program outlines opportunities for your company to serve as a corporate partner for **2018-2019** events and activities with United Way of the Coalfield. As this proposal outlines, this partnership opportunity will provide a marketing and communications platform for you before an anticipated **5,000** individuals with whom United Way of the Coalfield engages throughout the year.

# SPONSORSHIP COMMITMENT FORM

Please Provide the following:

PERSON OF CONTACT: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS : \_\_\_\_\_ APT/SUITE: \_\_\_\_\_

CITY : \_\_\_\_\_ STATE : \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## DONATIONS TYPE:

**IN-KIND**

Item(s) your company will trade for sponsorship recognition: \_\_\_\_\_

Estimated Dollar (\$) Value for In-kind Donations: \_\_\_\_\_

Expected Date Products/Services are rendered: \_\_\_\_\_

**MONETARY**

Bill Monthly

Bill Quarterly

Paid Online

Check Enclosed

Charge Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## SPONSORSHIP LEVEL

Event(s): \_\_\_\_\_

Level(s): \_\_\_\_\_

Amount(s): \_\_\_\_\_

Total: \$ \_\_\_\_\_

## PLEASE COMPLETE & RETURN TO:

ATTN: Libby Spencer  
United Way of the Coalfield  
P.O. Box 366  
Madisonville, KY 42431  
executive.director@unitedwayofthecoalfield.org

**Thank you for sponsoring United Way of  
the Coalfield.**

*Please retain a copy of this sponsorship form  
for your records.*



# EVENTS, BENEFITS & LEVELS

## United Way Community Kick-Off Friday, September 14

### Pacesetter Sponsor (\$1,000 – two available):

Prominent Logo placement on:

- Event signage
- United Way Website with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Company name mentioned in all solicited media coverage
- Company name in United Way publications including invitations (print and electronic)
- Front Row Placement for Group Photo
- Opportunity to speak from podium
- Opportunity to supply promotional material for attendees

### United Way T-Shirt Day Sponsor (\$1,000 – one available) - **SOLD**

Prominent Logo placement on:

- United Way Website with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Event T-shirts which are given to all participants to wear during the event
- Company name mentioned in all solicited media coverage
- Company name in United Way publications including invitations (print and electronic)
- Second Row Placement for Group Photo

### Video Sponsor (\$1,000 – one available – *high visibility*):

Logo and/or company recognition on:

- Event signage at the Kick Off Event
- Logo & Company Featured Within the Video

### Mobile Giving Blitz Sponsor (\$500 - two available - *high visibility*)

- Company Logo Listed with the Mobile App

### Live United Light Pole Banner Sponsor (\$500):

Logo recognition on:

- Event signage at the Kick Off Event
- Logo printed in program
- Pre- and Post- social media posts including Facebook and Twitter
- Event T-shirts which are given to all participants to wear during the event
- Company name in United Way publications including invitations (print and electronic)
- Third Row Placement in Group Photo

### Emerging Sponsor (\$250):

Company name listed on:

- Event signage

### In-Kind Sponsor

*Items to use as campaign incentives (i.e. gift of services, gifts cards, branded items, etc.)*

- Company name listed in print materials

## United Way Day of Caring

Saturday, November 10

### Presenting Sponsor (\$2,500 – one available):

Prominent Logo placement on:

- Day of Caring Event signage
- United Way Website, Volunteer Section, with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Event T-shirts which are given to all participants to wear during the event
- Company name mentioned in all solicited media coverage
- Company name in United Way publications including invitations (print and electronic)
- Pick of Day of Caring projects for employee volunteer team from your company
- Opportunity to speak from podium at Day of Caring Kick Off
- Opportunity to supply promotional material for attendees at Day of Caring's Kick Off
- Opportunity to have display space at the Day of Caring Kick Off

### Platinum Sponsor (\$1,000):

Logo recognition on:

- Day of Caring Event signage at the Kick Off Event
- United Way Website, Volunteer Section, with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Event T-shirts which are given to all participants to wear during the event
- Company name in United Way publications including invitations
- Company verbally recognized from podium at Day of Caring Kick Off
- Opportunity to supply promotional material for attendees at the Day of Caring Kick Off
- Opportunity to have display space at the Day of Caring Kick Off

### Cornerstone Sponsor (\$500):

Company recognition on:

- Day of Caring Event signage at the Kick Off Event
- United Way Website
- Event T-shirts which are given to all participants to wear during the event
- Company name in United Way publications including invitations (print and electronic)
- Opportunity to supply promotional material for attendees at the Day of Caring Kick Off
- Opportunity to have display space at the Day of Caring Kick Off

### Project Sponsor (\$100):

Company name listed on:

- Day of Caring Event signage at the Kick Off Event
- United Way Website
- Event T-shirts which are given to all participants to wear during the event

### T-Shirt Sponsor (\$250):

Company name listed on:

- United Way Website
- Event T-shirts which are given to all participants to wear during the event

## Annual Celebration March 2019

**Presenting Sponsor (\$2,500 – one available):** Prominent Logo placement on:

- Event signage
- Table of eight
- United Way Website, Volunteer Section, with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Event T-shirts which are given to all participants to wear during the event
- Company name mentioned in all solicited media coverage
- Company name in United Way publications including invitations (print and electronic)
- Opportunity to speak from podium during the event
- Opportunity to supply promotional material for attendees

**Platinum Sponsor (\$1,000):**

Logo recognition on:

- Event signage
- Table of eight
- United Way Website, Volunteer Section, with a link to company website
- Pre- and Post- social media posts including Facebook and Twitter
- Company name in United Way publications including invitations (print and electronic)
- Company verbally recognized from podium during the event
- Opportunity to supply promotional material for attendees

**Cornerstone Sponsor (\$500):**

Company recognition on:

- Event signage
- Four Event Tickets
- United Way Website
- Company name in United Way publications including invitations (print and electronic)
- Opportunity to have display space during the event

**Emerging Sponsor (\$100):**

Company name listed on:

- Event signage
- Two Event Tickets
- United Way Website
- Opportunity to have display space during the event