

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



EVENTS, BENEFITS & LEVELS

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