

UNITED WAY OF PALM BEACH COUNTY CORPORATE SPONSORSHIP

Trustworthy. Efficient. A Champion.

**The United Way brand is recognized
by 91% of the general public.**



**United Way
of Palm Beach County**

Become a United Way Corporate Sponsor

For 90 years, United Way of Palm Beach County has been leveraging the resources of non-profit partners, local businesses and government entities to make the greatest impact and solve important issues in Palm Beach County. Our corporate sponsors provide a single donation that supports United Way's special events, campaign materials, and marketing programs, eliminating multiple sponsorship requests. In return, your company's support is promoted throughout the year.

BENEFIT from year-round local visibility.

INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

REINFORCE your company's reputation as a good corporate citizen to your customers, employees and residents.

EXPERIENCE the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

SUPPORT year-round United Way communication activities which allow United Way to direct more donor dollars to make a greater impact in the community.

RETURN ON YOUR INVESTMENT as tangible impressions and measured media value far exceed the cost of sponsorship.

UNITED WAY OF PALM BEACH COUNTY SPONSORSHIP OPPORTUNITIES

2019-20 AT A GLANCE

Tocqueville Society & Leadership Circle | Year-round Opportunities

These philanthropic groups demonstrate leadership and commitment to our community and United Way's work. Sponsorship of these events will guarantee exposure to more than 2,000 philanthropic-minded individuals.

Exclusive Luncheons, Tours and Evening Receptions

Emerging Leaders Society (ELS) | Year-round Opportunities

ELS is a group of early to mid-career professionals that supports United Way of Palm Beach County by giving back financially while enjoying social events, volunteer projects and educational opportunities. Sponsorship of an ELS event will guarantee exposure to our community's next generation of philanthropists and leaders.

Social Events, Volunteer Projects and Professional Development Opportunities

Women United | Year-round Opportunities

Women United's mission is to build and foster a powerful, passionate network of women who create impactful change in our community through the focused investment of their time, talent and resources. Sponsorship of a WU event provides exposure to our community's most accomplished female leaders.

Social Events and Volunteer Projects | Annual Leadership Dinner

Kickball Tournament | December 7, 2019

Our third annual Kick Out Hunger tournament brings more than 20 teams together to support United Way's Holiday Hunger Drive.

Loaned Executives | August 2020

United Way of Palm Beach County's Loaned Executive Experience allows your employees to build on their professional skills and raises your company's visibility as a good steward of the community. For 12 weeks, join other participating companies by loaning an employee or sponsoring an individual who will help United Way staff reach the annual campaign goal.

Annual Celebration Event | Fall 2020

Join us to kick off our annual fundraising campaign and to celebrate the work we do making a difference locally! Our prestigious signature event will bring our community together to celebrate their outstanding support of United Way.

Day of Caring | Fall 2020

It's the day we stand up for ourselves, our friends, our families and our community across the nation, to pledge to change the course of our future. Typically a volunteer project, this day provides valuable visibility to the media and local volunteers.



**United Way
of Palm Beach County**

UNITED WAY OF PALM BEACH COUNTY SPONSORSHIP LEVELS & BENEFITS

YEAR-ROUND

CHAMPION | \$15,000

- Speaking opportunity at event and recognition from podium
- VIP seating with signage at four events, plus drink tickets (when applicable)
- Recognition on event signage and placemats (when applicable)
- One full-page advertisement in the event program
- Mentions on social media platforms reaching more than 8,000 followers
- Inclusion in pre and post event publicity materials
- Company logo on printed and/or electronic invitations
- Inclusion in four eblasts to 50,000 households

LEADER | \$10,000

- Recognition from podium
- VIP seating with signage at three events, plus drink tickets (when applicable)
- Recognition on event signage and placemats (when applicable)
- One half-page advertisement in the event program
- Mentions on social media platforms reaching more than 8,000 followers
- Inclusion in pre and post event publicity materials
- Company name on printed and/or electronic invitations
- Inclusion in four eblasts to 50,000 households

FRIEND | \$7,500

- Recognition from podium
- VIP seating with signage at two events, plus drink tickets (when applicable)
- Recognition on event signage and placemats (when applicable)
- One quarter-page advertisement in the event program
- Mentions on social media platforms reaching more than 8,000 followers
- Inclusion in pre and post event publicity materials
- Inclusion in four eblasts to 50,000 households

Support the community that supports your business.



United Way
of Palm Beach County

SPONSORSHIP COMMITMENT CONFIRMATION

INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

REINFORCE your company's reputation as a good corporate citizen to your customers, employees and residents.



**United Way
of Palm Beach County**

YEAR-ROUND COMMITMENT LEVELS

CHAMPION \$15,000
Pick 4 Signature Events

LEADER \$10,000
Pick 3 Signature Events

FRIEND \$7,500
Pick 2 Signature Events

Tocqueville Society & Leadership Circle
Luncheons, Tours and Receptions

Emerging Leaders Society
Social Events, Volunteer Projects and Professional Development Opportunities

Women United
 Social Events and Volunteer Projects
 Annual Dinner

Kickball Tournament

Loaned Executive

Annual Celebration Event
Level _____

Day of Caring
Level _____

We understand that this commitment is over and above any contribution by employees through our workplace giving campaign or our corporate gift.

THANK YOU FOR YOUR SUPPORT!

**Please fill out the information below to confirm your sponsorship - an invoice will be mailed separately.
Fax this page to: 561.375.6666 ATTN: Alexa Cincia or scan and email to AlexaCincia@UnitedWayPBC.org**

Contact Name: _____ Date: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

TOTAL Sponsorship Amount \$ _____ **Signature:** _____

Contributions benefit United Way of Palm Beach County, a not-for-profit tax-exempt organization. "A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF UNITED WAY OF PALM BEACH COUNTY, CH802, MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1. 800.435.7352 WITHIN THE STATE OF FLORIDA, OR AT WWW.FRESHFROMFLORIDA.COM/DIVISIONS-OFFICES/CONSUMER-SERVICES. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE." United Way of Palm Beach County receives 100% of each contribution.