

# 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

## 2018-19 AT A GLANCE

### **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 and Volunteer Projects | Annual Anniversary Celebration**

### **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**

### **Simply the Best | Annual Awards | May 14, 2019**

Our prestigious Simply the Best Awards is a signature event that attracts more than 400 local business leaders and community partners. The evening brings our community together to celebrate campaign successes and recognize companies and individuals for their outstanding support of United Way.

### **Great Give Palm Beach & Martin Counties | April 24, 2019**

Support the 6th Annual GREAT GIVE Palm Beach & Martin Counties. This 24-hour online event provides the opportunity for hundreds of local nonprofits to raise much needed funds while generating awareness and garnering new donors. Since it began in 2013, we have raised more than \$10 million for our community!

### **Loaned Executives | August 2019**

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.

### **Breakfast of Champions | September 2019**

Be A Champion! Join us and more than 300 local business leaders for this popular event to kick off our annual fundraising campaign and to celebrate the work we do making a difference locally!

### **Day of Caring | September 2019**

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 OPPORTUNITY

SIMPLY THE BEST | MAY 14, 2019 | 5:30pm - 7:30pm | Kravis Center Cohen Pavilion



For 90 years, United Way of Palm Beach County has been leveraging the resources of nonprofit partners, local businesses and government entities to make the greatest impact and solve important issues in Palm Beach County. Each year, we host our Simply the Best Awards to celebrate the strength of corporate philanthropy in our community. More than 400 local business leaders and community partners gather to applaud the meaningful ways Palm Beach County businesses support the work of United Way throughout the year, such as hosting United Way fundraising campaigns, engaging employees in volunteerism and ultimately, making a significant social impact.

Your sponsorship of this event in our 90th year will demonstrate your corporate social responsibility while providing your business with valuable visibility and an opportunity to network with other local, philanthropically-minded leaders. In addition, your commitment as a sponsor allows United Way to share its mission and impact, raise critical funds that will help one in five Palm Beach County residents, and honor our donors and partners.

## ▶ **SAPPHIRE \$1,500**

- VIP seating for one table of 10
- Inclusion in all social media mentions on our platforms reaching more than 8,000 followers
- Inclusion in 2 eblasts to 50,000 supporters
- Recognition on event signage
- Quarter-page advertisement in the program

## ▶ **DIAMOND \$2,500**

### *All the Sapphire benefits plus...*

- Recognition by emcee
- Inclusion in post event publicity materials
- Logo on invitation to 50,000 supporters
- Inclusion in United Way post event newsletter circulated to more than 50,000 supporters
- Logo featured on event registration web page
- Half-page advertisement in the program

## ▶ **PREMIER \$5,000**

### *All the Diamond benefits plus...*

- 20 drink tickets
- Prominent placement of your logo and company name on all printed and digital event materials
- Full-page advertisement in the program

*Support the community that supports your business.*



# 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

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*Support the community that supports your business.*



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# 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*

**Breakfast of Champions**

**Kickball Tournament**

**Emerging Leaders Society**

**Day of Caring**

**Loaned Executive**

- Social Events and Volunteer Projects
- Annual Anniversary Celebration

**Women United**

**Simply the Best**

**Great Give Palm Beach & Martin Counties**

- Social Events and Volunteer Projects
- Annual Leadership Dinner

- Sapphire \$1,500
- Diamond \$2,500
- Premier \$5,000

*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: Lexi Savage or scan and email to [AlexiaSavage@UnitedWayPBC.org](mailto:AlexiaSavage@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](http://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.