

# United Way Sponsorships

Show your support. Impact your community.



**UNITED WAY**  
of Southwestern  
Pennsylvania



# UNITED WAY SPONSORSHIPS



Corporate sponsorships are an excellent way for your company to demonstrate your connection to this community and your commitment to making the region

a better place for your employees, customers and all those who live here. Generous corporate partners provide United Way the platform to educate and recognize donors, engage volunteers and raise awareness of critical issues facing our community.

Your sponsorship means United Way can continue essential community and donor outreach without incurring additional costs. It also raises your organization's profile with customers, employees and the public at large.

## SPONSORSHIP ADVANTAGES

### Positive brand exposure

Becoming a United Way sponsor puts your company on the top tier of recognized community-minded organizations.

### Reputational enhancement

Aligning your organization with United Way reinforces your status as a strong corporate citizen.

### Employee engagement

Research consistently shows that workers under 45 care about the corporate values and priorities of their employers.

### Make a positive impact

There is no better way to impact the lives of our neighbors than through United Way.



# UNITED WAY CAMPAIGN SPONSORSHIPS



Become a Campaign Sponsor to receive the highest profile and exposure to more than 50,000 donors in United Way's network, especially individuals donating at the leadership level.

Campaign sponsorships allow us to broaden our appeal and deepen understanding of United Way's impact on our community. The more people understand the impact their donation makes, the more willing they are to invest in the work of United Way.

Who are these 50,000 donors you can reach with your corporate sponsorship? They are:

**Consumers | Customers | Business leaders | Influencers  
Current and potential employees | Policy makers | Friends  
Associates**

## CAMPAIGN PREMIERE SPONSOR \$30,000

*Benefits included are:*

### Company logo placement on:

- Footer of United Way's website.
- All promotional materials related to the overall campaign, Tocqueville Society, Bridges Society and Next Gen events, including all email communications, event-specific signage and other printed materials.
- United Way newsletters or printed publications.
- Printed signage at all Tocqueville Society, Bridges Society, Next Gen and general campaign-related events.
- Campaign sponsor section of the annual report.
- Campaign sponsor section of leadership directories, both printed and online versions.

### Acknowledgement on social media, including:

- Two dedicated social media posts a year, highlighting your event partnership with United Way.
- Tagged in Tocqueville Society, Bridges Society, Next Gen and general campaign-related event posts.

### Event exposure, including:

- Verbal recognition of your sponsorship from podium at all Tocqueville Society, Bridges Society, Next Gen and general campaign-related events.

### Complimentary tickets:

- Opportunity to send up to four executive-level representatives to any events that are exclusively for members of our donor societies.
- Two teams of six at Giveback Games.

## CAMPAIGN SIGNATURE SPONSOR \$15,000

*Benefits included are:*

### Company logo placement on:

- Footer of United Way's website.
- All promotional materials related to the overall campaign, Tocqueville Society, Bridges Society and Next Gen events, including all email communications, event-specific signage and other printed materials.
- United Way newsletters or printed publications.
- Printed signage at all Tocqueville Society, Bridges Society, Next Gen and general campaign-related events.

### Acknowledgement on social media, including:

- Tagged in Tocqueville Society, Bridges Society, Next Gen and general campaign-related event posts.

### Complimentary tickets:

- One team of six at Giveback Games.



*Event schedule may be modified at any time, based on the discretion of United Way's management team. Campaign sponsorships are valid for 12 months from date of agreement. Please work with your United Way representative to discuss print deadlines for events to ensure your company receives maximum exposure.*

# WOMEN UNITED CAMPAIGN SPONSORSHIPS



Women United is one of the largest donor networks across the country. Our 2,200 strong and passionate members give, volunteer and network while supporting United Way's investment priorities of meeting basic needs, moving to financial stability and building for success in school and life. Women United raises \$9 million annually and hosts several popular, exciting and highly visible events attended by hundreds of women leaders in business, nonprofit and community and government organizations from across our region.

Celebrate to Elevate is United Way's largest event of the year. Each year, 400 of the region's most dynamic and influential women community members come together to celebrate the power of Women United. As a sponsor of Women United, your company will help to inspire, empower and motivate women to become agents of change through philanthropy, leadership and volunteerism.

## WOMEN UNITED CORNERSTONE SPONSOR \$25,000

*Benefits included are:*

### Company logo placement on:

- Women United page of United Way's website.
- All promotional materials related to Women United events, including all email communications, event-specific signage and other printed materials.
- Leadership newsletters.
- Women United printed informational materials.
- Campaign sponsor section of annual report.
- Campaign sponsor section of Women United online Leadership Directory.

### Acknowledgement on social media, including:

- One dedicated social media post a year, highlighting event partnership with United Way.
- Tagged in Women United event posts.

### Event exposure, including:

- Verbal recognition of sponsorship from podium at all Women United events, including Celebrate to Elevate.

### Complimentary tickets:

- 10 tickets to each Women United event, including Celebrate to Elevate.

*United Way has additional sponsorship opportunities for Women United's Celebrate to Elevate through our annual event sponsorships.*

## WOMEN UNITED CONTRIBUTOR SPONSOR \$10,000

*Benefits included are:*

### Company logo placement on:

- All promotional materials related to Women United events, including all email communications, event-specific signage and other printed materials.
- Leadership newsletters.

### Event exposure, including:

- Verbal recognition of sponsorship from podium at all Women United events, including Celebrate to Elevate.

### Complimentary tickets:

- Six tickets to each Women United event, including Celebrate to Elevate.



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# NEXT GEN AMBASSADOR CIRCLE SPONSORSHIP



Through the Next Gen Ambassador Circle, launched in 2022, United Way engages with young professionals across the region through networking opportunities, unique personal and professional development sessions and high-impact volunteer events. Already nearly 150 donors strong and growing, Next Gen Ambassadors commit to United Way through a financial gift and participating in at least one United Way engagement activity per year.

United Way's Giveback Games is the signature event for Next Gen Ambassador Circle. This event brings together several hundred young

professionals from across United Way's five-county region for an evening of fun-first games, networking and an inside look at how United Way impacts the lives of our neighbors. Young professionals are increasingly demanding that the companies they work for and support have strong commitments to corporate social responsibility. By sponsoring United Way's Next Gen Ambassador Circle, your company demonstrates to emerging leaders that your company aligns with their values, and you empower individuals to act to make lasting change in our community.

## NEXT GEN AMBASSADOR FEATURED SPONSOR \$5,000

*Benefits included are:*

### Company logo placement on:

- All promotional materials related to Next Gen events, including all email communications, event-specific signage, and other printed materials.
- Next Gen newsletters.

### Event exposure, including:

- Verbal recognition of sponsorship from podium at all Next Gen events, including Giveback Games and volunteer activities.

### Complimentary tickets:

- Two tickets to each Next Gen event.
- Two teams of six people at Giveback Games.

*United Way also offers in-kind sponsor opportunities for branded merchandise at Giveback Games. Please contact Lydia Logue, next generation manager, [lydia.logue@unitedwayswpa.org](mailto:lydia.logue@unitedwayswpa.org) for more information.*



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# ANNUAL EVENT SPONSORSHIPS



Each year, United Way hosts a variety of events, engaging various stakeholders from across our community. United Way's events are highly visible, engaging opportunities to connect with members of the business, nonprofit and government communities.

To review a list of proposed events for the 2024-2025 campaign season, please reach out to your main United Way contact or Adam Baron, director of workplace campaigns at [adam.baron@unitedwayswpa.org](mailto:adam.baron@unitedwayswpa.org).

Please note: events are not confirmed until sufficient sponsorship is secured to cover the cost of the event. Multiple sponsors are permitted at each level for each event.



## BENEFACTOR LEVEL \$5,000

*Benefits included are:*

**Company logo placement on:**

- All promotional materials related to the event, including all email communications, event-specific signage, and other printed materials.
- PowerPoint shown at the event.

**Acknowledgement on social media, including:**

- Tagged on social media posts generated about the event.

**Event exposure, including:**

- Verbal recognition during remarks at the event.

**Complimentary tickets for the sponsored event:**

- Four tickets to Celebrate to Elevate.
- Four teams of six for Giveback Games.
- For all other events, your United Way contact will provide the number of tickets.

## SUSTAINER LEVEL \$2,500

*Benefits included are:*

**Company logo placement on:**

- All promotional materials related to the event, including all email communications, event-specific signage, and other printed materials.
- PowerPoint shown at the event.

**Acknowledgement on social media, including:**

- Tagged on social media posts generated about the event.

**Event exposure, including:**

- Verbal recognition during remarks at the event.

**Complimentary tickets for the sponsored event:**

- Two tickets to Celebrate to Elevate.
- Two teams of six for Giveback Games.
- For all other events, your United Way contact will provide the number of tickets.

## SUPPORTER LEVEL \$1,000

*Benefits included are:*

**Company logo placement on:**

- All promotional materials related to the event, including all email communications, event-specific signage, and other printed materials.
- PowerPoint shown at the event.

**Complimentary tickets for the sponsored event:**

- Four tickets to Celebrate to Elevate.
- Four teams of six for Giveback Games.
- For all other events, your United Way contact will provide the number of tickets.

*Help support the raffle at Celebrate to Elevate by donating a themed basket valued at \$150 or more or providing gift cards for restaurants, spas and shopping, sports or art tickets, family friendly or couple experiences, wine and chocolates or specialty apparel. For more information, contact Lynne Popash, director of Women United, at [lynne.popash@unitedwayswpa.org](mailto:lynne.popash@unitedwayswpa.org).*

*Event schedule may be modified at any time, based on the discretion of United Way's management team. Campaign sponsorships are valid for 12 months from date of agreement. Please work with your United Way representative to discuss print deadlines for events to ensure your company receives maximum exposure.*

# VOLUNTEER PARTNERSHIP OPPORTUNITIES



United Way hosts a variety of volunteer opportunities that allow your employees to engage in meaningful work while providing much-needed assistance to local families. Support provided by companies for United Way's volunteer events covers the costs of materials distributed to the community. Your company can select the project to direct funding support, receive recognition benefits and provide employee volunteers.

## BIG BOOK DROP

Held in April, United Way's Big Book Drop provides nearly 40,000 high-quality books to children across our five-county region. United Way works with a variety of schools, pre-schools, libraries and other literacy focused groups to distribute books to children.

## BUILD A BIKE

Held in June, United Way's Build A Bike event provides new bicycles, helmets and locks to 600 children across our five-county region. United Way's agency partners assist with distributing the bikes to children who need them most.

## CARDS OF CARING

Held in November and December, United Way's Cards of Caring provides 5,000+ local seniors with a hand-written holiday card. Volunteers, either at home with their families or at an in-person event, write out notes and holiday wishes. Cards are then distributed to local seniors in coordination with agencies across our region.

## MEAL KIT PACKING

Held in May, United Way's Meal Kit Packing provides nearly 2,000 families with enough nutritious food for six meals. Meal kits are distributed through United Way agency partners to help families whose income cannot keep up with the rising costs of goods and services have access to healthy meals.

## TOOLS FOR SCHOOLS

Held in August, United Way's Tools for Schools provides 10,000 school supply kits to elementary school students across our five-county region start. School supply kits are distributed directly to under-resourced students and schools.

# PARTNER FUNDING AMOUNTS



All support for United Way's volunteer events is provided to offset the expense of the supplies and materials distributed to the community through the event. Company partners can select both the partnership level and the event to support. The benefits and volunteer opportunities will be applied to the selected event.

## Estimated project costs for 2024-2025 campaign year.

Meal Kit Packing	\$110,000
Big Book Drop	\$100,000
Build A Bike	\$75,000
Tools for Schools	\$55,000
Cards of Caring	\$5,000

## \$30,000 RED PARTNER

Receive at the event of your choice:

### Company logo placement on:

- All promotional materials related to the event, including all email communications, event-specific signage and other printed materials.
- Visual presentations shown at the event, if applicable.

### Communications recognition:

- Acknowledgement on social media, including tagging in all social posts generated about the event.
- Company name included in external press releases or media advisories, if applicable.

### Event exposure:

- Verbal recognition of sponsorship during remarks at the event.
- Opportunity to make opening remarks at event.
- Opportunity to provide company promotional materials to accompany supplies distributed from event.

### Volunteer opportunity:

- Access to volunteer registration one week prior to public registration.
- Guaranteed 30 volunteer spots at event or six teams at Build A Bike.



## \$15,000 ORANGE PARTNER

Receive at the event of your choice:

### Company logo placement on:

- All promotional materials related to the event, including all email communications, event-specific signage, and other printed materials.
- Visual presentations shown at the event, if applicable.

### Communications recognition:

- Acknowledgement on social media, including tagged in all social posts generated about the event.
- Company name included in external press releases or media advisories, if applicable.

### Event exposure:

- Verbal recognition of sponsorship during remarks at the event.
- Opportunity to provide company promotional materials to accompany supplies distributed from event.

### Volunteer opportunity:

- Access to volunteer registration one week prior to public registration.
- Guaranteed 20 volunteer spots at event or four teams at Build A Bike.





# PARTNER FUNDING AMOUNTS



## \$10,000 YELLOW PARTNER

*Receive at the event of your choice:*

**Company logo placement on:**

- All promotional materials related to the event, including all email communications, event-specific signage, and other printed materials.
- Visual presentations shown at the event, if applicable.

**Communications recognition:**

- Acknowledgement on social media, including tagged in all social posts generated about the event.

**Event exposure:**

- Verbal recognition of sponsorship during remarks at the event.
- Opportunity to provide company promotional materials to accompany supplies distributed from event.

**Volunteer opportunity:**

- Guaranteed 10 volunteer spots at event or three teams at Build A Bike.

## \$5,000 BLUE PARTNER

*Receive at the event of your choice:*

**Company logo placement on:**

- All promotional materials related to the event, including all email communications, event-specific signage and other printed materials.

**Event exposure:**

- Verbal recognition of sponsorship during remarks at the event.
- Opportunity to provide company promotional materials to accompany supplies distributed from event.

**Volunteer opportunity:**

- Guaranteed five volunteer spots at event or two teams at Build A Bike.



## \$2,500 GRAY PARTNER

*Receive at the event of your choice:*

**Company logo placement on:**

- Promotional materials related to the event, including event-specific signage, and other printed materials.

**Event exposure:**

- Verbal recognition of sponsorship during remarks at the event.
- Opportunity to provide company promotional materials to accompany supplies distributed from event.

**Volunteer opportunity:**

- One team at Build A Bike, if applicable.

*Please contact Wendy Koch, senior director of regional engagement, [wendy.koch@unitedwayswpa.org](mailto:wendy.koch@unitedwayswpa.org), with any questions or for more information.*

# MAKE AN IMPRESSION



United Way events generate media coverage and social media buzz, which is amplified in our newsletters to our many engaged and connected donors. Here are just a few of the ways we reach the community and make an impression.



## OVERALL REACH OF UNITED WAY

### • More than 50,000 donors, including:

- 450+ Tocqueville Society donors, each contributing \$10,000 or more annually.
- 3,000+ Bridges Society members, our premier leadership donor group, contributing \$1,000 to \$9,999 annually.
- 2,200 Women United members, each contributing at least \$1,000 annually.
- 150 and growing Next Gen Ambassador Circle members, our young donor group.

### • 6,350 volunteers last year.

- **Visibility at major sporting events**, including Campaign Kickoff Pre-Season Steelers game (about 67,000 in stadium) and Pirates First Pitch (about 21,000 in the ballpark).

### • Regular outreach through our donor newsletters and communications, including:

- Tocqueville Spotlight printed publication: Twice a year to 450+ donors.
- Leadership Donor newsletter: six times a year to approximately 5,000 recipients.
- Giving in Action newsletter: four times a year to approximately 10,000 donors and volunteers.
- United in Action newsletter: four times a year to 80 regional legislators and staff.
- Next Gen United newsletter: four times a year to 150 Next Gen Ambassador circle members and more than 5,000 prospects.

- **Event invitations:** Approximately 60 invitations and event reminders annually.

- **Website pageviews:** Approximately 149,000 annually.

- **More than 17,000 social media followers** on LinkedIn (4,500+), Facebook (8,500+) and Instagram (4,000+).

- **Media impressions for our signature events** over the past three years:

- **Celebrate to Elevate:** Total media hits: 14 and total impressions: 9.12 million.

- 2023: 8.8 million impressions.
- 2024: 337,000 Impressions.

- **Big Book Drop:** Total media hits: 34 and total impressions: 6.3 million.

- 2022: 4 million impressions.
- 2023: 778,000 impressions.
- 2024: 1.6 million impressions.

- **Build A Bike:** Total media hits: 42 and total impressions: 9.7 million.

- 2022: 4 million impressions.
- 2023: 1.1 million impressions.
- 2024: 4.5 million impressions.

- **Meal Kit Packing:** Total media hits: 12 and total impressions 8.1 million.

- 2023: 4 million impressions.
- 2024: 4.1 million impressions.

*Become a United Way sponsor and stake your claim to our valuable audiences and outreach.*

# SPONSOR OR PARTNER INFORMATION



Thank you for your support of United Way. To maximize your support of United Way and receive all deliverables available to you, please provide us with additional information.

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## Company contact for marketing questions (such as media and photo requests).

Please provide contact information should our marketing team have any questions for your company.

- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

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## Company contact for event tickets.

Please provide contact information should our marketing team have any questions for your company.

- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

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## Company logo.

- Please provide your company logo in PNG format in the following color variations:
  - Full-color.
  - Single-color/black.
  - Reverse/white.

## Social Media.

Please provide your organization's social media handles for the following platforms so that we can tag you and acknowledge your support:

- Instagram \_\_\_\_\_
- Facebook \_\_\_\_\_
- LinkedIn \_\_\_\_\_

Please tag United Way in any of your social media posts about our partnership and use the hashtag #ChangeMakersUnite.

- Facebook: [facebook.com/unitedwayswpa](https://facebook.com/unitedwayswpa)
- Instagram: [@unitedwayswpa](https://instagram.com/unitedwayswpa)
- LinkedIn: [linkedin.com/company/united-way-of-southwestern-pennsylvania](https://linkedin.com/company/united-way-of-southwestern-pennsylvania)

*Please return this information to your main United Way contact or Adam Baron, director of workplace campaigns, [adam.baron@unitedwayswpa.org](mailto:adam.baron@unitedwayswpa.org).*

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# CORPORATE SPONSORSHIP PLEDGE FORM



We would like to support our community by pledging a TOTAL GIFT of \$ \_\_\_\_\_

## • Campaign sponsorships\*

- Campaign Premier .....\$30,000
- Campaign Signature .....\$15,000
- Women United Cornerstone .....\$25,000
- Women United Contributor .....\$10,000
- Next Gen Ambassador Featured .....\$5,000

## • Event sponsorships\*

- Benefactor Level .....\$5,000
  - Sustainer Level .....\$2,500
  - Supporter Level .....\$1,000
- List event \_\_\_\_\_

## • Volunteer partnerships

- Red .....\$30,000
- Orange .....\$15,000
- Yellow .....\$10,000
- Blue .....\$5,000
- Gray .....\$2,500

### Event choice

- Big Book Drop
- Build A Bike
- Cards of Caring
- Meal Kit Packing
- Tools for Schools
- Other \_\_\_\_\_

## BILLING DETAILS

Billing contact name:\* \_\_\_\_\_

Billing contact title: \_\_\_\_\_

Work email: \_\_\_\_\_

Work phone: \_\_\_\_\_

*\* The invoice for support will be sent to this person directly.*

Company name: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## TO BE PAID BY

BILL ME

Start Day: (mm/yyyy) \_\_\_\_\_

Frequency:  once  monthly  quarterly

CREDIT CARD (United Way's Finance team will contact you for payment.)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## United Way:

Account ID: \_\_\_\_\_

Account name: \_\_\_\_\_

Organization ID: \_\_\_\_\_

Event Occurrence: \_\_\_\_\_

## Check one below:

Sponsorships: corporate sponsorship (Bill/DSGN) (non-campaign)

Volunteer custom event: corporate event participation non-renewable (Book #11936820)

Volunteer partnerships: corporate grant non-renewable (Book# 11936820)

*\*Contact Adam Baron at adam.baron@unitedwayswpa.org to determine the amount that is deductible as a charitable contribution for your sponsorship commitment(s).*