

United Way of the Brazos Valley Corporate Sponsorship Program



United Way of the Brazos Valley has been making an impact in the community for over 60 years. We work to bring the community together to find solutions that change lives, by advancing education, financial stability and health – the building blocks for a better quality of life. United Way partners with leaders across all industries and sectors who are committed to building a stronger community.

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 through high profile exposure to top community leaders, corporations, and families throughout the year.

BECOME A UNITED WAY CORPORATE SPONSOR

BENEFIT from year-round local visibility.

INCREASE your brand exposure and elevate your corporate identity.

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

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

PARTNER with United Way as we work to build a stronger community and impact thousands of lives.

In 2015, select businesses will have the opportunity to support United Way of the Brazos Valley through Corporate Sponsorships.

Sponsorship Packages are available for the following:

Diamond Community Campaign Kick-Off Sponsor

Diamond Community Campaign Celebration Sponsor

Platinum Community Campaign Kick-off Sponsor

Platinum Community Campaign Celebration Sponsor

Community Event Sponsor for the following:

- Thank You Blitz
- Loaned Executive Program
- Youth Leadership Cabinet
- Community Impact Briefings
- 2-1-1 Texas FYI Briefing

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Sponsorship Package Details

Corporate Sponsor – providing support at the **Diamond or Platinum level** entitles your company to the following:

- ❖ Recognition as a corporate sponsor at all United Way of the Brazos Valley Community Events and on all collateral materials associated with all events throughout the year.
- ❖ Recognition in United Way of the Brazos Valley's Annual Report (reach of 500 companies and/or donors).
- ❖ Exposure as a Corporate Sponsor through recognition on United Way of the Brazos Valley's Facebook and Twitter pages, in press releases and on website Corporate Sponsor page.
- ❖ Company logo in media promotions including radio and TV spots.
- ❖ Opportunity to serve on the planning committee for the selected event.
- ❖ Additional details for packages as listed below.

Campaign Kick-Off Packages

The annual event in September marking the start of United Way's annual Community Campaign to build support and excitement. Audience includes Campaign volunteers and representatives from many companies hosting United Way Workplace Campaigns.

Diamond Sponsor: \$10,000

In addition to listings above, sponsor receives:

- ❖ Exclusive recognition as the Diamond Sponsor on all materials including invitation, program, signage/banners, and website/social media posts.
- ❖ Reservations for 20 for event.

Platinum Sponsor: \$5,000

In addition to listings above, sponsor receives:

- ❖ Exclusive recognition as the Platinum Sponsor on all materials including invitation, program, signage/banners, and website/social media posts.
- ❖ Reservations for 10 for event.

Campaign Celebration Packages

Held in May to celebrate the success of Community Campaign and publicly acknowledge all companies and volunteers who support the work throughout the year. Open to all donors and friends of United Way of the Brazos Valley.

Diamond Sponsor: \$10,000

In addition to listings above, sponsor receives:

- ❖ Exclusive recognition as the Diamond Sponsor on all materials including invitation, program, signage/banners, and website/social media posts.
- ❖ Reservations for 20 for event.

Platinum Sponsor: \$5,000

In addition to listings above, sponsor receives:

- ❖ Exclusive recognition as the Platinum Sponsor on all materials including invitation, program, signage/banners, and website/social media posts.
- ❖ Reservations for 10 for event.

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Event Sponsorship Packages – A Community Event Sponsor shows targeted support for one of United Way’s events.

As a Community Event Sponsor, you will receive:

- ❖ Community Event Sponsor status, including company logo, at selected event and related event materials and promotions, including invitation, program, signage/banners and website/social media posts.
- ❖ Opportunity for company representative to serve on the planning committee of selected event.
- ❖ Recognition in United Way of the Brazos Valley’s annual report.
- ❖ Recognition as a Corporate Event Sponsor on website.

Sponsorship Opportunities available for the following Community Events:

Thank You Blitz

Held in early July, a day when United Way staff and volunteers reach out to business and community leaders in an effort to show appreciation to those who support their community.

- Thank You Blitz Sponsor: \$2,000

Community Impact Briefings

Quarterly Community Impact Briefings bring United Way stakeholders together to discuss how we create change in the community in the areas of Education, Financial Stability and Health through collaboration and collective action.

- Community Impact Briefing Sponsor: \$1,000 each briefing

2-1-1 Texas FYI Briefing

A one-day event designed to provide updates on available resources in the community to nonprofit and social service professionals who directly interface with clients.

- 2-1-1 Texas FYI Briefing Sponsor: \$1,000

Loaned Executive Program

Loaned Executives are campaign volunteers “loaned” to United Way by over 25 Brazos Valley businesses. They support United Way Workplace Campaign efforts and act as ambassadors for United Way. Loaned Executive Program events are held monthly between August and February to share campaign progress, as well as topics that will support their individual professional development.

- Exclusive Loaned Executive Program Sponsor: \$4,500
- Monthly Event Sponsor: \$750 each

Youth Leadership Cabinet

Your opportunity to invest in the legacy we leave behind... our youth. United Way’s Youth Leadership Cabinet is a group of passionate students from Bryan/College Station area high schools committed to connecting, leading and serving their community. Sponsors will support the Cabinet’s Youth Leadership Day, a day where over 150 students from local high schools come together to learn leadership skills and the importance of serving their community.

- Youth Leadership Cabinet Sponsor: \$2,500

To secure your sponsorship package, visit uwbv.org/sponsor, or contact:

Eleesha Blackwell

Director of Resource Development

(979) 696-4483 x118

eblackwell@uwbv.org

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United Way of the Brazos Valley

Building a STRONGER COMMUNITY through YOUR INVESTMENT

United Way is making a difference in the Brazos Valley. We believe in the power of community and that if we all work together, we make a greater impact than if we try to do it alone. Because we are stronger united, we choose to

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United Way of the Brazos Valley is committed to strengthening our community through meaningful and measurable improvement in the following areas:

E

EDUCATION

Enabling youth and adults to achieve their potential from cradle to career.

FS

FINANCIAL STABILITY

Empowering families to become financially stable now and through retirement.

H

HEALTH

Assisting people in making healthy lifestyle choices and obtaining affordable health care.

As an investor to United Way, your gift creates a direct impact in our community through:

Community Impact Grants

Investing over \$340,000 annually to support programs demonstrating measurable impacts in the areas of education, financial stability and health at 20 local nonprofit organizations.

Investment Initiative

Collaborative programs to address specific needs:

- 2-1-1 Texas
- Volunteer Brazos Valley Youth Leadership Cabinet
- Financial Fitness Center

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