



CORPORATE PARTNERSHIPS

Become a United Way Corporate Partner!

For nearly 100 years, United Way of Roanoke Valley has been leveraging the resources of nonprofit partners, local businesses and government entities to make the greatest impact and solve important issues in SW Virginia. Our corporate partners provide a single donation that supports United Way's special events 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.

GOLD LEVEL - \$25,000 (1 AVAILABLE)

As a **Gold Level Partner**, you will have a presence at the following UWRV events:

Day of Action Title Sponsor:

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.

- Larger Logo inclusion in all print marketing, digital marketing, social media, on site event signage such as banners and yard signs
- Opportunity to speak at volunteer project site
- Inclusion in media press release
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

Celebration:

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

- VIP Seating for one table of 6
- Logo inclusion in all print marketing, invitation, program, digital marketing, social media, on-site event signage
- Recognition by emcee
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

Leadership Event:

UWRV Leadership Events take place for leadership donors (\$500+). These events may include, but are not limited to, a Loyal Donors' Lunch and an after-hours reception. These events are an opportunity for UWRV to thank and celebrate donors for their generosity in addition to introduce UWRV to prospective donors.

- VIP Seating for one table of 6
- Logo inclusion in all print marketing, invitation, program, digital marketing, social media, on-site event signage
- Recognition by emcee
- Logo on uwrv.org with a link to your site

Annual Golf Classic:

Teams hit the golf course for a little healthy competition – all for a great cause, a collective community impact in the Roanoke Valley.

- 1 team (4 Players)
 - 1 hole sponsorship
 - Gold-level sponsorship banner
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ADDITIONAL GOLD LEVEL BENEFITS

Large Logo on annual UW T-shirt

- 250 T-shirts provided to staff, volunteers, employee campaign managers whom wear these shirts consistently throughout the year.

Co-branded Zoom background with UWRV

- Used as a background for Zoom meetings used by UWRV staff.

Logo or Business featured in all newsletters

- Total of 4 newsletters (quarterly)

10-12 social media posts

- Posts will include company feature on all UWRV platforms (FB, Instagram, LinkedIn)
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SILVER LEVEL - \$15,000 (3 AVAILABLE)

As a **Silver Level Partner**, you will have a presence at the following UWRV events:

Day of Action:

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.

- Medium Logo inclusion in print marketing, digital marketing, social media, on-site event signage such as banners and yard signs
- Logo on uwrv.org with link to your site

Celebration:

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

- VIP Seating for 3 Guest
- Logo inclusion on program, social media, on-site event signage
- Recognition by emcee
- Logo on uwrv.org with link to your site

Leadership Event:

UWRV Leadership Events take place for leadership donors (\$500+). These events may include, but are not limited to, a Loyal Donors' Lunch and an after-hours reception. These events are an opportunity for UWRV to thank and celebrate donors for their generosity in addition to introduce UWRV to prospective donors.

- VIP Seating for 3 Guest
- Logo inclusion on program, social media, on-site event signage
- Recognition by emcee
- Logo on uwrv.org with link to your site

Annual Golf Classic:

Teams hit the golf course for a little healthy competition – all for a great cause, a collective community impact in the Roanoke Valley.

- 1 team (4 Players)
- 1 hole sponsorship
- Silver-level sponsorship banner

ADDITIONAL SILVER LEVEL BENEFITS

Medium Logo on annual UW T-shirt

- 250 T-shirts provided to staff, volunteers, employee campaign managers whom wear these shirts consistently throughout the year.

Logo or Business featured in 2 quarterly newsletters

6-8 social media posts

- Posts will include company feature on all UWRV platforms (FB, Instagram, LinkedIn)

BRONZE LEVEL - \$7,500 (5 AVAILABLE)

United Way
of Roanoke Valley



As a **Bronze Level Partner**, you will have a presence at the following UWRV events:

Day of Action:

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.

- Small Logo inclusion in print marketing, digital marketing, social media, on-site event signage such as banners and yard signs
- Logo on uwrv.org with link to your site

Leadership Event:

UWRV Leadership Events take place for leadership donors (\$500+). These events may include, but are not limited to, a Loyal Donors' Lunch and an after-hours reception. These events are an opportunity for UWRV to thank and celebrate donors for their generosity in addition to introduce UWRV to prospective donors.

- VIP Seating for 3 Guest
- Logo inclusion on program, social media, on-site event signage
- Logo on uwrv.org with link to your site

Annual Golf Classic:

Teams hit the golf course for a little healthy competition – all for a great cause, a collective community impact in the Roanoke Valley.

- 1 team (4 Players)
- 1 hole sponsorship
- Bronze-level sponsorship banner

ADDITIONAL BRONZE LEVEL BENEFITS

Logo or Business featured in 1 quarterly newsletter

4 social media posts

- Posts will include company feature on all UWRV platforms (FB, Instagram, LinkedIn)
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A LA CARTE SPONSORSHIP OPPORTUNITIES

Day of Action: Title Sponsor - \$4,000

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.

- Larger Logo inclusion in all print marketing, digital marketing, social media, on site event signage such as banners and yard signs
- Opportunity to speak at volunteer project site
- Inclusion in media press release
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

~~Awareness Event: Title Sponsor -- \$5,000~~ **SOLD**

The Awareness Event will formally kickoff the UWRV Centennial celebration. This will be a plated event where we will showcase community impact stories from our partners and those that we serve. The primary audience is for our existing and prospective major donors.

- VIP Seating for one table of 6
- Logo included in all print marketing, invitation, program, digital marketing, social media, and on-site signage
- Opportunity to speak at the event
- Booth at the event to include distribution of Company Promotional Materials
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

~~Campaign Kickoff: Title Sponsor -- \$5,000~~ **SOLD**

Our annual campaign Kick-Off will be extremely special this year, as it will kick off our Centennial Celebration. This event is the perfect opportunity to excite our workplace campaigns and UWRV supporters about our current fundraising campaign season.

- VIP Seating
- Logo included in all print marketing, invitation, program, digital marketing, social media, and on-site signage
- Opportunity to speak at the event
- Booth at the event to include distribution of Company Promotional Materials
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

Campaign Kickoff: Sponsor - \$3,000

Our annual campaign Kick-Off will be extremely special this year, as it will kick off our Centennial Celebration. This event is the perfect opportunity to excite our workplace campaigns and UWRV supporters about our current fundraising campaign season.

- Logo included in program, digital marketing, social media, and on-site signage
- Booth at the event to include distribution of Company Promotional Materials
- Logo on uwrv.org with a link to your site
- Inclusion in post event publicity materials

A LA CARTE SPONSORSHIP OPPORTUNITIES

United Way
of Roanoke Valley



Celebration: Title Sponsor -- \$4,000 SOLD

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

- VIP Seating for one table of 6
 - Logo included in all print marketing, invitation, program, digital marketing, social media, and on-site signage
 - Opportunity to speak at the event
 - Booth at the event to include distribution of Company Promotional Materials
 - Logo on uwr.org with a link to your site
 - Inclusion in post event publicity materials
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