



UNITED WAY *of* GREENVILLE COUNTY

2023-2024

# SPONSORSHIP OPPORTUNITIES



## WHY SPONSOR

For 100 years, United Way of Greenville County has brought together local leaders, nonprofit partners and philanthropic companies to build a community where **all people have access** to the opportunities to achieve their full potential.

Corporate sponsorships offer an opportunity to **make a meaningful impact, gain exposure and boost your identity in the community**. By partnering with United Way as an event sponsor, you can reinforce your company's reputation to your customers, employees and community at large.

- 1 **BENEFIT** from increased brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected nonprofit brands in the world.
- 2 **REINFORCE** your company's reputation as a good corporate citizen to your customers, employees and community with philanthropic brand recognition.
- 3 **EXPERIENCE** the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.
- 4 **SUPPORT** activities which allow United Way to direct more investment dollars in the community.
- 5 **RETURN ON YOUR INVESTMENT** through tangible impressions and measured media value.

## SPONSORSHIP EVENTS

### Q1 **The Great Conversation**

The Great Conversation connects young professionals with influential leaders and United Way advocates around the importance of philanthropy and civic engagement — and how giving back to our community can influence your career.

#### **MLK Day of Service** (*Title Sponsorship not available for this event*)

Dr. Martin Luther King Jr. dedicated his life to fighting for equal rights, representation and access for all. At United Way, we draw inspiration from his legacy in our mission to build a stronger, more equitable Greenville County. Each year, we host a day of service to provide members of the community the opportunity to answer Dr. King's call to service, "Life's most persistent and urgent question is, 'What are you doing for others?'"

#### **Stronger United Awards Celebration**

United Way's annual Stronger United Awards Celebration honors the impact made by United Way donors and volunteers while highlighting the generosity and efforts of individual donors and volunteers, community partners and workplace campaigns.

### Q2 **Hands On Greenville Day**

For more than a quarter century, United Way Hands On Greenville Day has been the Upstate's premier day of volunteer service. From Fountain Inn to Travelers Rest and everywhere in between, thousands of volunteers mobilize to improve the community in which we live, work and play. Join the many businesses, individuals and foundations whose financial support ensures meaningful, community-minded and diverse service projects are completed on HOG Day.

#### **Night at the Drive**

United Way Night at the Drive is a thank-you event for our Palmetto Society members and their families. It also serves as an opportunity to share more about our work and community impact. Game attendees learn about who we are and what we do through an immersive United Way experience.



#### **MISSION**

We mobilize people and resources to improve lives, strengthen the community and advance equity for the benefit of all.

#### **VISION**

A Greenville County where all people have access to the opportunities to achieve their full potential.

## SPONSORSHIP EVENTS

Q3

### **African American Leadership Annual Event**

Our annual African American Leadership (AAL) member event, “An Evening With...” offers AAL members and prospects an opportunity to spend the evening with a community leader, celebrate the impact of the group’s work and look toward the future.

### **Fall in the Cup Golf Tournament**

This popular Young Leaders Society (YLS) event raises funds for United Way of Greenville County and gives local companies a chance to support our work and connect with us on the course.

### **School Tools**

Each August, United Way’s annual School Tools program rallies the community to provide free backpacks and school supplies to help thousands of Greenville County school children start the year ready to learn.

### **Women United Summit**

Women United ignites the power of philanthropic women — who bring the passion, expertise and resources needed to get things done and create lasting change in Greenville County. United Way’s Women United Summit gives Women United members an opportunity to showcase the impact of their support and use their influence as an agent for change.

### **Young Leaders Society Oyster Roast**

This annual YLS event serves as a thank-you to current members and as a prospecting event for new leadership donors, complete with networking opportunities, great food and conversation.

Q4

### **Project Joy**

Project Joy helps make the season bright for families in our community by alleviating some of the burden of the holidays and fulfilling a wish list of essential items for students and families. Through the generosity of more than 1,000 volunteers and donors, each year we can spread joy to hundreds of Greenville County families.

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# LEVELS OF SUPPORT



## Title Sponsor (\$25,000)

Only one Title Sponsor available per event.

- Company name exclusively paired with event name
- Company logo and name listed on our homepage during the event's season
- Digital event promotional kit featuring your partnership with United Way
- Feature in promotional video and/or ads (if applicable)
- VIP tables for 20 people (if applicable or at another tabled United Way event)
- Tailored volunteer engagement experience for up to 20 people
- First acceptance of sponsorship for following year
- Company name and logo listed on the event's landing page for one year
- Company logo on digital and/or printed signage
- Company logo on event t-shirt (if applicable)
- Inclusion in promotional materials and thank-you email
- Mention in press release
- Recognition in event social media posts reaching nearly 20,000 followers

## Champion Sponsor (\$15,000)

Includes Changemaker Sponsor benefits plus:

- Company logo and name listed on the event's landing page for one year
- Digital event promotional kit featuring your partnership with United Way
- VIP table for 10 people (if applicable or at another tabled United Way event)
- Tailored volunteer engagement experience for up to 20 people

## Changemaker Sponsor (\$10,000)

Includes Impact Sponsor benefits plus:

- Company logo on event t-shirt (if applicable)
- Table for 10 people (if applicable or at another tabled United Way event)

## Impact Sponsor (\$5,000)

Includes Community Sponsor benefits plus:

- Company name listed on event t-shirt (if applicable)
- Company logo on event landing page for one year
- Company logo on digital and/or printed signage
- Attendance for 10 people (if applicable)

## Community Sponsor (\$2,500)

- Company name on event landing page for one year
- Company name on digital and/or printed signage
- Inclusion in promotional materials and thank-you email
- Mention in press release
- Recognition in event social media posts reaching nearly 20,000 followers