

United Way of West Florida

SPONSORSHIP OPPORTUNITIES



Put your brand front and center!



United Way
of West Florida

FIND THE RIGHT PACKAGE FOR YOU!

As a United Way of West Florida sponsor, your company will be highlighted as a community leader in front of thousands of potential customers, both individuals and organizations.

Our sponsorship opportunities are created to help you achieve your marketing interests by providing you with broad-reach brand exposure and high-value touch points to your target demographics... all while supporting the community that supports your business.

We are not limited to the packages listed here. We would be pleased to meet with you to customize a sponsorship opportunity or to develop new and innovative partnerships.

SPONSORSHIP PACKAGES

Put your brand front and center all year long.
We bundled these opportunities to give you the most bang for your buck!

BRONZE LEVEL

BENEFITS

- Four tickets at an annual event.
- UWWF window cling for your business.
- Company recognized and tagged in at least two social media posts.
- Company verbally recognized at all annual events.
- Company name listed in Annual Report (available online).
- Company name with clickable link featured on UWWF website.
- Company logo printed on Day of Caring t-shirts (distributed to 1,000+ volunteers).
- Company logo featured in monthly e-newsletter (sent to 8,000+ supporters).
- Company logo featured on campaign brochures.

\$2,500
INVESTMENT

SILVER LEVEL

BENEFITS

All the benefits
of Bronze **PLUS**

- Four tickets upgraded to one table at annual events.
- Company name upgraded to company logo featured on the UWWF website.
- Company recognized and tagged in at least four social media posts.
- Company logo featured on UWWF Facebook cover photo for 5 days.
- UWWF will share one of your special events/sales/promotions in UWWF's e-news or social media.
- Company logo featured in UWWF's front lobby with recognition as a community sponsor.

\$5,000
INVESTMENT

GOLD LEVEL

BENEFITS

All the benefits of
Bronze and Silver **PLUS**

- One table upgrade to prominent seating at all annual events.
- Opportunity to deliver brief remarks at one annual event.
- Company recognized and tagged in at least eight social media posts.
- Company logo featured on a Facebook cover for 2 weeks.
- Thank you ad in the Pensacola News Journal.

\$10,000
INVESTMENT

EVENT SPONSORSHIPS

Put your brand in front of community leaders, key philanthropists, and volunteers by sponsoring a UWWF event!

ANNUAL MEETING

August - 200+ attendees

This event recognizes top donors and campaigns from the past year, as well as awards for volunteers, companies, and social workers.

\$2,500

BENEFITS

- Four tickets to sponsored event.
- Company logo featured/displayed on screen during sponsored event.
- UWWF window cling for your business.
- Company recognized and tagged in at least four social media posts.
- Opportunity to provide promotional items at event.
- Company verbally recognized at sponsored event.
- Company logo included on sponsored event materials.
- Company logo included on signage at sponsored event.

STUFF THE BUS | MULTIPLE LEVELS

July - School supplies collected across Escambia and Santa Rosa counties!

This event collects school supplies to help children in Escambia and Santa Rosa counties get the supplies they need to succeed in the upcoming school year. uwwf.org/stb



\$500 - MAGNA CUM LAUDE

- Name in social media posts
- Logo in thank you ads

\$1,000 SUMMA CUM LAUDE

- Logo in social media posts
- Logo on event page
- Logo in thank you ads

\$2,500 SALUTATORIAN

- Summa Cum Lauda level +
- Logo on digital banners

\$5,000 VALEDICTORIAN

- Salutatorian level +
- Logo on emails
- Media Recognition

DAY OF CARING | MULTIPLE LEVELS

October - 1,000+ attendees

This one-day event sends hundreds of volunteers out into the community to work on service projects at local nonprofits and schools across Escambia and Santa Rosa Counties.

uwwf.org/dayofcaring



\$5,000 *Exclusive.* Logo on front of shirts.

\$2,500 Prominent logo on back of shirts.

\$1,000 Company name on back of shirts.

PROGRAM SPONSORSHIPS

VITA | VOLUNTEER INCOME TAX ASSISTANCE

February - April

VITA offers free tax preparation services to qualifying families and individuals. Sites are staffed by trained volunteers.

\$1,500 Level

- Logo on social media
- Logo on thank you ads

\$2,500 Level

- Logo in promotional emails
- Logo on VITA newsletter
- Logo on social media
- Logo on VITA web page
- Recognition in media outlets
- Logo on thank you ads
- Recognized at VITA events
- Logo on signage at VITA locations

RSVP | RETIRED AND SENIOR VOLUNTEER PROGRAM

Quarterly

RSVP partners with nonprofits provide volunteer opportunities for people 55 and better in Escambia County. uwwf.org/rsvp

\$750

Exclusive Lunch Sponsorship for 3 Months

- Ad in quarterly issue of "Coming of Age"
- Listed in three monthly RSVP newsletters and three mid-month blasts
- Listed as a sponsor on RSVP web page for 3 months
- Monthly mention at lunches
- Promotional materials made available at lunches

For all event and program sponsorships UWWF will have company logo or name with clickable link on website on the corresponding site page(s).

