

SPONSORSHIP PACKAGES

2022-2023



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 touchpoints 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.

Event Sponsor Opportunities

Put your brand in front of local CEOs, community leaders, key philanthropists, and volunteers by sponsoring a United Way of West Florida event.

Events

Annual Meeting | Sponsorships: \$2,500 (multiple available)

August 11, 2022 | 200+ attendees

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

Campaign Kickoff | Sponsorships: \$2,500 (multiple available)

September 15, 2022 | 200+ attendees

This event kicks off UWWF's annual community campaign. It features a luncheon with a motivational speaker.

Day of Caring | Sponsorships: \$5,000 (Exclusive. Company logo on front of shirts), **\$2,500** (Multiple available. Prominent company logo on back of shirts), **\$1,000** (Multiple available. Company name on back of shirts)

October 7, 2022 | 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.

Benefits

- Opportunity to provide promotional items at sponsored annual event (i.e. pens, koozies, key chains, etc).
- Company verbally recognized at sponsored event.
- Company logo included on sponsored event materials such as invitations, event programs, and event registration web page.

- Company logo included on signage at sponsored event.
- 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.
- Company name listed in Annual Report (available online).
- Company logo featured on the UWWF website with a clickable link.

Stuff the Bus

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.

Valedictorian: \$5,000

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| <ul style="list-style-type: none"> • Logo in event emails • Logo on event social media announcements • Logo on the event landing page | <ul style="list-style-type: none"> • Logo on event digital banners • Recognition in all participating media outlets • Logo on thank you ads |
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Salutatorian: \$2,500

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| <ul style="list-style-type: none"> • Logo on event social media announcements • Logo on the event landing page | <ul style="list-style-type: none"> • Logo on event digital banners • Logo on thank you ads |
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Summa Cum Laude: \$1,000

- Logo on thank you ads
- Logo on event social media announcements
- Logo on the event landing page

Magna Cum Laude: \$500

- Logo on thank you ads
- Name on social media announcements

Campaign Sponsor Opportunities

Put your brand front and center with UWWF's supporters, partners, our donor networks, and the entire community.

Bronze Package | \$2,500

Benefits

- Opportunity to host one network event, provide swag, and offer brief remarks.
- Company verbally recognized at networking event(s).
- Company logo featured on networking event registration web pages (when available).
- Company logo included on printed materials for networking event(s).

- UWWF window cling for your business.
- Company recognized and tagged in at least two social media posts.
- Company name listed in Annual Report (available online).
- Company logo featured on the Donor Network brochure.
- Company logo featured on the UWWF Donor Network page with a clickable link

Donor Network Events

Emerging Leaders

Young professionals that commit to donate at least \$365 a year to UWWF. This group meets at least quarterly for networking socials and volunteer opportunities.

Women United

Group of female donors who make an annual gift of \$500+. This group meets at least quarterly for networking socials and volunteer opportunities.

Silver Package | \$5,000

Benefits

All the benefits of Bronze **PLUS**

- Four tickets upgraded to one table at annual events.
- Company logo printed on Day of Caring t-shirts (distributed to 1,000+ volunteers).
- Company verbally recognized at all annual events.
- Company logo featured in the Annual Report (available online).
- Company name upgraded to company logo featured on the UWWF website with clickable link.
- Company logo featured in monthly e-newsletter with a clickable link (sent to 5,600+ supporters).
- Company logo featured on campaign brochures
- 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.

Gold Package | \$10,000

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 logo featured on a Facebook cover for 2 weeks.
- Thank you ad in the Pensacola News Journal.