United Way of West Florida

# LOOKING TO THE NEXT 100

United Way of West Florida is a local 501(c)(3) non-profit organization that Unites nonprofit agencies, organizations, businesses - and people - to fight for the health, education, and financial stability of every person in Escambia and Santa Rosa counties.

# 2024-2025 SPONSORSHIP OPPORTUNITIES GUIDE

United Way of West Florida is excited to be celebrating its 100th Anniversary and with it, focusing on changes that will move the organization forward for the next 100 years. This sponsorship guide will cover in detail our corporate sponsorship levels, our Centennial Celebration, the Glitz & Gallop 100th Anniversary Gala, our annual programs, and so much more. Be a part of our history and support your local United Way today!

uwwf.org
7100 Plantation Rd, Ste 18
850-444-7042
marketing@uwwf.org

Charity Navigator FOUR-STAR

4 Star Rating with Charity Navigator with 100% charity score!

# LETTER FROM OUR PRESIDENT & CEO, LAURA GILLIAM

At United Way of West Florida, we are steadfast in our commitment to fostering lasting, positive change within Escambia and Santa Rosa counties. Our mission centers around championing the health, education, and financial stability of our communities, and it is through the generous support of organizations like yours that we can bring about transformational impact.

I am writing to request your partnership and support for our initiatives that are at the heart of building a stronger, more vibrant community. Your sponsorship will support programs that make a tangible difference in the lives of individuals and families in our area.

Through our collective efforts, we aim to bolster educational opportunities, enhance healthcare accessibility, and fortify financial security for those in need. Your contribution will play a pivotal role in allowing us to continue these vital initiatives.

We invite you to join us in this noble endeavor by becoming a sponsor of United Way of West Florida. Your support will not only signify a commitment to community betterment but also demonstrate your dedication to creating sustainable, positive change.

Please take a moment to review the materials you have before you. Our staff and board of directors are continuously pursuing ways in which we can provide better value for your investment and ensure our offerings remain relevant to the current market.

Thank you for considering this opportunity to make a meaningful impact in Escambia and Santa Rosa counties. Together, we can pave the way for a brighter future for all members of our community.

**To live better, we must LIVE UNITED.**

# USING OUR BRAND TO MAXIMIZE YOUR ROI, WHILE HELPING THE COMMUNITY THAT SUPPORTS YOUR BUSINESS.

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it, and why we're a trusted partner across the world and throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

A carefully managed and well-implemented brand identity system helps carry our brand message to the world. 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 broad-reach brand exposure and high-value touchpoints to your target demographics. How will we do this? By utilizing a multi-pronged marketing campaign and tapping into local stakeholders to expand our reach into print, radio, television, and community engagement. **Our reach knows no bounds!**

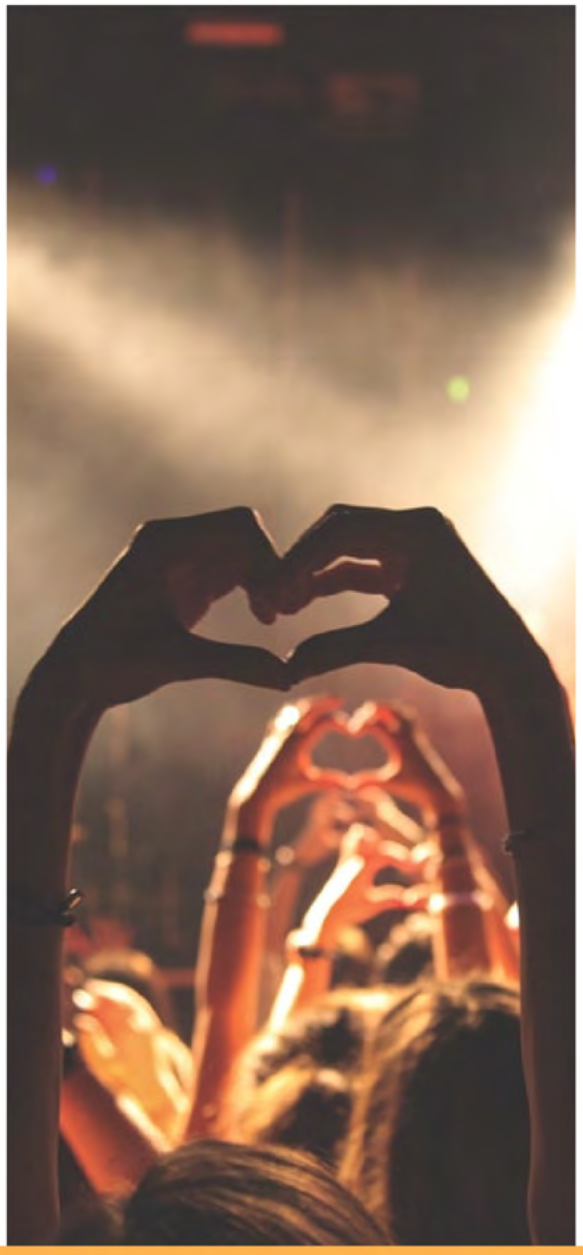
## Our Values

UNITE AND LEVERAGE RESOURCES TO IMPROVE LIVES

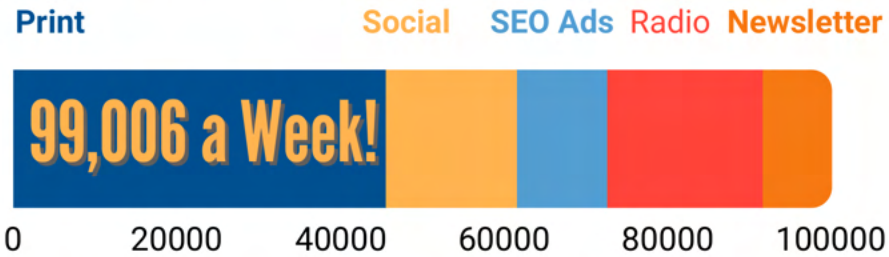
**Impact, Collaboration, Diversity, Equity, Inclusion, Advocacy, and Innovation**

# STEP 1

## MAXIMIZE - THE DIGITAL FOOTPRINT



## UNITED WAY OF WEST FLORIDA AVERAGE WEEKLY IMPRESSIONS




**Impression averages range from July to December 2023*

## DIGITAL IMPRESSIONS AND STRATEGICALLY TARGETED AUDIENCES

UWWF utilizes a multi-pronged advertising campaign approach that strategically targets two separate age groups.

1. A broad and younger generation, ages 18 to 27 years old with a focus on brand awareness. We need the youth of today to know who we are and what we do.
2. A targeted audience, ranging in age from, 28-65 years old, with an annual household income of 60K or greater, and an interest in giving back to the community. This demographic knows who we are but may not know what we do.

How are we reaching them? By using Google and Microsoft ad accounts, social media, digital displays, geofencing, SEO, site retargeting, and targeted emails. We will get out in front of as many people as possible with your logo placed in a proud and prominent area on the ad.

*Did you know?* **The United Way Brand is recognized by 91% of the general public!**

# IMAGERY AND DESIGN ARE JUST A PIECE. TONE AND VOICE ARE THE KEYS TO SUCCESSFUL OUTCOMES.

# STEP 2

## CAST A WIDE NET - TRADITIONAL ADS

Our brand is brought to life not just through images, but also words. As with imagery and design, it is important to maintain consistency in brand language, tone, and voice with our traditional ad campaigns.

What are traditional ad campaigns? Simple, it is everything from printed flyers, printed ads, radio, and TV. With the help of our corporate media sponsors, weekly print ads will run in the Pensacola News Journal as well as the Santa Rosa Press Gazette, Coming of Age, and Downtown Crowd. Weekly radio ads will play through Cat Country 98.7, News Radio 92.3, and WUWF 88.1. Television advertising will be run through WEAR ABC 3 News, and our Marketing team will be producing flyers, graphics, and videos weekly, as well as our monthly newsletters.

How will this help your organization? Consistency! The United Way of West Florida brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it, and why we're a trusted partner across the communities that we serve.

Our team will ensure that our advertising campaign puts your information in front of your targeted audience. In turn, this allows that broad-reach brand exposure to become targeted for high-value touchpoint advertising. In short, more clicks and views to your pages and sites.

**"The United Way of West Florida brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we're a trusted partner across the communities that we serve."**

# IMPACT AT A GLANCE: OUR PROGRAMS

211NWFL received 21,171 calls in Escambia and Santa Rosa counties, creating connections for 39,715 individuals.

Florida Veterans Support Line received 3,864 calls and provided 9,994 referrals to 932 veterans or their immediate family members.

988 began Oct 2022! From Oct 2022 to July 2023, the team has fielded 5,814 calls on suicide or mental health crisis

In 2022-23 SingleCare's Rx Saving saved 7,462 people $812,742. Visit uwwf.org/single-care to learn more.

During our 30th Day of Caring, 728 volunteers completed over 68 projects with a total of 3,108 hours of work. Projects ranged from yard work, food service at shelters, reading to children, painting walls, and even building homes.

On July 20, 2023, Stuff the Bus collected thousands of school supplies outside local Walmarts and raised over $30,000 in funds and thousands of donated supplies to help local students receive the tools they need for the coming school year.

In 2023, our VITA program completed 735 tax returns, saving taxpayers over $160,000 in preparation fees and bringing over $880,000 in tax refunds back to Escambia and Santa Rosa counties!

Our Retired Senior Volunteer Program has 75+ volunteers, conducted 11 Lunch & Learn events, a holiday party, and in 2023 those RSVP members gave 1,212 hours of volunteerism.

In 2023, United Way of West Florida's volunteer platform, Get Connected, captured 871 new volunteers and 19 new agencies who joined the site. The agencies on Get Connected created 176 needs for volunteers. Because of these needs and volunteer efforts, there was a total of 6,378 volunteer hours recorded with an impact value of $202,806.73. These numbers show how much these volunteers have given back to our community and the difference they have made!

## NOW IT'S TIME TO FIND THE RIGHT PACKAGE FOR YOU!

# CORPORATE SPONSORSHIP - LEGACY LEVEL

**Corporate Sponsorship levels are some of the highest levels of recognition you can achieve.** They are considered a legacy level, meaning they will live on forever with this organization. From the year you achieve this status, a brick with your corporate name will be added to our walk of leaders at our headquarters office. During the year and each year you hold this level, a plaque will be hung in our lobby recognizing you. You will also receive additional recognition through paid digital and traditional advertising *(not offered under any other sponsorship levels)*, recognizing your organization in our Corporate Sponsorship section.

**This level is achieved through a collection of financial donations, sponsorships, workplace campaigns, and in-kind support.**

## Here are our current 2023-2024 Corporate Sponsors

## BRONZE LEVEL - $20,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 6" sizing
- Legacy Brick added to our walk of leaders - your logo and year of recognition
- Full digital and traditional advertising, plus logo used in paid advertising
- 1 ticket to the 100th Anniversary Glitz & Gallop Gala
- 1 ticket to Take the Reins, our 2024-2025 Annual Meeting
- 1 annual membership for a staff member to join the UWWF Emerging Leaders Program
- Video from our CEO, thanking your organization and your staff members for supporting our community
- UWWF corporate sponsor window cling for your business
- Tiered logo recognition on all print, digital, and video designs - Corporate Section

# CORPORATE SPONSORSHIP - CONTINUED

## SILVER LEVEL - $30,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 10" sizing
- Legacy Brick added to our walk of leaders - your logo and year of recognition
- Full digital and traditional advertising, plus logo used in paid advertising
- 2 tickets to the 100th Anniversary Glitz & Gallop Gala
- 2 tickets to Take the Reins, our 2024-2025 Annual Meeting
- 2 annual memberships for a staff member to join the UWWF Emerging Leaders Program
- Video from our CEO, thanking your organization and your staff members for supporting our community
- A 1-minute section of the 100th video - photos of your organization at events and campaigns.
- UWWF corporate sponsor window cling for your business
- Tiered logo recognition on all print, digital, and video designs - Corporate Section

## GOLD LEVEL - $40,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 16" sizing
- Legacy Brick added to our walk of leaders - your logo and year of recognition
- Full digital and traditional advertising, plus logo used in paid advertising
- 3 tickets to the 100th Anniversary Glitz & Gallop Gala
- 3 tickets to Take the Reins, our 2024-2025 Annual Meeting
- 3 annual memberships for staff members to join the UWWF Emerging Leaders Program
- Video from our CEO, thanking your organization and your staff members for supporting our community
- Ability to attend events and share your story of impact to reach more potential customers.
- A 3-minute section of the 100th video - highlighting your impact on the community.
- UWWF corporate sponsor window cling for your business
- Tiered logo recognition on all print, digital, and video designs - Corporate Section

# CENTENNIAL CLUB - PLATINUM DONOR

**During our 100th celebration, we are highlighting our Centennial Club donors!**

The Centennial Club is special to our 100th celebration and our goal for the year is to reach $100,000. This goal can be obtained by either one of our three donor levels. The first level in the Centennial Club is our $50,000 Platinum Donor level. This is the peak of philanthropic giving for our organization and by stepping into this level, your organization will receive the highest level of recognition for everything we do for our Centennial year. The next level is our $1,000 Leadership Level. This level has been a part of the organization since our inception and continues to be the level that demonstrates that investing in Escambia and Santa Rosa counties is important for a UNITED community. The final level is our $100 Centennial Donor level. This level is for those who may not have given to United Way of West Florida before, but want to help make an impact in our community. Just a little can go a long way, and with your support, we can continue to help improve lives.
Please consider joining our Centennial Club for 2024.

## PLATINUM DONOR - $50,000 - (LIMIT 1)

SOLD OUT

- Title Sponsorship for the 100th Anniversary and its events - Logo on all we do during 2024-2025
- 10 tickets to the Glitz & Gallop Gala
- 10 tickets to the annual meeting with onstage annual recognition
- Ability to speak on stage at the annual meeting
- 4 annual memberships for 4 members in the UWWF Emerging Leaders Program
- Ability to attend all events and share your story with potential customers
- Names will be added to a separate section of the Book of Leaders
- Names will be listed on the leadership-giving website page
- Monthly Individual social posts recognizing you as the Platinum Donor.
- A 4-minute section of the 100th video - highlighting your impact on the community.
- Name included in an end-of-year scrolling thank you video shared on the 100th Anniversary webpage and our social media sites.
- Prominent Logo placement on the Gala event webpage, ticketing page, and tickets Acknowledgment at all events - Opportunity to speak at events - You Choose
- Full digital and traditional footprint, plus logo used in paid advertising
- Custom step-and-repeat backdrop created with your logo next to ours to be used at the Gala and the Annual Meeting

*Please note - This level can only be reached by a financial contribution, not through In-kind support.*

# CENTENNIAL CLUB - CONTINUED

**During our 100th celebration, we are highlighting our Centennial Club donors!**
By joining the Club, you are joining the fight for the health, education, and financial stability of every citizen in our community and showing how working together is the best way to improve lives and build a stronger community.

## $1,000 - LEADERSHIP DONOR - (UNLIMITED)

- Names will be added to a separate section of the Book of Leaders
- Names will be listed on the leadership-giving website page.
- Individual social post recognizing you as a leadership donor.
- Name included in an end-of-year scrolling thank you video shared on the 100th Anniversary page and on our socials.

*Please note - This level can only be reached by a financial contribution, not through In-kind support.*

**LAURA P. GILLIAM**
UNITED WAY OF WEST FLORIDA
LEADERSHIP DONOR
CENTENNIAL CLUB

## $100 - CENTENNIAL DONOR - (UNLIMITED)

- Names will be added to a separate section of the Book of Leaders
- Names will be listed on the leadership-giving website page.
- Name included in an end-of-year scrolling thank you video shared on the 100th Anniversary page and on our socials.

*Please note - This level can only be reached by a financial contribution, not through In-kind support.*

**STEPHEN PRESTESATER**
UNITED WAY OF WEST FLORIDA
CENTENNIAL DONOR
CENTENNIAL CLUB

# GLITZ & GALLOP

**Join us for the Glitz & Gallop Gala, our 100th Celebration, and watch the 150th Kentucky Derby with us over drinks and hors d'oeuvres. The event is on May 4, 2024.** Attendance is set at 300 for this signature event as we celebrate our 100th Anniversary. For more information visit uwwf.org/gala.

## TRIPLE CROWN - $10,000

- 10 tickets to the Gala w/ a reserved table at the event - logo in all centerpieces
- Full-page ad in the event program
- Logo included in wrap-up thank you ad after the event
- Prominent Logo placement on the Gala event webpage, ticketing page, and tickets
- Acknowledgment at the event as presenting sponsor - Opportunity to speak at event
- Full digital and traditional footprint
- Logo on the front page of the program
- 2 tickets to the annual meeting with on-stage award and recognition
- Listed in our 2023-2024 Annual Report as a Glitz and Gallop Sponsor

**Limit - 1 Sponsor**

## RUN FOR THE ROSES - $5,000

SOLD OUT

- 5 tickets to the Gala, seating at the Run for the Roses reserved table.
- Half-page ad in the event program
- Logo on Gala event webpage and ticketing pages
- Acknowledgment at the event
- Full digital and traditional footprint
- 2 tickets to the annual meeting with on-stage award and recognition
- Listed in our 2023-2024 Annual Report as a Glitz and Gallop Sponsor

**Limit - 2 Sponsors**

## JOCKEY CLUB - $2,500

- 2 ticket to the Gala
- Logo on Gala event webpage
- Logo on the event programs
- Quarter-page ad in the event program
- Full digital and partial traditional footprint
- Listed in our 2023-2024 Annual Report

*As of April 11, 2024* **4 Sponsor Spots Available**

## MINT JULEP - $2,500 BAR SPONSOR

NOT AVAILABLE

- 2 tickets to the Gala
- Logo on the event cocktail cup
- Ability to swap Bar Backdrop

**Limit - 2 Sponsors**

# GLITZ & GALLOP - CONTINUED

## WINNERS CIRCLE - $2,000 PHOTO BACKDROP SPONSOR

SOLD OUT

- 2 tickets to the Gala
- Ability to setup Winners Circle Backdrop
- Quarter Page ad in the program for the event
- Logo included in wrap-up thank you ad after the event
- Prominent Logo placement on the Gala event webpage and ticketing page
- Acknowledgment at the event as the Winner Circle sponsor - Able to present awards to race winners
- Listed in our 2023-2024 Annual Report as a Glitz and Gallop Sponsor

**Limit - 1 Sponsor**

## MILLIONAIRE ROW - $1,500 TABLE SPONSOR - 10 PERSON TABLE

SOLD OUT

- Reserved table at the event - includes 10 tickets to the gala
- Logo placed on programs
- Logo on Gala event webpage and ticketing page
- Acknowledgment at the event
- Social Media recognition leading up to the event (Facebook and Instagram)
- Included in the press release as a sponsor

**Limit - 1 Sponsor**

## BEST IN SHOW - $1,000 FASHION SHOW

SOLD OUT

- 1 ticket to the Gala
- Logo on Gala event webpage
- Logo on the event programs
- Acknowledgment at the event
- Social Media recognition leading up to the event (Facebook and Instagram)
- Included in the press release as a sponsor.
- Able to present the Fashion Show Awards with the CEO

**Limit - 1 Sponsor**

## PARADE OF PRIZES - $500 PRIZE TABLE

SOLD OUT

- 1 ticket to the Gala
- Logo on Gala event webpage
- Logo on the event programs
- Acknowledgment at the event
- Social Media recognition leading up to the event (Facebook and Instagram)
- Included in the press release as a sponsor

**Limit - 1 Sponsor**

## HORSE IN TRAINING - $50

- Name list on Gala event webpage
- Acknowledgment at the event

*For those who cannot Attend Event*

**Unlimited**

# TAKE THE REINS - ANNUAL MEETING

**Join us for as we Take the Reins at our Annual Meeting and kickstart our 2025 campaign season.**
This event will recap the success stories of our 2023-2024 year, and recognize key community members, board members, staff members, and organizations that have gone above and beyond. We will also have a sneak preview of what's coming up for our 2025 season.
Be a part of something big, Take the Reins and join us for 2025!

## WINNER TAKES ALL - $5,000

- Check presentation with CEO on-stage at the event
- 2 tickets to the event with on-stage award and recognition
- Full digital and traditional footprint - "Presenting Sponsor" and logo on the front page of the event program
- Company can provide giveaways to attendees at the event
- Company included in the book of leaders
- Half-page ad in the annual report, thanking you for sponsoring the annual meeting and printing of the annual report
- UWWF window cling for your business(s) - I Support UWWF

**Limit - 1 Sponsor**

## FALSE FAVORITE - $2,500

- 1 ticket to the event with on-stage award and recognition
- Full digital and partial traditional footprint
- Logo on event program
- Quarter-page ad in the annual report, thanking you for sponsoring the annual meeting and printing of the annual report
- UWWF window cling for your business(s) - I Support UWWF

**Limit - 2 Sponsors**

## MILLIONAIRE ROW - $1,500 FOOD SPONSOR

- Logo placed on programs as food sponsor
- Logo on Annual Meeting event webpage and ticketing page
- Acknowledgment at the event
- Social Media recognition leading up to the event (Facebook and Instagram)
- Included in the press release as a sponsor

**Limit - 1 Sponsor**

# STUFF THE BUS

# STUFF THE BUS - JULY

**Stuff the Bus is a Back-to-School supply drive that partners with both Escambia County Public Schools and Santa Rosa County District Schools.** 100% of the supplies raised go directly to these school districts to help support children and families. Visit uwwf.org/stb to learn more about Stuff the Bus.

## SPONSORSHIP LEVELS

Your sponsorship support will help cover event expenses such as labor, advertising, school supplies, and event t-shirts

### VALEDICTORIAN - $5,000

- Check presentation with the CEO at event - You choose site
- Full digital & traditional footprint
- Logo on t-shirts - top-tier, larger size
- Company included in the book of leaders
- 2 tickets to annual meeting for award and recognition
- UWWF window cling for your business(s) - I Support UWWF
- Event tent availability at sites - You choose site
- Event table cover availability

### SALUTATORIAN - $2,500

- Check presentation with CEO at event - We choose site
- 1 ticket to annual meeting for award
- Logo on t-shirts - mid-tier, mid-size
- Full digital and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF
- Event tent availability at sites - We choose site

### SUMMA CUM LAUDE - $1,000

- Logo on t-shirts - lower tier, smaller size
- Full digital & partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### MAGNA CUM LAUDE - $500

- Full digital footprint

Stuff the Bus partners with WEAR 3 CARES, Cat 98.7 Country, NEWS RADIO 92.3 | AM 1620, Escambia County Public Schools, Santa Rosa County District Schools, pensacola news journal, United Way of West Florida

## 2023 SPONSORS

VALEDICTORIAN: NAVY FEDERAL CREDIT UNION, HCA FLORIDA WEST HOSPITAL, AND SANTA ROSA ENERGY CENTER
SALUTATORIAN: ASCEND PERFORMANCE MATERIALS & FLORIDA POWER & LIGHT | SUMMA CUM LAUDE: INTERNATIONAL PAPER

# DAY OF CARING - OCTOBER

**Day of Caring is the largest day of volunteerism in Escambia and Santa Rosa counties.**
In 2023, 728 volunteers completed 68 projects for a total of 3,108 hours of work contributing to a community impact total estimated to be $98,834.40 for Escambia and Santa Rosa counties.
Learn more at uwwf.org/dayofcaring.

## SPONSORSHIP LEVELS

### ☐ PRESENTING SPONSOR - $5,000

- Logo on t-shirts - top-tier, larger size
- Preference is given to DOC project selection
- Full digital and traditional footprint
- Company included in the book of leaders
- Check presentation with CEO at event - You choose site
- 2 tickets to annual meeting for award and recognition
- UWWF window cling for your business(s) - I Support UWWF
- Event tent availability at site - You choose site
- Event table cover availability - You choose site
- Yard signs at sites *(where available)*
- Opportunity to speak at Meet-and-Greet Breakfast

### ☐ COMMUNITY ADVOCATE - $2,500

- Logo on t-shirts - mid-tier, mid-size
- Check presentation with CEO at event - We choose site
- Full digital and partial traditional footprint
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF
- Event tent availability at sites - We choose site
- Yard signs at sites (where available)

### ☐ BRIDGE BUILDER - $1,000

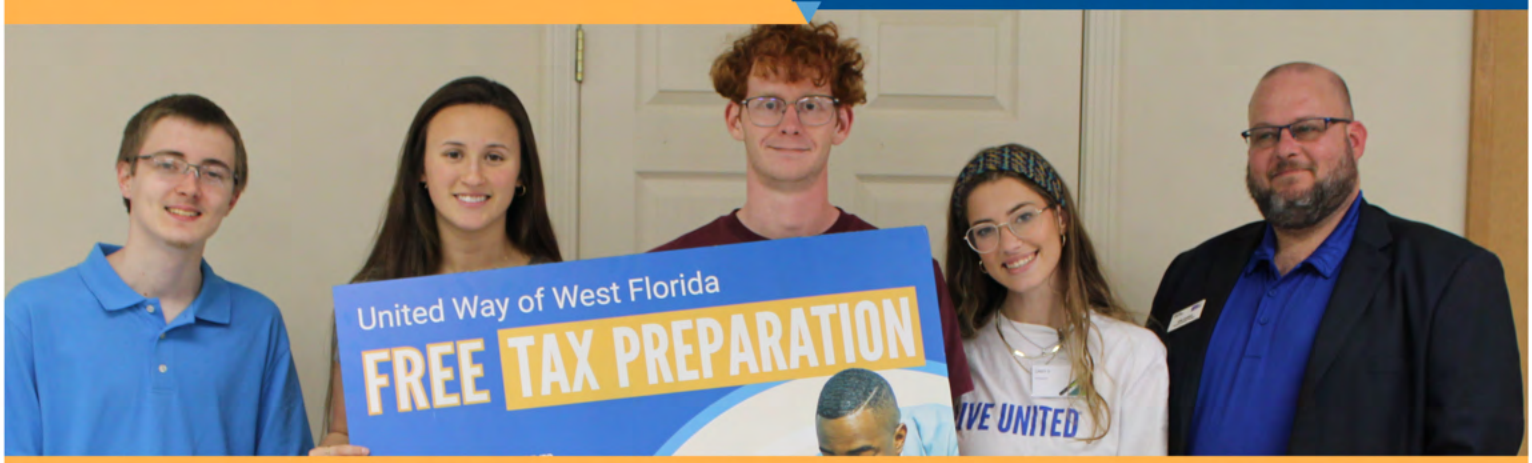
- Logo on DOC t-shirt - lower-tier, smaller size
- Full digital & partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### ☐ THE SUPPORTER - $500

- Full digital footprint

## 2023 SPONSORS

PRESENTING SPONSOR: OFFICE PRIDE OF PENSACOLA
SPONSORED BY: NAVY FEDERAL CREDIT UNION, SOUTHSTATE BANK, GULF WINDS CREDIT UNION, & COX




# VOLUNTEER INCOME TAX ASSISTANCE

**United Way of West Florida's Volunteer Income Tax Assistance (VITA) program provides tax preparation assistance to families in Escambia and Santa Rosa counties with low to moderate income.**
**Thanks to VITA volunteers, this service is 100% free to those qualified for income tax preparation assistance.**

In 2023, our VITA program completed 735 tax returns, saving taxpayers over $160,000 in preparation fees and bringing in over $880,000 in tax refunds back to Escambia and Santa Rosa counties!

## SPONSORSHIP LEVELS

Your sponsorship support will help cover event expenses such as labor, advertising, supplies, and volunteer polos.

### EXCLUSIVE SPONSOR - $5,000

- Presenting sponsor for all VITA events - "Presented by"
- Check presentation with CEO at event - You choose site
- Company can be onsite and collect data from attendees
- Company can provide giveaways to attendees at events
- Full digital & traditional footprint
- Company can display materials at the events
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business(s) - I Support UWWF

### BRIDGE BUILDER - $1,000

- Full digital footprint & and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### THE REFUNDER - $2,500

- Company can be onsite and collect data from attendees
- Company can provide giveaways to attendees at events
- 1 ticket to annual meeting for award and recognition
- Full digital & partial traditional footprint
- Company can display materials at the events
- UWWF window cling for your business(s) - I Support UWWF

### THE SUPPORTER - $500

- Full digital footprint

2023 VITA PARTNERS

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!
SPONSORED BY: INTERNAL REVENUE SERVICE & UNITED WAY OF WEST FLORIDA

# RETIRED AND SENIOR VOLUNTEER PROGRAM

**The Retired and Senior Volunteer Program (RSVP), sponsored by AmeriCorps, is a free federal program that supports volunteers 55 and better.** Locally, United Way of West Florida partners with nonprofits in Escambia County to match potential volunteers with service opportunities in our community. RSVP Volunteers make a difference whether they give an hour, work on a short-term project, or make a weekly commitment.

Our Retired Senior Volunteer Program has 75+ volunteers, conducted 11 Lunch & Learn events, a holiday party, and in 2023 those RSVP members gave 1,212 hours of volunteerism.

## SPONSORSHIP LEVELS

Your sponsorship support will help cover event expenses such as labor, advertising, supplies, and food.

### EXCLUSIVE SPONSOR - $5,000

- Presenting sponsor for all events - "Presented by"
- Check presentation with CEO at event - You choose site
- Company can provide giveaways to attendees at events
- Full digital and traditional footprint
- Company can display materials at the events
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business(s) - I Support UWWF

### HEALTH FAIR - $2,500

- Full digital and traditional footprint for Health Fair
- Company can provide giveaways to attendees at event
- Company can display materials at the event
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF

### BRIDGE BUILDER - $1,000

- Full digital footprint & and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### THE SUPPORTER - $500

- Full digital footprint

## 2023 SPONSORS

**PRESENTING SPONSOR: EARS 2 HEAR, HEARING CENTER**

**SPONSORED BY: AMERICORPS**

# RIDE UNITED

**United Way of West Florida, in partnership with 211 of Northwest Florida and United Way of Northwest Florida are overcoming transportation barriers to Health within the ALICE population, with help from Lyft. Together, we are working to close transportation gaps caused by poverty, and other inequities. Everyone should be able to get where they need to go, safely and reliably, and we believe that Ride UNITED is critical for securing access to medical care for those in need. Help us get people where they need to go by supporting Ride UNITED.**

## PROGRAM SPONSORSHIP

Your sponsorship support will help cover Lyft transportation costs for individuals trying to attend their medical appointments. The average cost per ride for our region is $35.

### EXCLUSIVE SPONSOR - $20,000

- Presenting sponsor for 1-Year - "Presented by" Check presentation with CEO's - You choose site
- Full digital and traditional footprint
- Company recognized in all Ride UNITED advertising
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business - I Support UWWF

### COMMUNITY ADVOCATE - $2,500

SOLD OUT

- Full digital and traditional footprint
- Company recognized in all Ride UNITED advertising
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!

SPONSORED BY: HUMANA

# 211 NORTHWEST FLORIDA

**211 Northwest Florida, is an information and referral service that provides one-stop connections to community resources and services when you need them most.** 211 maintains up-to-date information on emergency food and shelter resources; services for families and seniors; connections to healthcare, childcare, and disability services; counseling and mental health services; and so much more.
211 Northwest Florida provides 24/7 service to Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton, and Washington counties in Florida.

## PROGRAM SPONSORSHIP

Your sponsorship support will help cover costs for the 2024-2025 Street Survival Guide, Billboards, Localiq Targeted ads, and the Motor Vehicle Network at your local licensing office.

### STREET SURVIVAL GUIDE - $5,000

SOLD OUT

- Presenting sponsor for the 2024 Street Survival Guide, with logo used on the front page - 20,000+ copies distributed
- Check presentation with CEO
- Company can provide materials to be used at tabling events
- Full digital and traditional footprint
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business(s) - I Support UWWF

### BRIDGE BUILDER - $1,000

- Full digital footprint & and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### HEALTH FAIR - $2,500

- Full digital and traditional footprint for Health Fair
- Company can provide materials to be used at tabling events
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF

### THE SUPPORTER - $500

- Full digital footprint

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!
SPONSORED BY: 211 FLORIDA

FLORIDA VETERANS SUPPORT LINE

2·1·1 Northwest Florida

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Sponsorship Opportunities - FVSL

# FLORIDA VETERANS SUPPORT LINE

**The Florida Veteran's Support Line allows veterans and their loved ones to speak with fellow veterans who can help them through the difficulties of transitioning back to civilian life, connect them to community resources and services, and provide emotional support from trained professionals -- all fellow veterans.**

211 Northwest Florida is part of a statewide program of 211 providers dedicated to helping Florida veterans. Our state has the third-largest veteran population in the nation, with over 1,750,000 veterans calling Florida home.

## PROGRAM SPONSORSHIP

Your sponsorship support will help cover costs for Veteran outreach programs such as Coffee with a Vet, Localiq Targeted ads, Radio and monthly print ads.

### EXCLUSIVE SPONSOR - $5,000

SOLD OUT

- Presenting sponsor for FVSL
- Check presentation with CEO
- Company can provide materials to be used at tabling events and attend Coffee with a Vet to talk about your organization
- Full digital and traditional footprint
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business(s) - I Support UWWF

### BRIDGE BUILDER - $1,000

- Full digital footprint & and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### COMMUNITY ADVOCATE - $2,500

- Full digital and traditional footprint
- Company can provide materials to be used at tabling events
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF

### THE SUPPORTER - $500

- Full digital footprint

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!

SPONSORED BY: 211 NORTHWEST FLORIDA

# EMERGING LEADERS (ELS)

**ELS isn't just another young professionals group. It's a chance to associate with other civic-minded rising stars, making a tangible, enduring impact in our region. Our members represent a new generation of leaders committed to making a difference in our community by leveraging the power of United Way to connect, serve and grow — both personally and professionally.**

## SOCIETY SPONSORSHIP

Your sponsorship support will help cover marketing, food, venue fees, and networking event supplies. Your support will go directly to this program to help young professionals grow in our community. Events held quarterly.

### EXCLUSIVE SPONSOR - $5,000

- Presenting sponsor for Emerging Leaders Society
- Check presentation with CEO
- Company can provide materials and attend ELS events. Opportunity to talk about your organization at events
- Full digital and traditional footprint
- 2 tickets to annual meeting for award and recognition
- Company included in the book of leaders
- UWWF window cling for your business(s) - I Support UWWF

### BRIDGE BUILDER - $1,000

- Full digital footprint & and partial traditional footprint
- UWWF window cling for your business(s) - I Support UWWF

### COMMUNITY ADVOCATE - $2,500

- Full digital and traditional footprint
- Company can provide materials to be used at events
- 1 ticket to annual meeting for award
- UWWF window cling for your business(s) - I Support UWWF

### THE SUPPORTER - $500

- Full digital footprint

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!
SPONSORED BY: UNITED WAY OF WEST FLORIDA

# 100 YEARS IN THE MAKING - A STORY OF IMPACT

**United Way of West Florida in partnership with Vivid Bridge Studios looks to produce our video, "100 years in the making", a story of impact on our community. This project will showcase the work that has been done over the years, highlighting where we have been, where we are now, and where we look to be for the future.**

**The video will focus on our funded partner agencies, providing an in-depth look into the impact these organizations are making in our community. We will also look at the programs we facilitate throughout the year to include our community engagement activities we will embark on for our 100th rollout.**

**The video will be shown on all of our social media platforms, our webpage, and provided to our corporate sponsors and funded partners to be displayed at their companies. This will be one of our most visible projects.**

## EXECUTIVE DIRECTOR - $5,000

- Exclusive sponsorship for the video - "Video presented by"
- Company named as Executive Director
- Video unveiled at our Annual Meeting
- Opportunity to speak at the Annual Meeting to present the video
- 2 complimentary tickets to the Gala & Annual Meeting
- Table named after your business at the Annual meeting
- Photo opportunity with the CEO
- UWWF window cling for your business(s) - I Support UWWF

## 2023 SPONSORS

PRESENTING SPONSOR: THIS COULD BE YOU!

SPONSORED BY: UNITED WAY OF WEST FLORIDA

United Way of West Florida

# CHANGE STARTS WITH YOU!

2024 - 2025 Sponsorship Opportunities Guide

# THANK YOU FOR YOUR SUPPORT

This has been a brief overview of the United Way of West Florida's sponsorship opportunities and program highlights. For more detailed information about our events, the gala, community engagement, and individualized sponsorship opportunities, please reach out to our Marketing and Development team.


uwwf.org

850-435-3197

7100 Plantation Rd, STE 18

marketing@uwwf.org

# SPONSORSHIP COMMITMENT FORM

United Way of West Florida

Thank you for your generosity and support! Please fill out the information below to confirm your sponsorship. You may return this form to United Way of West Florida, 7100 Plantation Rd, STE 18, Pensacola Florida, 32504. If you have any questions please contact marketing@uwwf.org.

Contact Name & Title: _____

Business Name: _____

Phone #: _____ Email: _____

Billing Address:_____

Total Sponsorship Amount: _____Date: _____

What are you sponsoring: _____

Signature*:_____

*Please note that your generous sponsorship will help cover program administrative expenses such as staffing, supplies, and advertising. If you wish to not have your sponsorship cover such expenses, please contact the VP of Philanthropy and Communications.

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**Payment Preference:**

o Enclosed Check (estimated date _____ )
o Send an invoice on _____ (date)
o Other (please specify): _____
o Bill me monthly/quarterly (circle one)_____
o Contact me for a credit card payment

**Next Steps:**

o Return this form along with payment (or make a payment arrangement).
o Please send your high-resolution corporate logo as you would like it to appear in all publications (JPG or EPS) by emailing the marketing department at marketing@uwwf.org.
o If your sponsorship level includes an ad in our event program or annual report our marketing team will reach out to you at marketing@uwwf.org with due dates and sizings.

**Thank you for your generous investment in our community. Your sponsorship is effective for one year from date of signature. Please retain a copy of this form for your records.**

**We understand that this commitment is over and beyond any contributions by employees through our workplace campaign, a program grant, or our corporate gift. Information is accurate at the time of publication and is subject to change without prior notice.*

CH746 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF UNITED WAY OF WEST FLORIDA, PRINCIPALLY LOCATED IN FLORIDA, MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352, OR VISITING WWW.FLORIDA- CONSUMERHELP.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.