



**UNITED WAY**  
West Florida

# 2025-2026 SPONSORSHIP OPPORTUNITIES

**UNITED IS THE WAY TO....**

7100 Plantation Rd. Suite 18  
Pensacola, FL 32504

uwwf.org |      | @uwwf

Charity  
Navigator



+ FOUR-STAR +

## UNITED WAY OF WEST FLORIDA AVERAGE WEEKLY IMPRESSIONS



## DIGITAL IMPRESSIONS AND STRATEGICALLY TARGETED AUDIENCES

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

- A modern and contemporary focus on brand awareness to target a younger audience.
- 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? We use Google and Microsoft ad accounts, social media, digital displays, geofencing, SEO, site retargeting, and targeted emails. We will get in front of as many people as possible with your logo placed in a proud and prominent area on the ad.



1,400  
FOLLOWERS

5,700  
FOLLOWERS



9,000  
SUBSCRIBERS

50,000 YEARLY  
INDIVIDUAL USERS



## GET YOUR BRAND IN FRONT OF OUR COMMUNITY!

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 goals 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 could not do this work without the support and partnerships like yours.

## THANK YOU TO OUR 2024-2025 CORPORATE SPONSORS:



# CORPORATE SPONSORSHIPS

These levels may be achieved through a combination of corporate donations, sponsorships, employee giving, and/or in-kind support.

**Corporate Sponsorship levels are some of the highest levels of recognition you can achieve.**

During the year and each subsequent year you hold this level, a plaque to recognize your contribution will be placed in our lobby. You will receive additional recognition through paid digital and traditional advertising (not offered under other sponsorship levels), and recognition of your organization on our Corporate Sponsorship website.

## BRONZE LEVEL - \$20,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 6" sizing
- Full digital and traditional advertising with logo used in paid advertising
- 1 ticket to our 2024-2025 Annual Celebration
- 1 annual membership to our UWWF Emerging Leaders Network
- UWWF corporate sponsor window cling for your business(es) "I Support UWWF"
- Tiered logo recognition on all print, digital, and video designs - Corporate Section

## SILVER LEVEL - \$30,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 10" sizing
- Full digital and traditional advertising with logo used in paid advertising
- 2 tickets to our 2024-2025 Annual Celebration
- 2 annual memberships to our UWWF Emerging Leaders Network
- UWWF corporate sponsor window cling for your business(es) "I Support UWWF"
- Tiered logo recognition on all print, digital, and video designs - Corporate Section
- Company recognized and tagged in two social media posts with individual recognition.

## GOLD LEVEL - \$40,000

- Your logo placed on our corporate sponsor wall in our front lobby - lower-tier level - 16" sizing
- Full digital and traditional advertising with logo used in paid advertising
- 3 tickets to our 2024-2025 Annual Celebration
- 3 annual memberships to our UWWF Emerging Leaders Program
- Opportunity to attend events and share your story of impact to reach more potential customers.
- UWWF corporate sponsor window cling for your business(es) "I Support UWWF"
- Tiered logo recognition on all print, digital, and video designs - corporate section
- Logo placement on front page of uwwf.org website
- Company recognized and tagged in monthly social media posts

# IMPACT SPONSORSHIPS

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

## VOLUNTEER INCOME TAX ASSISTANCE

United Way of West Florida's Volunteer Income Tax Assistance (VITA) program provides free tax preparation assistance to hardworking families in Escambia and Santa Rosa counties. Your sponsorship will help cover expenses such as labor, advertising, supplies, and volunteer polos. Thanks to VITA volunteers, local taxpayers saved over \$200,000 in preparation fees in 2024, bringing back over \$800,000 in refunds to our community.

### \$5,000 level

- Check presentation with UWWF leadership at a VITA site
- Logo on print and digital items for the event including the volunteer page
- 2 tickets to the UWWF Annual Celebration for award and recognition
- Included in the program press release as a sponsor
- Company can display materials and give out promotional items at the events
- UWWF window cling for your business(es) - "I Support UWWF"

### \$2,500 level

- 1 ticket to UWWF Annual Celebration for award and recognition
- Company can display materials and give out promotional items at the events
- Included in program press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$1,000 level

- Full digital & partial traditional footprint
- Include in the program press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$500 level

- Logo on event webpage
- Acknowledgment at the event
- Social Media recognition

DID YOU KNOW?  
2024 VITA VOLUNTEERS\*



852

tax returns filed by VITA  
volunteers for FREE!



\$200,000+

in tax preparation fees  
saved for taxpayers



\$800,000+

in returns brought back  
into the community.

## STREET SURVIVAL GUIDE

211 Northwest Florida is a free information and referral service that provides one-stop connections to community resources and services when people need them most. Each year our team creates the Street Survival Guide for Escambia and Santa Rosa counties. It serves to assist individuals experiencing homelessness or other people in need. It may be copied, printed, and distributed. We ask only that it be distributed with credits cited above and free of charge. The materials presented in this guide are for informational purposes only and do not represent an endorsement of any agency or service.

Your sponsorship will help cover printing costs for the 2025 Street Survival Guide (40,000+ copies).

### \$5,000 level

- Logo placement on the outer cover of the 2025 Street Survival Guide
- Logo placement inside the guide with partners with prime placement
- Check presentation with CEO
- Full digital and traditional footprint
- 2 tickets to UWWF Annual Celebration for award and recognition
- UWWF window cling for your business(es) - "I Support UWWF"

### \$2,500 level

- Logo used in 2025 Street Survival Guide (black and white)
- Check presentation with CEO
- Full digital and traditional footprint
- 1 ticket to UWWF Annual Celebration for award and recognition
- UWWF window cling for your business(es) - "I Support UWWF"

### \$1,000 level

- Full digital & partial traditional footprint
- Include in the Street Survival Guide as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$500 level

- Logo on the Street Survival Guide webpage
- Listed on [uwwf.org/211](http://uwwf.org/211) website
- Social Media recognition

# 211 SPONSORSHIPS

Help our community receive vital information by sponsoring our call center that covers 10 counties:

Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton, and Washington counties.

## 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 other valuable resources.

### \$5,000 level

- Logo on 211NWFL on our 211 website and [uwwf.org/211](http://uwwf.org/211) page
- Check presentation with Leadership
- Company can provide materials to be used at tabling events
- Included in bimonthly thank you posts on UWWF and 211 Pages
- Included in UWWF's general newsletter
- 2 tickets to UWWF Annual Celebration for award and recognition

### \$1,000 level

- Listed on [uwwf.org/211](http://uwwf.org/211) website and 211NWFL website
- Social Media recognition on the UWWF and 211 pages

### \$2,500 level

- Logo on 211NWFL on our [uwwf.org/211](http://uwwf.org/211) page and listed on our 211NWFL website
- Company can provide materials to be used at tabling events
- Included in quarterly thank you posts on UWWF and 211 Pages
- 1 ticket to UWWF Annual Celebration for award

### \$500 level

- Listed on [uwwf.org/211](http://uwwf.org/211) website
- Social Media recognition on the UWWF pages

## FLORIDA VETERANS SUPPORT LINE

The Florida Veterans 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 who are all fellow veterans. Your sponsorship will help cover costs for Veteran outreach programs such as Coffee with a Vet.

### \$5,000 level

- Logo on our 211 FLVET web page and [uwwf.org/flvet](http://uwwf.org/flvet) page
- Check presentation with Leadership
- Company can provide materials to be used to table and attend Coffee with a Vet, monthly events across the counties
- Included in bimonthly thank you posts on UWWF and 211 Pages
- 2 tickets to UWWF Annual Celebration for award and recognition

### \$1,000 level

- Listed on [uwwf.org/flvet](http://uwwf.org/flvet) page and 211NWFL website
- Social Media recognition on the UWWF and 211 pages

### \$2,500 level

- Logo on 211NWFL on our [uwwf.org/flvet](http://uwwf.org/flvet) page and listed on our 211NWFL website
- Company can provide materials to be used at tabling events
- Included in quarterly thank you posts on UWWF and 211 Pages
- 1 ticket to UWWF Annual Celebration for award

### \$500 level

- Logo on [uwwf.org/fvsl](http://uwwf.org/fvsl) page
- Social Media recognition on UWWF pages

## REACH BEYOND ESCAMBIA/SANTA ROSA COUNTIES

211 Northwest Florida serves Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton, and Washington counties. While 211 Northwest Florida is a program of UWWF, it has a dedicated website and social media to provide messaging and support for the 10 county service area.



**7,600 FOLLOWERS**  
**23,000 MONTHLY IMPRESSIONS**



**50,000 YEARLY INDIVIDUAL USERS**  
**1,500 WEEKLY HOMEPAGE VIEWS**



**100,000 DIGITAL AD**  
**YEARLY IMPRESSIONS**  
2 MONTHS A YEAR, FEBRUARY AND SEPTEMBER



**LAST YEAR ACROSS TEN COUNTIES**  
**211 NORTHWEST FLORIDA:**

Answered 38,598 calls

Impacted 72,464 individuals

Made over 120,000 connections

# EVENT SPONSORSHIPS

## STUFF THE BUS

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

This July event collects school supplies for children in Escambia and Santa Rosa counties to ensure students have what they need to succeed in the upcoming school year. Held at 6 locations across Escambia and Santa Rosa counties.

### \$5,000 level

- Check presentation with UWWF leadership at the event
- On print and digital items for the event including the donation page
- Included in post-event thank you ads
- 2 tickets to UWWF Annual Celebration for award and recognition
- Included in event press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$2,500 level

- 1 ticket to UWWF Annual Celebration for award and recognition
- Included in post-event thank you ads
- Included in event press release as a sponsor
- On print and digital items for the event (excluding bus banner)
- UWWF window cling for your business(es) - "I Support UWWF"

### \$1,000 level

- Full digital & partial traditional footprint
- Included in event press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$500 level

- Logo on event webpage
- Acknowledgment at the event
- Social Media recognition

## ANNUAL CELEBRATION

This late Summer event recognizes our top donors and campaigns from the past year, as well as awards for volunteers, companies, and social workers. 200+ attendees

### \$5,000 level

- Check presentation with CEO on-stage at the event
- 1 reserved Table at the event with on-stage recognition
- "Presenting Sponsor" and logo on the front page of event program
- On print and digital items for the event including the ticketing page
- UWWF window cling for your business(es) - "I Support UWWF"

### \$2,500 level

- 4 tickets to the event with on-stage recognition
- On print and digital items for the event
- Logo on event program
- UWWF window cling for your business(es) - "I Support UWWF"

### \$1,500 level

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

### \$500 level

- Logo on event webpage
- Acknowledgment at the event
- Social Media recognition

## DAY OF CARING

This one-day event in October deploys hundreds of volunteers into our community to work on service projects at local nonprofits and schools. 850+ volunteers

### \$5,000 level

- Large logo placement on volunteer shirts
- On print and digital items for the event including the donation page
- Included in post-event thank you ads
- Opportunity to speak at Day of Caring Meet and Greet
- 2 tickets to Annual Celebration for award and recognition
- Included in event press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$2,500 level

- Logo on volunteer shirt
- 1 ticket to Annual Celebration for award and recognition
- Included in post-event thank you ads
- Included in event press release as a sponsor
- On print and digital items for the event excluding bus banner
- UWWF window cling for your business(es) - "I Support UWWF"

### \$1,000 level

- Full digital & partial traditional footprint
- Included in event press release as a sponsor
- UWWF window cling for your business(es) - "I Support UWWF"

### \$500 level

- Logo on event webpage
- Acknowledgment at the event
- Social Media recognition



# NETWORKING SPONSORSHIPS

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

## EMERGING LEADERS

Emerging Leaders rallies young professionals in Escambia and Santa Rosa counties who have a passion for building community partnerships and outreach. Your sponsorship will help cover expenses such as networking events, UWWF staff time, and Emerging Leader initiatives. Learn more at [uwwf.org/els](http://uwwf.org/els)

### SPONSOR EMERGING LEADERS

There are many sponsorship opportunities for Emerging Leaders ranging from sponsoring the Network as a whole and/or sponsoring a network event.

- Event Sponsor - starting at \$500
- Sponsor the Emerging Leaders Network - starting at \$5,000

### SPONSOR AN EMPLOYEE FOR PROFESSIONAL DEVELOPMENT

**\$365** • 1 Membership to UWWF Emerging Leaders (1 year)

Please reach out to Mirella Savage at [mirella.savage@uwwf.org](mailto:mirella.savage@uwwf.org) if you are interested in sponsoring or providing in-kind services for an event, or would like to sponsor the Emerging Leaders Network.

## WOMEN UNITED

Women United is a diverse, vibrant community of women from across the region who are making a positive impact in Escambia and Santa Rosa counties through a commitment to leadership, philanthropy, and volunteerism. Your sponsorship will help cover expenses such as networking events, UWWF staff time, and Women United initiatives. Learn more at [uwwf.org/women-united](http://uwwf.org/women-united)

### SPONSOR WOMEN UNITED

There are many sponsorship opportunities for Women United ranging from sponsoring the Network as a whole and/or sponsoring a network event.

- Event Sponsor - starting at \$500
- Sponsor the Women United Network - starting at \$5,000

### SPONSOR AN EMPLOYEE FOR PROFESSIONAL DEVELOPMENT

**\$500** • 1 Membership to UWWF Women United (1 year)

Please reach out to Mirella Savage at [mirella.savage@uwwf.org](mailto:mirella.savage@uwwf.org) if you are interested in sponsoring or providing in-kind services for an event, or would like to sponsor the Women United Network.

## BATTLE OF THE BARRISTERS

Local law firms gather their best minds to compete in this fun trivia event! Our quiz master will test the knowledge and know-how of our contestants with fun and unique trivia questions during this popular fundraiser for United Way of West Florida. Your sponsorship will go towards covering the cost of the event and help support UWWF's work in the community.

### \$5,000 level

- Presenting sponsor for Battle of the Barristers, logo will be on all print and digital material for the event
- Check presentation with UWWF Leadership
- Company can provide materials to give out at table at event
- 2 tickets to the annual meeting for award and recognition
- UWWF window cling for your business(es) - I Support UWWF

### \$1,000 level

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

### \$2,500 level

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

### \$500 level

- Your team entry of 4 people
- Includes 2 drink tickets per person



**UNITED WAY**  
West Florida

# Glitz and Gallop Gala

May 3rd, 2025



Join us on Saturday, May 3rd from 4-7 pm at Culinary Productions Event Venue for our Annual Glitz & Gallop Gala. Watch the 151st Kentucky Derby LIVE while enjoying handcrafted cocktails and hors d'oeuvres! This unique fundraising event will be packed with exciting activities including a silent auction, horse races, and a chance to win great prizes. Proceeds from the event will help support the mission of United Way of West Florida.

For more information visit [uwwf.org/gala](http://uwwf.org/gala).

## PRESENTING SPONSOR - LIMIT ONE

### TRIPLE CROWN - \$10,000

- Includes 16 tickets\* to the Gala (2 reserved tables)
- Logo placement on all table markers recognizing presenting sponsor title
- Full page ad\*\* in event program with logo on front page
- Recognition in post-event thank you ads
- Prominent logo placement on Gala webpage, ticketing page, printed flyers, and invitations
- Recurring recognition as Presenting Sponsor during event with opportunity to speak to group and take official photo with UWWF Leadership
- Logo on all digital marketing to include social and Gala related webpages
- Logo on all printed materials to include postcards, printed ads, and flyers
- 2 complimentary tickets to UWWF Annual Celebration
- Placement in our 2024-2025 Annual Report as an Event Sponsor

### RUN FOR THE ROSES - \$5,000 LIMIT 2

- Includes 8 tickets\* to the Gala (1 reserved table)
- 1/2 page ad\*\* in event program
- Logo on Gala webpage and printed materials
- Recognition by Event Host during the event
- Full digital and traditional footprint
- 1 complimentary ticket to UWWF Annual Celebration
- Placement in our 2024-2025 Annual Report as an Event Sponsor

### JOCKEY CLUB - \$2,500 LIMIT 6

- Includes 8 tickets\* to the Gala (1 reserved table)
- Logo on Gala webpage
- Logo on event program
- 1/4 page ad\*\* in event program
- Logo on Gala webpages, printed flyers and invites
- Placement in our 2024-2025 Annual Report as an Event Sponsor



Each ticket includes 1 entry to the event, food, 2 drink tickets, 10 betting tickets, and entertainment.

\*Registration for your tickets will be sent to you one month before the event. You will not need to use the ticketing page unless you purchase extra tickets.

\*\*You will receive an email from [marketing@uwwf.org](mailto:marketing@uwwf.org) to request artwork with a reminder email sent 3 weeks before the event. (Full page ad is 8.5" height by 5.5" wide, 1/2 page ad is 4.25" height by 5.5" wide, 1/4 page is 4.25" height by 2.25") If we do not receive artwork by the requested deadline, our marketing team will create a small thank you to your business design with your logo to fill the space.





## WINNER'S CIRCLE - \$2,500 PHOTOBOOTH SPONSOR - LIMIT 1

- Includes 4 tickets\* to the Gala (general admission)
- Opportunity to setup company backdrop at photobooth station (estimated 225 attendees)
- 1/4 ad\*\* in the event program
- Logo included in post-event thank you ads
- Logo placement on Gala webpage and ticketing page
- Recognition at event as Winner's Circle sponsor
- Listed in our 2024-2025 Annual Report as Event sponsor

**SOLD OUT**

## MILLIONAIRE ROW - \$2,000 LIMIT 2

- Includes 2 tickets\* to the Gala (general admission)
- Logo in event program
- Logo on Gala event webpage and ticketing page
- Recognition at the event
- Social Media recognition leading up to event (Facebook and Instagram)
- Business name included in event press release as a sponsor

## BEST IN SHOW - \$2,000 LIMIT 1

- 2 tickets\* to the Gala (general admission)
- Logo on Gala event webpage and event programs
- Recognition at the event
- Social Media recognition leading up to event (Facebook and Instagram)
- Included in event press release as a sponsor
- Identify and select two best dressed guests and present Best in Show Awards during program

## PARADE OF PRIZES - \$500 LIMIT 10

- 2 tickets\* to the Gala (general admission)
- Logo on Gala event webpage
- Logo on Parade of Prizes table signage
- Recognition at the event
- Social Media recognition leading up to the event (Facebook and Instagram)
- Included in event press release as a sponsor

## IN-KIND OPTIONS MUST COMPLETE AND RETURN AN IN-KIND DONATION FORM

### PARADE OF PRIZES (\$100+ VALUE):

- Recognition in social media post
- Logo on raffle ticket collection basket for donated prize

### EXAMPLES:

- Sports Fan Gift Basket
- Restaurant Gift Card(s)
- Wine Gift Basket
- Blue Wahoos or Ice Flyer tickets
- Gourmet Gift Basket
- Professional Photography Studio Session

### SILENT AUCTION (\$500+ VALUE)

- Recognition in social media post
- Logo on auction bid sheet for donated item(s)
- Listed on Gala Webpage

### EXAMPLES:

- Luxury Hotel or Resort Getaway
- Wine Tasting
- Golf Clubs and/or Private Golf Lessons
- BBQ Grill
- Private Chef Experience



**UNITED WAY**  
West Florida

# SPONSORSHIP COMMITMENT FORM

Thank you for your generosity and support! Please fill out the information below to confirm your sponsorship. You may mail this form to United Way of West Florida, 7100 Plantation Rd, STE 18, Pensacola, FL 32504 or email it to our Donor Manager, Mirella Savage at [mirella.savage@uwwf.org](mailto:mirella.savage@uwwf.org).

**This form may also be completed online at [uwwf.org/sponsors](http://uwwf.org/sponsors).**

Contact Name & Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Total Sponsorship Amount: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor Package/Event: \_\_\_\_\_

Signature: \_\_\_\_\_

\*A portion of your generous sponsorship will go towards supporting our program's administrative expenses.

If you do not wish to have your sponsorship cover such expenses, please contact our CEO/President Laura Gilliam at [laura.gilliam@uwwf.org](mailto:laura.gilliam@uwwf.org).

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## Payment Preference:

- Enclosed Check (estimated date \_\_\_\_\_)
- Send an invoice on \_\_\_\_\_ (date)
- Other (please specify): \_\_\_\_\_
- Bill me monthly/quarterly \_\_\_\_\_
- For credit Card Payments visit [uwwf.org/uwwfsponsor](http://uwwf.org/uwwfsponsor) (credit card payments incur a **2-5% transaction fee**)
  - You can set up monthly credit card payments here as well

## Next Steps:

- Return this form along with payment (or make a payment arrangement).
- **Please send your high-resolution corporate name and logo as you would like it to appear in all publications (EPS preferred but PNG's work) to our marketing department at [marketing@uwwf.org](mailto:marketing@uwwf.org)**
- If your sponsorship level includes an ad in our event program or annual report, our marketing team will contact you from [marketing@uwwf.org](mailto:marketing@uwwf.org) with due dates and sizing. These are also included in the sponsorship packet.

**Thank you for your generous investment in our community! Your sponsorship is effective for our 2025-2026 year. Please retain a copy of this form for your records.**

\*We understand that this commitment is over and beyond any contributions by employees through employee giving, 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](http://WWW.FLORIDA-CONSUMERHELP.COM). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.