



2019



United Way
of the Coastal Empire

SPONSORSHIP OPPORTUNITIES

Thank you for exploring the opportunities to align your services and values with United Way of the Coastal Empire – a local, trusted nonprofit organization committed to ensuring that every child succeeds in school, families are safe and stable, and everyone leads a healthy life.

Partnering with United Way shows your support of our local needs and positions your company as a community leader. Your sponsorship helps offset operational costs and allows us to direct fundraising dollars into United Way programs. Your investment in a United Way event provides your company recognition and an opportunity to co-brand with us.

The Benefits to You

Ripple Effects

With more than 80 years of history, United Way of the Coastal Empire has earned longstanding trust by our community and carries tremendous value. Last year, the United Way brand was ranked #1 on Forbes' Top Charities annual list.

Connect With Your Customers

As a United Way sponsor, you'll have an unmatched opportunity to connect your brand with more than 20,000 local community supporters. We have more than 4,000 followers on Facebook and more than 1,000 on other social media platforms. We're highly skilled at engaging with and leveraging those connections for your benefit.

Give Your Team Something To Smile About

When businesses give to a charity, workplace morale improves as each person feels connected to making a difference in the community. By encouraging employees to participate, you can further grow employees' appreciation of their workplace.

RECOGNITION

Loyal Contributors Reception

☐ Presenting Sponsor \$1,000

Tuesday, February 26 | 5 PM – 7 PM
The Beach Institute African-American Cultural Center

Investment Volunteer Appreciation

Presented by First Chatham Bank

☒ Presenting Sponsor \$1,000 (SOLD)

Thursday, March 21 | 5 PM – 7 PM
Knights of Columbus

Agency Appreciation

☐ Presenting Sponsor \$1,500

April | 11:45 AM – 1 PM
TBD

Beacon Society Reception

Presented by Gulfstream Aerospace

☒ Presenting Sponsor \$5,000 (SOLD)

Wednesday, June 5 | 6 PM – 8 PM
The Alida Hotel

SIGNATURE

Annual Meeting & Awards

Presented by Gulfstream Aerospace

☒ Platinum \$5,000 (SOLD) ☐ Gold \$2,500 ☐ Silver \$1,000

Thursday, April 4 | 11:45 AM – 1 PM
The Westin Savannah Harbor Golf Resort & Spa

Campaign Kick-Off

☐ Platinum \$10,000

☐ Gold \$5,000

☐ Silver \$2,500

☐ Friends of UW \$1,000

Thursday, September 5 | 11:30 AM – 1 PM
TBD

Effingham County Campaign Kick-Off

☒ Presenting Sponsor \$2,500 (NOT AVAILABLE)

Wednesday, September 11 | 11:45 AM – 1 PM
Effingham College & Career Academy

Bryan County Campaign Kick-Off

☐ Platinum \$2,500 ☐ Gold \$1,000 ☐ Silver \$500

Thursday, September 12 | 11:30 AM – 1 PM
Richmond Hill City Center

Mid-Campaign Rally

☐ Presenting Sponsor \$500

Wednesday, October 23 | 8:30 AM – 9:30 AM
United Way of the Coastal Empire

Victory Celebration

Presented by Synovus

☒ Platinum \$5,000 (SOLD) ☐ Gold \$2,500 ☐ Silver \$1,000

Thursday, November 21 | 11:45 AM – 1 PM
The Westin Savannah Harbor Golf Resort & Spa

FUNDRAISING

Women Who Rule

Presented by Vaden Automotive Group

☒ Platinum \$10,000 (SOLD) ☐ Gold \$5,000

☐ Silver \$2,500

☐ Friends of UW \$1,000

Wednesday, May 8 | 11:30 AM – 1 PM
The Westin Savannah Harbor Golf Resort & Spa

Young Leaders Mini-Golf Tournament

☐ Eagle \$500 ☐ Birdie \$250 ☐ Par \$100

October | 5:30 PM – 8 PM
Island Miniature Golf & Games

11th Annual Turkey Trot

☐ Platinum \$12,000 ☐ Gold \$5,000 ☐ Silver \$2,500

Thursday, November 28 | 8 AM
Daffin Park



LOYAL CONTRIBUTORS RECEPTION

TUESDAY, FEBRUARY 26 | 5 - 7 PM | THE BEACH INSTITUTE

PRESENTING SPONSOR
\$1000
Representative comments during event (1-2 min.)
Promotional item for attendees (provided by sponsor)
Logo placement on invitation, e-newsletter, website & signage
Recognition in social media & press release

We gather to celebrate Loyal Contributors who are committed to our community and have generously given to United Way for 10+ years. Approximately 100 guests attend this event.



INVESTMENT VOLUNTEER APPRECIATION

THURSDAY, MARCH 21 | 5 - 7 PM | KNIGHTS OF COLUMBUS

PRESENTED BY



FIRST CHATHAM
FAMILY OF BANKS

This event honors community volunteers who ensure United Way invests in the best local nonprofits to improve lives. Approximately 50 guests attend the event.

[SOLD]

PRESENTING SPONSOR

\$1000

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, e-newsletter,
website & signage

Recognition in social media & press release



AGENCY APPRECIATION

APRIL | 11:45 AM - 1 PM | TBD

PRESENTING SPONSOR

\$1500

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, e-newsletter,
website & signage

Recognition in social media & press release

We honor all of our nonprofit partners who help us achieve our mission of improving the education, financial stability, and health of our community.



BEACON SOCIETY

WEDNESDAY, JUNE 5 | 6 - 8 PM | THE ALIDA HOTEL

PRESENTED BY

GulfstreamTM
A GENERAL DYNAMICS COMPANY

This event is to honor our generous donors who contribute \$1,200+ to United Way. Approximately 125 people attend this event.

[SOLD]

PRESENTING SPONSOR

\$5000

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, e-newsletter,
website & signage

Recognition in social media & press release



ANNUAL MEETING & AWARDS

THURSDAY, APRIL 4 | 11:45 AM - 1 PM | THE WESTIN

	[SOLD]		
	Platinum	Gold	Silver
	\$5000	\$2500	\$1000
Complimentary tickets	10	8	4
Recognition in social media & press release			
Logo placement on invitation, program, signage, PowerPoint, e-newsletter & website			
Complimentary valet parking	4	2	
Promotional item for attendees (provided by sponsor)			
Acknowledgment during program			
Opportunity to address audience at event			
Exclusive "Presented by" distinction			

PRESENTED BY

Gulfstream[™]

A GENERAL DYNAMICS COMPANY

Over 400 community leaders attend to hear United Way's 2018 accomplishments including the \$8.4 million raised during the annual campaign, and the introduction of new officers, board members and the 2019 campaign chair.



CAMPAIGN KICK-OFF

THURSDAY, SEPTEMBER 5 | 11:30 AM - 1 PM | TBD

Campaign Kick-Off is the highest profile event held by United Way with over 1,000 community leaders from local companies, nonprofits, and local officials in attendance. Highlights include the announcement of the fundraising goal, recognition of campaign cabinet members and sponsored associates, and the results of the pacesetter campaign.

	Platinum	Gold	Silver	Friends of UW
	\$10000	\$5000	\$2500	\$1000
Complimentary tickets	30	20	15	10
Recognition in social media & press release				
Logo placement on program, PowerPoint & website				
Name recognition on invitation, signage, e-newsletter, newspaper ad & acknowledgment during program				
Promotional item for attendees (provided by sponsor)				
Opportunity to address audience at event				



EFFINGHAM COUNTY CAMPAIGN KICK-OFF

WEDNESDAY, SEPTEMBER 11 | 11:45 AM - 1 PM | EFFINGHAM COLLEGE & CAREER ACADEMY

PRESENTING SPONSOR

\$2500

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, e-newsletter,
website & signage

Recognition in social media & press release

Effingham County Campaign Kick-Off marks the beginning of the county's annual fundraising efforts with about 200 attendees. Highlights include the announcement of the fundraising goal, recognition of campaign cabinet members and sponsored associates, and the results of the pacesetter campaign.



BRYAN COUNTY CAMPAIGN KICK-OFF

THURSDAY, SEPTEMBER 12 | 11:30 AM - 1 PM | RICHMOND HILL CITY CENTER

	Platinum	Gold	Silver
	\$2500	\$1000	\$500
Complimentary tickets	10	8	4
Recognition in social media & press release			
Logo placement on invitation, program, PowerPoint & website			
Promotional item for attendees (provided by sponsor)			
Acknowledgment during program			
Opportunity to address audience at event			
Exclusive "Presented by" Distinction			

Bryan County Campaign Kick-Off marks the beginning of the county's annual fundraising efforts with about 100 people in attendance. Highlights include the announcement of the fundraising goal and recognition of the Bryan County Volunteer of the Year.



MID-CAMPAIGN RALLY

WEDNESDAY, OCTOBER 23 | 8:30 - 9:30 AM | UNITED WAY OF THE COASTAL EMPIRE

About 75 volunteers and agency representatives are re-energized and inspired at Mid-Campaign Rally which marks the half-way point of the annual fundraising campaign.

PRESENTING SPONSOR

\$500

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, e-newsletter,
website & signage

Recognition in social media & press release



VICTORY CELEBRATION

THURSDAY, NOVEMBER 21 | 11:45 AM - 1 PM | THE WESTIN

	[SOLD] Platinum \$5000	Gold \$2500	Silver \$1000
Complimentary tickets	10	8	4
Recognition in social media & press release			
Logo placement on invitation, signage, PowerPoint, e-newsletter & website			
Complimentary valet parking	4	2	
Promotional item for attendees (provided by sponsor)			
Acknowledgment during program			
Opportunity to address audience at event			
Exclusive "Presented by" distinction			

PRESENTED BY
SYNOVUS®

More than 400 community
leaders will be in attendance
to celebrate the conclusion
of the annual fundraising
campaign and the revealing of
the grand total.



EFFINGHAM COUNTY VICTORY CELEBRATION

THURSDAY, DECEMBER 5 | 5 PM - 7 PM | EFFINGHAM HERALD

PRESENTING SPONSOR

\$2000

Representative comments during event
(1-2 min.)

Promotional item for attendees
(provided by sponsor)

Logo placement on invitation, website & signage

Recognition in social media & press release

Effingham County marks the conclusion of the annual fundraising campaign and the revealing of the grand total.



WOMEN WHO RULE

WEDNESDAY, MAY 8 | 11:30 AM - 1 PM | THE WESTIN

PRESENTED BY



Women Who Rule features four women leaders sharing their stories and motivation through a panel discussion for 500 guests (women and men). The event is hosted by WOMEN UNITED to provide transportation assistance to local women in need.

	[SOLD]			
	Platinum	Gold	Silver	Friends of UW
	\$10000	\$5000	\$2500	\$1000
Complimentary tickets	20	15	10	10
Recognition in social media & press release				
Logo placement on program, PowerPoint & website				
Name recognition on invitation, signage, video, e-newsletter, newspaper ad & acknowledgment during program				
Complimentary valet parking	4	2	1	
Promotional item for attendees (provided by sponsor)				
Present Woman of the Year Award				
Media appearance & opportunity to address audience at event (whenever possible)				
Exclusive "Presented by" distinction				



YOUNG LEADERS MINI-GOLF TOURNAMENT

THURSDAY, SEPTEMBER 26 | 5:30 - 8 PM | BOGEY'S SPORT BAR & MINI GOLF

	Eagle	Birdie	Par
	\$500	\$250	\$100
Flag of company at 1 hole			
Complimentary tickets	2 teams (8 golfers)	1 team (4 golfers)	
Recognition in social media & press release			
Logo placement on invitation, e-newsletter & website			
Promotional item for attendees (provided by sponsor)			
Opportunity to address audience at event			

United Way Young Leaders hosts a night out with mini-golf, food truck, music, and drinks to benefit United Way! The event is for mini-golfers of all ages.



11TH ANNUAL TURKEY TROT

THURSDAY, NOVEMBER 28 | 8 AM | DAFFIN PARK

PRESENTED BY



Over 1,400 participants enjoy the local Thanksgiving tradition of a 4-mile course near Daffin Park, along with a Kids K, and a Diaper Dash. Participants are invited to a post-race awards ceremony, which includes food, beverages, and family fun.

[SOLD]

Platinum	Gold	Silver	Friends of UW
\$12000	\$5000	\$2500	\$1000

Complimentary tickets	25	20	15	10
Recognition in social media, press release & acknowledgment at the race				
Logo placement on postcard, poster, t-shirt, e-newsletter, website, signage & newspaper ad				
Promotional item for attendees (provided by sponsor)				
Tent space at event				
Logo on race bib				
Mention in radio & TV PSA				
Media appearances & opportunity to address audience at event (whenever possible)				
Exclusive "Presented by" distinction				



SELECT DESIRED SPONSORSHIP PROGRAM(S)

SIGNATURE

Annual Meeting & Awards

- ☒ Platinum \$5,000 (SOLD)
☐ Gold \$2,500
☐ Silver \$1,000

Campaign Kick-Off

- ☐ Platinum \$10,000
☐ Gold \$5,000
☐ Silver \$2,500
☐ Friends of UW \$1,000

Effingham County Campaign Kick-Off

- ☒ Presenting Sponsor \$2,500 (NOT AVAILABLE)

Bryan County Campaign Kick-Off

- ☐ Platinum \$2,500
☐ Gold \$1,000
☐ Silver \$500

Mid-Campaign Rally

- ☐ Presenting Sponsor \$500

Victory Celebration

- ☒ Platinum \$5,000 (SOLD)
☐ Gold \$2,500
☐ Silver \$1,000

RECOGNITION

Loyal Contributors Reception

- ☐ Presenting Sponsor \$1,000

Investment Volunteer Appreciation

- ☒ Presenting Sponsor \$1,000 (SOLD)

Agency Appreciation

- ☐ Presenting Sponsor \$1,500

Beacon Society Reception

- ☒ Presenting Sponsor \$5,000 (SOLD)

FUNDRAISING

Women Who Rule

- ☒ Platinum \$10,000 (SOLD)
☐ Gold \$5,000
☐ Silver \$2,500
☐ Friends of UW \$1,000

Young Leaders Mini-Golf Tournament

- ☐ Eagle \$500
☐ Birdie \$250
☐ Par \$100

11th Annual Turkey Trot

- ☐ Platinum \$12,000
☐ Gold \$5,000
☐ Silver \$2,500

APPLICATION

CONTACT NAME

COMPANY NAME

PHONE NUMBER

ADDRESS

EMAIL

CITY, STATE, ZIPCODE

PAYMENT

\$

TOTAL AMOUNT DUE

PAYMENT TYPE

- ☐ CHECK ENCLOSED
☐ PLEASE INVOICE
☐ CREDIT CARD

CARD TYPE

- ☐ AMEX
☐ VISA
☐ MASTERCARD
☐ DISCOVER

CARD NUMBER

EXPIRATION DATE

BILLING ADDRESS (if different than contact address)

SIGNATURE

DATE

SUBMIT FORM TO

Kim Tanner
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THANK YOU

