



SPONSORSHIP OPPORTUNITIES 2020

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 fundraising dollars to go directly into United Way programs. Your investment in a United Way event provides your company recognition and an opportunity to partner with our brand.

THE BENEFITS TO YOU

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.

RIPPLE EFFECTS

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

GIVE YOUR TEAM SOMETHING TO SMILE ABOUT

When businesses are connected to a nonprofit, workplace morale improves as each person feels a part of making a difference in the community.

SPONSORSHIP OPPORTUNITIES



United Way
of the Coastal Empire

2020

TIER 1

Campaign Kick-Off

Thursday, September 10 | 11:30am - 1pm

Savannah Civic Center

Platinum \$10,000

Gold \$5,000

Silver \$2,500

Friends of UW \$1,000

12th Annual Turkey Trot

Thursday, November 26 | 8am

Daffin Park

Platinum \$12,000

Gold \$5,000

Silver \$2,500

Women Who Rule

Tuesday, May 5 | 11:30am - 1pm

Savannah Convention Center

Platinum \$10,000

Gold \$5,000

Silver \$2,500

Friends of UW \$1,000

TIER 2

Annual Meeting & Awards

Presented by Gulfstream Aerospace

Thursday, March 26 | 11:30am - 1pm

Hyatt Regency Savannah

Platinum \$5,000 (SOLD)

Gold \$2,500

Silver \$1,000

Victory Celebration

Thursday, November 19

Time & Location to be determined

Platinum \$5,000

Gold \$2,500

Silver \$1,000

Beacon Society Reception

Presented by Gulfstream Aerospace

Wednesday, April 22 | 6 - 8pm

Soho South Cafe

Platinum \$5,000 (SOLD)

TIER 3

Effingham Campaign Kick-Off

Wednesday, September 16 | 11:45am - 1pm

Effingham College & Career Academy

Platinum \$2,500 (SOLD)

Effingham Victory Celebration

Thursday, December 3 | 5 - 7pm

Effingham Herald

Platinum \$2,000

Bryan Campaign Kick-Off

Thursday, September 17 | 11:30am - 1pm

Richmond Hill City Center

Platinum \$2,500

Gold \$1,000

Silver \$500

TIER 4

Mid-Campaign Rally

Date & Location to be determined

Platinum \$1,000

Mini-Golf Tournament

Date & Time to be determined

Bogey Sports Bar & Mini-Golf

Eagle \$500

Birdie \$250

Par \$100

SEPT
10

Thursday
11:30am - 1pm



CAMPAIGN KICK-OFF

SAVANNAH
CIVIC CENTER

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 a keynote speaker, the results of the pacesetter campaign, and announcement of the fundraising goal.

	Platinum	Gold	Silver	Friends of UW
	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary tickets	30	20	15	10
Social media mentions (Facebook, Instagram, Twitter)	6	3	2	1
Logo placement on program, slide presentation & website	✓	✓	✓	✓
Recognition on invitation, signage, video, newspaper ad, press release & acknowledgment during program	✓	✓	✓	
Promotional item for attendees (provided by sponsor)	✓	✓		
Representative comments during event (1-2 minutes)	✓			

NOV
26

Thursday
8am

12TH ANNUAL TURKEY TROT

DAFFIN
PARK

Over 1,400 participants enjoy the local Thanksgiving tradition of a 4-mile course near Daffin Park, along with a Kids K. Families and individuals race, run, and walk in their best Thanksgiving themed outfits. Participants are invited to a post-race awards ceremony, which includes food, beverages, and family fun.

	Platinum	Gold	Silver	Friends of UW
	\$12,000	\$5,000	\$2,500	\$1,000
Complimentary entries	25	20	15	10
Social media mentions (Facebook, Instagram, Twitter)	7	5	3	1
Recognition on registration, t-shirt, website, press release & newspaper ad	✓	✓	✓	✓
Tent space at event (provided by sponsor)	✓	✓	✓	✓
Promotional item for attendees (provided by sponsor)	✓	✓	✓	
Mention in radio & TV PSA	✓	✓		
Logo on race bib	✓			
Media appearance & representative comments during event (whenever possible)	✓			
Exclusive “Presented By” distinction	✓			

MAY
5Tuesday
11:30am - 1pm


WOMEN WHO RULE

SAVANNAH
CONVENTION CENTER

Women Who Rule features women leaders sharing their stories and empowering the audience through a panel discussion for nearly 600 guests. The event is hosted by WOMEN UNITED to raise funds for providing transportation assistance to local women in need.

	Platinum	Gold	Silver	Friends of UW
	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary tickets	20	15	10	10
Social media mentions (Facebook, Instagram, Twitter)	7	5	3	1
Logo placement on program, slide presentation & website	✓	✓	✓	✓
Recognition on invitation, signage, video, newspaper ad & press release	✓	✓	✓	
Complimentary valet parking	4	2	1	
Promotional item for attendees (provided by sponsor)	✓	✓		
Presents the Woman of the Year Award		✓		
Media appearance & representative comments during event (whenever possible)	✓			
Exclusive "Presented By" distinction	✓			

MARCH
26

Thursday
11:30am - 1pm

ANNUAL MEETING & AWARDS

HYATT REGENCY
SAVANNAH

Over 400 community leaders attend to hear United Way's 2019 highlights including the \$8.4 million raised during the annual campaign, and the introduction of new officers, board members and the 2020 campaign chair. The Craig Harney Spirit of Community Awards are given to community members who are outstanding philanthropists, advocates, and volunteers.

PRESENTED BY

GulfstreamTM
A GENERAL DYNAMICS COMPANY

	Platinum (Sold)	Gold	Silver
	\$5,000	\$2,500	\$1,000
Complimentary tickets	10	8	4
Social media mentions (Facebook, Instagram, Twitter)	3	2	1
Recognition on invitation, program, signage, slide presentation, press release & website	✓	✓	✓
Acknowledgment during program	✓	✓	✓
Complimentary valet parking	4	2	
Promotional item for attendees (provided by sponsor)	✓	✓	
Representative comments during event (1-2 minutes)	✓		
Exclusive "Presented By" distinction	✓		

NOV
19

Thursday
Time TBD

LIVE UNITED VICTORY CELEBRATION

LOCATION
TO BE DETERMINED

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.

	Platinum	Gold	Silver
	\$5,000	\$2,500	\$1,000
Complimentary tickets	10	8	4
Social media mentions (Facebook, Instagram, Twitter)	5	3	1
Recognition on invitation, signage, slide presentation, press release & website	✓	✓	✓
Acknowledgment during program	✓	✓	✓
Complimentary valet parking	4	2	
Promotional item for attendees (provided by sponsor)	✓	✓	
Representative comments during event (1-2 minutes)	✓		
Exclusive “Presented By” distinction	✓		

APRIL
22

Wednesday
6pm - 8pm

BEACON SOCIETY

SOHO SOUTH
CAFE

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

PRESENTED BY

GulfstreamTM
A GENERAL DYNAMICS COMPANY

	Platinum (Sold)
	\$5,000
Representative comments during event (1-2 minutes)	✓
Promotional item for attendees (provided by sponsor)	✓
Logo placement on invitation, website & signage	✓
Social media mentions (Facebook, Instagram, Twitter)	3

SEPT
16

Wednesday
11:45am - 1pm



EFFINGHAM CAMPAIGN KICK-OFF

EFFINGHAM
COLLEGE &
CAREER ACADEMY

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

	Platinum (Sold)
	\$2,500
Representative comments during event (1-2 minutes)	✓
Promotional item for attendees (provided by sponsor)	✓
Recognition on invitation, website, press release & signage	✓
Social media mentions (Facebook)	3



DEC
3

Thursday
5pm - 7pm

EFFINGHAM VICTORY CELEBRATION

EFFINGHAM
HERALD

Effingham County marks the conclusion of the annual fundraising campaign and the reveal their grand total in true celebration fashion.

	Platinum
	\$2,000
Representative comments during event (1-2 minutes)	✓
Promotional item for attendees (provided by sponsor)	✓
Recognition on invitation, website & signage	✓
Social media mentions (Facebook)	2

SEPT
17

Thursday
11:30am - 1pm

BRYAN CAMPAIGN KICK-OFF

RICHMOND HILL
CITY CENTER

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

	Platinum	Gold	Silver
	\$2,500	\$1,000	\$500
Social media mentions (Facebook)	3	2	1
Recognition on invitation, program, slide presentation, press release & website	✓	✓	✓
Promotional item for attendees (provided by sponsor)	✓	✓	✓
Acknowledgment during program	✓	✓	✓
Representative comments during event (1-2 minutes)	✓	✓	
Exclusive "Presented By" distinction	✓		

DATE
TBD

MID-CAMPAIGN RALLY

LOCATION
TO BE
DETERMINED

About 50 volunteers and agency representatives are re-energized and inspired at Mid-Campaign Rally which marks the halfway point of the annual fundraising campaign.

	Platinum
	\$1,000
Representative comments during event (1-2 minutes)	✓
Promotional item for attendees (provided by sponsor)	✓
Recognition on invitation, press release & website	✓
Social media mentions (Facebook, Instagram, Twitter)	2

DATE
TBD

MINI-GOLF TOURNAMENT

BOGEY
SPORTS BAR
& MINI-GOLF

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

	Eagle	Birdie	Par
	\$500	\$250	\$100
Flag of company at 1 hole	✓	✓	✓
Complimentary tickets	2 teams (8 golfers)	1 team (4 golfers)	
Recognition on invitation, press release & website	✓	✓	
Promotional item for attendees (provided by sponsor)	✓	✓	
Social media mentions (Facebook, Instagram)	1		
Representative comments during event (1-2 minutes)	✓		

TIER 1

Campaign Kick-Off

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

12th Annual Turkey Trot

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

Women Who Rule

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

TIER 2

Annual Meeting & Awards

Presented by Gulfstream Aerospace

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

Victory Celebration

- ☐ Platinum \$5,000
- ☐ Gold \$2,500
- ☐ Silver \$1,000

Beacon Society Reception

Presented by Gulfstream Aerospace

- ☐ Platinum \$5,000 (SOLD)

TIER 3

Effingham Campaign Kick-Off

- ☐ Platinum \$2,500 (SOLD)

Effingham Victory Celebration

- ☐ Platinum \$2,000

Bryan Campaign Kick-Off

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

TIER 4

Mid-Campaign Rally

- ☐ Platinum \$1,000

Mini-Golf Tournament

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



SELECT DESIRED SPONSORSHIP(S)

APPLICATION

CONTACT NAME

PHONE NUMBER

EMAIL

COMPANY NAME

ADDRESS

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

United Way of the Coastal Empire
428 Bull Street
Savannah, GA 31401

ktanner@uwce.org
912.651.7716

THANK YOU



United Way
of the Coastal Empire