206,873

REASONS TO GIVE















2023 - 2024 EVENT AND PROGRAM SPONSORSHIP OPPORTUNITIES



Improves lives by mobilizing the caring power of our community.



- Support nonprofit agency programs in providing vital social services to deliver year-round impact
- Provide direct services to individuals and families where there are gaps
- Advance volunteerism

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United Way of the Coastal Empire was founded by leaders of this community nearly 85 years ago and continues to be volunteer-led. The mission is to improve lives by mobilizing the caring power of our community. The Community Fund makes this possible. Events continue to drive awareness and increase support for the Community Fund or specific funds, like WOMEN UNITED's Transportation Fund.

United Way's funded programs and services improve more than 200,000 lives annually. One of the many values of sponsoring a United Way event is knowing your gift serves the community by providing a safety net for those most vulnerable and pathways for upward mobility so everyone can thrive.

OUR REACH

- We cannot guarantee media coverage, but we do have incredible partners who cover and promote our events.
- 36,000+ Unique Email Contacts
- 7,500 Facebook Followers
- 1,900 Instagram Fans
- 1,300 LinkedIn Connections

Social Reach in One Year

Facebook Page reach 1

Instagram reach (i)

17,916 ↑ 214%

COMMUNITY LEADERSHIP

 We have nearly 400 executive volunteers from around the region who intentionally engage in the organization's decision-making.

RECOGNIZING YOUR BRAND

- Your partnership is essential to our success, and we want to promote the generosity of your organization. When registering to sponsor an event, please provide your current logo, social handles, and best contact person.
- Platinum sponsorships include logos on printed invitations. This is applicable if the sponsorship is confirmed before the invitation print deadline.



Scan the code to sponsor.





Read United works to close the early childhood literacy gap within low-income households by providing emerging and early readers with quality, developmentally appropriate books for the home, and a first-hand volunteer reading experience in the classroom.

On Read United Day, our volunteers in nearly 60 local schools will read to over 750 classes and deliver more than 19,000 books to children, advancing early childhood literacy in the Coastal Empire. The cost of sponsorship is approximately \$3.00 per child, and while less traditional and exclusive than event-oriented sponsorships, there is no better way to change lives for generations to come. Read United is our only sponsorship opportunity for organizations that can provide volunteer power as well.

PLATINUM - \$15,000

- Recognition in social media, press releases, and acknowledgment in schools
- Logo placement: posters, e-newsletter, website, and newspaper ad
- Logo placement on 19,000 stickers placed in books for each child
- Mention in radio & TV PSA
- · Media event participation

GOLD - \$10.000 AND/OR 150 VOLUNTEERS

- · Recognition in social media, and acknowledgment in schools
- Logo placement: posters, e-newsletter, website, and newspaper ad
- Mention in radio & TV PSA
- · Media event participation

SILVER - \$5,000 AND/OR 75 VOLUNTEERS

- · Recognition in social media and acknowledgment in schools
- Logo placement: posters, e-newsletter, website, newspaper ad

BRONZE - \$2,500 AND/OR 35 VOLUNTEERS

- · Recognition in social media
- Logo placement: e-newsletter, website

∡RIENDS - \$1,000 AND/OR 15 VOLUNTEERS

· Recognition in social media



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Join WOMEN UNITED® for their annual Women Who Rule Campaign, chaired by Cecilia Tran Arango, to celebrate working together to improve lives by providing access to safe and reliable transportation to those in need throughout the Coastal Empire. In addition to honoring the 2023 Woman of the Year, the luncheon will feature a panel of incredible women leaders highlighting stories of hope and triumph.

Support International Women's Month by sponsoring this empowering event. The proceeds from Women Who Rule are dedicated to WOMEN UNITED®'s mission to improve lives and provides access to reliable transportation.

PRESENTING - \$15,000 (ONE AVAILABLE)

- Exclusive "Presented by" distinction
- 20 Reserved Seats with named tables
- Recognition in social media & press release
- · Logo placement on program, slide presentation, and website
- Name recognition on invitation, signage, e-newsletter, newspaper ad & acknowledgment during the program
- Media appearance and opportunity to address at the event
- Honor 10 women in social media Honor A Woman Campaign
- · Opportunity to give preapproved promotional item to attendees

PLATINUM - \$10,000 (ONE AVAILABLE)

"Woman of the Year" Sponsor

- 10 Reserved seats with named tables
- Stage remarks during "Woman of the Year" Award Presentation
- Recognition in social media & press release
- · Logo placement on program, slide presentation, and website
- Name recognition on invitation, signage, e-newsletter, newspaper ad & acknowledgment during the program
- Honor 7 women in social media Honor A Woman Campaign
- · Opportunity to give preapproved promotional item to attendees

GOLD - \$5,000

- 20 Reserved seats with named tables
- Recognition in social media
- Logo placement on program, slide presentation, and website
- Name recognition on signage, e-newsletter, newspaper ad & acknowledgment during the program
- Honor 5 women in social media Honor A Woman Campaign

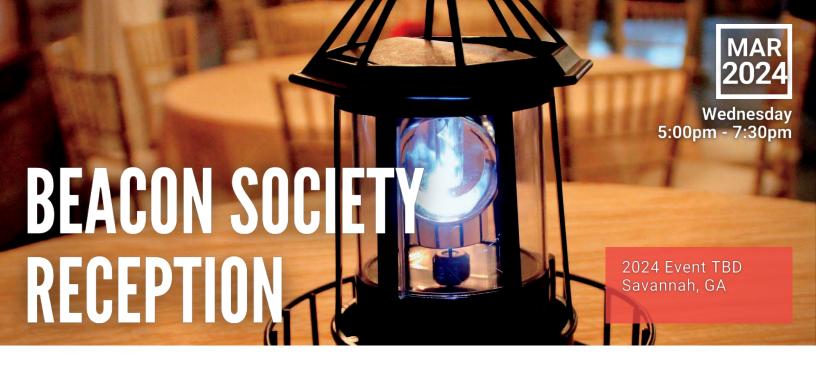
SILVER - \$3,500

- 10 Reserved seats with named tables
- Recognition in social media & press release
- · Logo placement on program, slide presentation, and website
- Name recognition on signage, e-newsletter, newspaper ad & acknowledgment during the program
- Honor 3 women in social media Honor A Woman Campaign

FRIENDS - \$1,500

- 10 Reserved seats with named tables
- Recognition in social media
- Logo placement on program, slide presentation, and website
- Honor 2 women in social media Honor A Woman Campaign





Honor those who invest in strengthening our community with our Beacon Society Reception. This reception celebrates and connects approximately 125 of the Coastal Empire's elite donors who contribute \$1200 or more annually to United Way.

PRESENTING SPONSOR - \$7,500 (ONE AVAILABLE)

- · Invitation for 2 to attend
- An opportunity to briefly address the audience
- · Logo placement on invitations and website
- Name recognition on invitation, press release, signage, e-newsletter, social media & acknowledgment during the program
- Opportunity to give preapproved promotional items to attendees

GOLD \$5,000

- Logo placement on invitations and website
- Name recognition on invitation, signage, e-newsletter, social media & acknowledgment during the program

SILVER - \$2,500

- · Recognition in social media
- Name recognition on the digital invitations, e-newsletter, and acknowledgment during the program

BRONZE - \$1,000

· Recognition in social media



Scan the code to sponsor.





Over 400 community leaders attend to celebrate the successes of the 2022-2023 Campaign, acknowledge the transition of Board and Campaign leadership, and recognize the Craig Harney Spirit of Philanthropy Awards Honorees for Giving, Advocating, and Volunteering.

PLATINUM - \$10,000 (ONE AVAILABLE)

- · Exclusive "Presented by" distinction
- 20 Reserved Seats with named tables
- Recognition in social media & press release
- Logo placement on program, slide presentation, and website
- Name recognition on print and digital invitation, signage, enewsletter, newspaper ad & acknowledgment during the program
- Media appearance and opportunity to address at the event
- 4 Complimentary Valet Parking Tickets
- Promotional Items for attendees provided by the sponsor (to be approved by United Way)

GOLD - \$5,000

- 15 Reserved seats with named tables (1 table and 5 seats)
- · Recognition in social media
- Logo placement on program, slide presentation, and website
- Name recognition on digital invitation, signage, e-newsletter, newspaper ad & acknowledgment during the program
- 2 Complimentary Valet Parking Tickets
- Promotional Items for attendees provided by the sponsor (to be approved by United Way)

SILVER - \$3,500

- 10 Reserved seats with named table
- · Recognition in social media
- Logo placement on event program, slide presentation, and website
- Name recognition on digital invitations, signage, e-newsletter, newspaper ad & acknowledgment during the program
- 1 Complimentary Valet Parking ticket

BRONZE - \$1,500

- 10 Reserved seats with named tables
- · Recognition in social media
- Logo placement on event program, slide presentation, and website



Scan the code to sponsor.

PRINT DEADLINE: Apri 1, 2023





United Way Young Leaders Society is an affinity group of professionals ages 40 and under. In collaboration with Savannah Adult Recreation Club, they host an afternoon with fantastic kickball, food trucks, music, and drinks to benefit United Way of the Coastal Empire! This event is for serious kickballers and those just looking for a fun day outside.

GRAND SLAM/TITLE SPONSOR - \$1,000

- Logo or name included in all marketing materials and event communication including on trophies SOLD
- Sponsor is included in social media promotion to more than 7,000 fans and followers
- Logo sign/ banner can hang at the tournament (must be provided by sponsor)
- Three-minute speaking opportunity at the first pitch or trophy presentation
- Ten player passes (equivalent to one team)

CONCESSION STAND - \$500

- Named concession stand providing water and sports drinks for players
- Sponsor is included in social media promotion to more than 7,000 fans and followers
- Logo sign/ banner can hang at the tournament (must be provided by the sponsor)
- Opportunity to provide promotional items to players

HOME RUN - \$250

- Dedicated social media recognition to more than 7,000 fans and followers
- Logo sign/ banner can hang at the tournament (must be provided by the sponsor)
- A public thank you at the trophy presentation and first pitch







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United Way of the Coastal Empire partners with Hunter Golf Course to raise money and awareness of United Way's program and services. This 18-hole scramble will include cash prizes and benefit the Community Fund to support the mission to improve lives. Event promotion will be throughout Hunter Army Air Field community.

ACE - \$5,000 (ONE AVAILABLE)

- Company flag/sign at both 1st and 18th
- Includes tickets, LIVE UNITED hats, and koozies for two teams (8 golfers)
- · Opportunity to address the audience at the event
- Recognition in social media, press release, and acknowledgment at the event
- Logo placement on digital invitations, scorecards, e-newsletter, and website
- Promotional item for attendees (provided by sponsor optional)

EAGLE - \$2,500

- Company flag/sign at one hole
- Includes tickets, LIVE UNITED hats, and koozies for one team (4 golfers)
- · Logo placement on digital invitations, scorecards, and e-newsletter
- Promotional item for attendees (provided by sponsor optional)
- Recognition in social media and acknowledgment at the event

BIRDIE - \$1,000

- · Company flag/sign at one hole
- Includes tickets, LIVE UNITED hats, and koozies for one team (4 golfers)
- · Recognition in social media and acknowledgment at the event



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Celebrate the caring power of our community at our annually highest-attended event! 2023-2024 Campaign Kickoff event! Join in the excitement of the traditional fall giving campaign with over 1,000 community leaders from the region's best companies, top employers, and the best-performing nonprofits. This is a great time to network and share an inspired vision with the region's most generous and involved people.

PLATINUM - \$25,000 (ONE AVAILABLE)

- · Exclusively Presented by distinction
- 20 Complimentary tickets and named table
- Recognition in social media and press releases
- Logo placement on screen, in the program, and website
- Name recognition on printed and digital invitations, signage, enewsletter, newspaper ad, and acknowledgment during the program
- Ability to Promotional items for attendees (provided by sponsor and preapproved by United Way)
- Opportunity to address the audience at the event

PRE-EVENT LOBBY ACTIVITIES - \$10,000 (TWO AVAILABLE)

- 10 Complimentary tickets and named table
- Host an on-theme activity where you and your organization can interact with attendees in the lobby pre-event.
- Recognition in social media, logo placement on screen, in the program, mentioned during the program, and website
- Name recognition on digital invitations, signage, e-newsletter, newspaper ad, and acknowledgment during the program
- Sponsor may provide a logo banner or sign for the lobby
- Ability to Promotional items for attendees (provided by sponsor and preapproved by United Way)

GOLD - \$5.000

- 10 Complimentary tickets and named table
- · Recognition in social media
- Logo placement on screen, in program, and website
- Name recognition on digital invitations, signage, e-newsletter, and newspaper ad, and acknowledgment during the program
- Ability to Promotional items for attendees (provided by sponsor and preapproved by United Way)

SILVER - \$2,500

- 10 Complimentary tickets and named table
- · Recognition in social media
- Logo placement on screen, in program, and website
- Name recognition on digital invitations, signage, e-newsletter, and newspaper ad, and acknowledgment during the program

BRONZE - \$1,500

- 10 Complimentary tickets and named table
- · Recognition in social media
- Logo placement on screen, in program, and website





Effingham County Campaign Kickoff celebrates the opening fall giving campaign with approximately 200 attendees. Highlights include the announcement of Caring Cup awards, recognition of campaign cabinet members and Loaned Executives, and the results of the pacesetter campaigns.

GOLD - \$1,000

- · Ten complimentary tickets
- Representative comments during the event (2 minutes)
- Promotional item for attendees (provided by sponsor)
- · Logo placement on digital invitation, e-newsletter, website, and event presentation slide
- · Recognition in social media and press release

SILVER - \$500

- · Five complimentary tickets
- Promotional item for attendees (provided by sponsor)
- · Logo placement on digital invitation, e-newsletter, website, and event presentation slide
- Recognition in social media and press release

BRONZE - \$250

- Two complimentary tickets
- Logo placement on digital invitation, e-newsletter, website, and event presentation slide
- · Recognition in social media



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A United Way Ambassador is a sponsored United Way employee who drives revenue by facilitating workplace campaigns each fall. Your leveraged investment in a United Way Ambassador generates more dollars for our community's social infrastructure to fund programs that provide safety nets and pathways for upward mobility.

During a 13-week term, an Ambassador can fundraise more than ten times the cost of your corporate sponsorship. In their position, Ambassadors also benefit from personal and professional development in areas such as teamwork, public speaking, presentation, networking, and connecting with diverse audiences.

Your company's partnership is also recognized dozens of times in the context of the Ambassador's presentations.

PLATINUM - \$10,000

Full-Time Equivalent

- Recognition in social media & press release
- Mention in any media coverage (not guaranteed)
- · Credit in Print Advertising
- Mention of your Sponsorship at Campaign Events
 - Kickoff
 - Board & Cabinet Meetings
 - Workplace Presentations (approximately 80)
 - Email and Phone Communications, approximately 400 mentions

GOLD - \$5,000

Part-Time Equivalent

- Recognition in social media & press release
- Mention in any media coverage (not guaranteed)
- Credit in Print Advertising
- Mention of your Sponsorship at Campaign Events
 - Kickoff
 - Board & Cabinet Meetings
 - Workplace Presentations (approximately 40)
 - Email and Phone Communications, approximately 200 mentions





United Way of the Coastal Empire and Ft. Stewart partner for a community golf tournament. This 18-hole scramble will include cash prizes and be promoted to the military families on base in Hinesville.

ACE - \$5,000 (ONE AVAILABLE)

- · Company flag/sign at both 1st and 18th
- Includes tickets, LIVE UNITED hats, and koozies for two teams (8 golfers)
- · Opportunity to address the audience at the event
- · Recognition in social media, press release, and acknowledgment at the event
- Logo placement on digital invitations, scorecards, e-newsletter, and website
- Promotional item for attendees (provided by sponsor optional)

EAGLE - \$2,500

- · Company flag/sign at one hole
- Includes tickets, LIVE UNITED hats, and koozies for one team (4 golfers)
- Logo placement on digital invitations, scorecards, and e-newsletter
- Promotional item for attendees (provided by sponsor optional)
- · Recognition in social media and acknowledgment at the event

BIRDIE - \$1,000

- · Company flag/sign at one hole
- Includes tickets, LIVE UNITED hats, and koozies for one team (4 golfers)
- · Recognition in social media and acknowledgment at the event



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United Way Young Leaders hosts a night out with mini golf, music, and drinks to benefit United Way of the Coastal Empire! This family-friendly event is for mini golfers of all ages.

EAGLE - \$1,000

- · Company flag/sign at two holes
- Includes tickets, Young Leader t-shirts, and koozies for two teams (8 golfers)
- Recognition in social media, press release, and acknowledgment at the event
- Logo placement on digital invitations, scorecards, e-newsletter, and website
- Promotional item for attendees (provided by sponsor optional)
- · Opportunity to address the audience at the event

BIRDIE - \$500

- · Company flag/sign at one hole
- Includes tickets, t-shirts, and koozies for one team (4 golfers)
- Recognition in social media and acknowledgment at the event
- · Logo placement on digital invitations, scorecards, and e-newsletter
- Promotional item for attendees (provided by sponsor optional)

PAR - \$250

- Company flag/sign at one hole
- · Includes tickets, t-shirts, and koozies for 2 golfers
- · Recognition in social media and acknowledgment at the event



Scan the code to sponsor.





United in Gratitude is the annual celebration of the traditional fall campaign. Join us at this casual and elegant event where we recognize our community's most generous people and organizations. Share in this expression of gratitude to our community's volunteers!

RECEPTION AND GIFT SPONSOR-\$10,000

- 10 Complimentary tickets
- This is a unique opportunity to get your brand in front of hundreds of regional business leaders. Our ambassador team gives a small gift tied to the campaign theme with a note to engaged employee campaign managers comprised of HR professionals, teachers, government department heads, executive assistants, and more (600+ community professionals)
- Sponsor these gifts to have your business the reason this gift was possible.
- · Recognition in social media and press release
- Logo placement on screen, and website at event
- Name recognition on printed and digital invitations, enewsletter, newspaper ad, and acknowledgment during the program
- Promotional item for attendees (provided by sponsor)
- Opportunity to address the audience at the event

GOOD AS GOLD - \$5,000

- · 10 Complimentary tickets
- · Recognition in social media
- Logo placement on screen, in program, and website
- Name recognition on invitations, signage, e-newsletter, newspaper ad, and acknowledgment during the program
- · Promotional item for attendees (provided by sponsor)

SILVER - \$2,500

- 15 Complimentary tickets
- · Recognition in social media
- · Logo placement on screen and website
- Name recognition on digital invitations, signage, e-newsletter, newspaper ad, and acknowledgment during the program

BRONZE - \$1,000

- 10 Complimentary tickets
- · Recognition in social media
- Logo placement on screen, and website



Scan the code to sponsor.





This local Thanksgiving tradition brings together approximately 1,400 participants for a family-friendly race event including a 4-mile course near Daffin Park, a Kids K, and a Diaper Dash. Participants are invited to a post-race award ceremony complete with food, beverages, and family fun. Historically this event has been covered by multiple local media partners.

WJCL is the Official TV Sponsor of the 2023 Turkey Trot

PLATINUM 5K - \$10,000

- Exclusive "Presented By" distinction
- 25 Complimentary Registrations
- Recognition in social media, press release & acknowledgment at the event
- Logo placement on postcards, posters, t-shirts, enewsletter, website, signage, and 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 the audience at the event (as possible)
- Promotional item for attendees (provided by sponsor)

GO FOR THE GOLD - \$5,000

- 20 Complimentary Registrations
- Recognition in social media, press release & acknowledgment at the event
- Logo placement on postcard, poster, t-shirts, e-newsletter, website, and newspaper ad
- Promotional item for attendees (provided by sponsor)
- Tent space at the event

SILVER MEDALISTS - \$2,500

- 15 Complimentary Registrations
- Recognition in social media, press release & acknowledgment at the event
- Logo placement on t-shirts, e-newsletter, website, and newspaper ad

BRONZE - \$1,000

- 10 Complimentary Registrations
- Recognition in social media and acknowledgment at the event



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United Way Young Leaders presents the 2023 - 2024 Board Readiness Program. This program is designed with the future of our community's leadership in mind by preparing future and current board members to serve confidently. Nonprofit agencies heavily rely on their executive boards and leadership committees for wisdom and guidance. Young Leaders are 40 years and younger volunteers who commit to \$365 per year or 14 tracked volunteer hours. Sponsorship is your opportunity to partner with these rising community leaders.

CHAIR - \$1,000

- Representative comments during the orientation or graduation (3-5 minutes)
- Promotional item for attendees (provided by sponsor)
- Logo placement on invitation, e-newsletter, website, and signage
- · Recognition in social media and press release

VICE CHAIR - \$500

- Promotional item for attendees (provided by sponsor)
- · Logo placement on invitation, e-newsletter, website, and signage
- · Recognition in social media

TREASURER - \$250

- · Logo placement on invitation, e-newsletter, website, and signage
- · Recognition in social media



Scan the code to sponsor.





Beacon Society Reception Presnting \$7,500	Annual Meeting and Awards Platinum \$10,000	CONTACT INFORMATION:
Gold \$5,000 Silver \$2,500	Gold \$5,000 Silver \$3,500	CONTACT NAME
Bronze \$1,000	Bronze \$1,500	PHONE NUMBER
<u>Par 4 Purpose</u>		EMAIL
Hunter Golf Club	Ft. Stewart/Taylors Creek	COMPANY NAME
Ace \$5,000 Eagle \$2,500 Birdie \$1,000	Ace \$5,000 Eagle \$2,500 Birdie \$1,000	ADDRESS
		CITY, STATE ZIPCODE
Campaign Ambassadors		
Platinum (full-time equir	•	PAYMENT
Campaign Kickoff	Effingham Kickoff	\$
Platinum \$25,000 Pre-Events \$10,000 Gold \$5,000 Silver \$2,500 Bronze \$1,000	Gold \$1,000 Silver \$500 Bronze \$250	TOTAL AMOUNT DUE PAYMENT TYPE CHECK ENCLOSED
United In Gratitude	15th Annual Turkey Trot	PLEASE INVOICE
Platinum \$10,000 Gold \$5,000 Silver \$2,500 Bronze \$1,000	Platinum \$10,000 Gold \$5,000 Silver \$2,500 Bronze \$1,000	☐ CREDIT CARD - PLEASE SEND SECURE LINK TO EMAIL☐ CREDIT CARD - FULLY PAID BY SECURE CODE BELOW:
		SUBMIT FORM OR PAY ONLINE \
<u>Focused-Reach Events</u>		Kristen Crawley
Platinum \$15,000 Gold \$10,000 Silver \$5,000 Bronze \$2,500 Friends \$1,000	Women Who Rule Presenting \$15,000 Platinum \$10,000 Gold \$5,000 Silver \$3,500 Bronze \$1,500	United Way of the Coastal Empire 428 Bull Street Savannah, GA 31401 kcrawley@uwce.org (912) 651-7719
Young Leaders Violabell Tournament - Marie Co. 16 Tournament		Please provide your logo and recognition information. It is important that we use your most current branding. Please provide your logo and recognition information when you
Kickball Tournament Grand Slam \$1,000	Mini Golf Tournament Eagle \$1,000	confirm your sponsorship.
Home Run \$500 RBI \$250	Birdie \$500 Par \$250	Note: Print deadlines are applicable where noted.
Board Readiness Program		TIIANII/ VOIII
Chair \$1,000 Vice Chair \$500		THANK YOU! United Way United Way

of the Coastal Empire

Treasurer \$250