



United Way  
of North Central Florida



# UNITED WAY OF NORTH CENTRAL FLORIDA SPONSORSHIP OPPORTUNITIES 2015-2016 CAMPAIGN

CHANGE  
LIVES  
HERE

*Live here. Give here. Change lives here.*

# UNITED WAY OF NORTH CENTRAL FLORIDA



## SPONSORSHIP OPPORTUNITIES OVERVIEW

**ACADEMY SPONSORSHIP** - \$10,000 cash donation per year for three years

**CAMPAIGN EVENTS SPONSORSHIP** - \$1,500 cash donation per event OR \$6,000 for all five campaign events (\$7,500 value)

March - Campaign Finale

May - Leadership Reception

June - CEO/Community Leader Breakfast

July - Employee Campaign Coordinator (ECC) Appreciation Breakfast

October - Day of Action

### **WOMEN'S LEADERSHIP COUNCIL SPONSORSHIP**

\$1,500: WLC Presenting Sponsor of WLC Holiday Luncheon

\$1,500: WLC Presenting Sponsor of WLC Spring Event

### **EMERGING LEADERS UNITED SPONSORSHIP**

\$1,500: Affinity Group Sponsor

\$500: Affinity Group Benefactor

\$250: Affinity Group Supporter

### **HEARTS UNITE SPONSORSHIP**

\$500 for single event

### **SPEND THE DAY WITH JOHN SPENCE SPONSORSHIP**

\$500 for single event

### **SMALL BUSINESS PARTNER EVENT SPONSORSHIP**

\$500 for single event

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## ACADEMY SPONSORSHIP

**\$10,000 cash donation per year for three years**

**This is a preferred opportunity for corporations, businesses and individuals looking to develop a long-term marketing strategy and co-brand with United Way of North Central Florida.**

### WHY CO-BRAND WITH UNITED WAY?

- Brand Trust: In 2012, Forbes listed United Way as one of five “Forbes Picks: All-Star Charities — Top Rankings for Efficient Groups.” GuideStar Gold Participant.
- Brand Value: Forbes estimated the United Way brand to be valued at \$14.3 billion (2010).
- Brand Loyalty: United Way is an international network with millions of dollars in fundraising power.
- Brand Transparency: United Way of North Central Florida has been awarded four stars (the highest rating) by Charity Navigator for accountability and fiscal transparency.

### ACADEMY SPONSORS RECEIVE:

- Corporate logo displayed at all United Way of North Central Florida leadership, campaign and affinity group events and recognized as an Academy Level Sponsor.
- Corporate recognition made within United Way of North Central Florida print materials; to include but not limited to: annual report, campaign brochure, event invitations and ECC training kits.
- Corporate logo displayed in United Way of North Central Florida boardroom.
- Corporate logo displayed on United Way of North Central Florida letterhead.
- Corporate logo placed in prominent position on United Way of North Central Florida website.
- Corporate logo will be included in United Way of North Central Florida staff e-mail signatures.
- If requested, United Way of North Central Florida will develop an employee engagement program for company’s employees to include a specific Day of Action project and additional resources during workplace campaign.
- Sponsor holds rights to use United Way logo in corporate materials to show partnership as an Academy Level Sponsor.
- Sponsor receives exposure at all United Way of North Central Florida events for the full year.

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## CAMPAIGN EVENTS SPONSORSHIP

\$1,500 cash donation per event (\$6,000 for all campaign events)

United Way of North Central Florida hosts five campaign events each year.

### MARCH – CAMPAIGN FINALE

Join CEOs, management, and campaign coordinators from the top 100 United Way campaigns, along with Small Business Partners to celebrate and recognize outstanding efforts. Approximately 150+ attend this invitation-only event.

### MAY – LEADERSHIP RECEPTION

United Way of North Central Florida thanks more than 800 Leadership Donors at this event. Leadership donations accounted for \$1,241,796 of the total donations, approximately 40% of the annual campaign. Help us recognize this influential group of donors. Approximately 200+ attend this invitation-only event.

### JUNE – CEO/COMMUNITY LEADER BREAKFAST

Join CEOs and senior managers to launch the 2015 United Way workplace campaigns. Speakers include United Way of North Central Florida President & CEO and other CEOs who discuss ways their campaign is part of a corporate social responsibility program. Approximately 200+ people attend this invitation-only event.

### JULY – EMPLOYEE CAMPAIGN COORDINATOR (ECC) APPRECIATION BREAKFAST

Help us welcome our Employee Campaign Coordinators as we give them the basics of running a workplace campaign. The top 100 campaigns are invited and approximately 100+ attend this invitation-only event. This event is a good opportunity to reach HR managers and other corporate decision makers.

### OCTOBER – DAY OF ACTION

Volunteers from our workplace campaigns come together to tackle service projects in area schools during Day of Action. Activities include gardening, caulking, painting, cleaning, and more. Last year, we worked on 13 schools and had more than 100 people in attendance.

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## CAMPAIGN EVENTS SPONSORSHIP (continued)

### EACH CAMPAIGN EVENT SPONSOR RECEIVES:

- Company logo on event materials.
- Company logo displayed at the event.
- Corporate reserved table/space at event, if applicable.
- Social media mentions on Facebook and Twitter.
- Pre- and post-event recognition on the United Way of North Central Florida website and in the quarterly newsletter.
- Listed in United Way of North Central Florida Annual Report as a United Way sponsor.
- Offer to include company collateral, banners, promotional items or other giveaways at event.
- Exclusivity options will exclude other event sponsors, but Academy Level Sponsors will still be recognized.

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## SINGLE EVENT SPONSORSHIPS

### **\$500 HEARTS UNITE SPONSORSHIP INCLUDES:**

- Company logo on event materials.
- Company logo displayed at the event.
- Social media mentions on Facebook and Twitter.
- Pre- and post-event recognition on the United Way of North Central Florida website and in the quarterly newsletter.
- Listed in United Way of North Central Florida Annual Report as a United Way sponsor.
- Offer to include company collateral, banners, promotional items or other giveaways at event.

### **\$500 SPEND THE DAY WITH JOHN SPENCE SPONSORSHIP INCLUDES:**

- Company logo on event materials.
- Company logo displayed at the event.
- Social media mentions on Facebook and Twitter.
- Pre- and post-event recognition on the United Way of North Central Florida website and in the quarterly newsletter.
- Listed in United Way of North Central Florida Annual Report as a United Way sponsor.
- Offer to include company collateral, banners, promotional items or other giveaways at event.

### **\$500 SMALL BUSINESS PARTNER EVENT SPONSORSHIP INCLUDES:**

- Company logo on event registration website.
- Social media mentions on Facebook and Twitter.
- Pre- and post-event recognition on the United Way of North Central Florida website and in the quarterly newsletter.
- Listed in United Way of North Central Florida Annual Report as a United Way sponsor.
- Offer to include company collateral, banners, promotional items or other giveaways at event.

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## AFFINITY EVENTS SPONSORSHIP

### WOMEN'S LEADERSHIP COUNCIL SPONSORSHIP

The Women's Leadership Council (WLC) is made up of female United Way donors who donate at the Leadership level (\$750 and above annually). Research shows women make 80% of all buying decisions. Your sponsorship will target powerful and influential decision makers.

### **\$1,500 WLC PRESENTING SPONSOR OF WLC HOLIDAY LUNCHEON OR SPRING EVENT**

(includes benefits of co-sponsor plus WLC signature fundraising event)

- Logo on electronic advertising materials for all WLC events.  
This includes WLC e-newsletter and WLC electronic invitations. Labeled as 'presenting sponsor.'
- Premium logo placement on all WLC event invitations. Thousands of postcards are passed out in more than 50 work locations each year. Mailers go out to more than 700 United Way donors.
- Facebook and Twitter mentions.
- Recognition as presenting sponsor in annual report, received by more than 3,000 United Way supporters.
- Ability to provide collateral materials at the event.
- Premium logo placement in WLC electronic newsletter that goes out to more than 700 United Way donors.
- Logo displayed on WLC page of United Way of North Central Florida website.
- Association with a powerful group of women.

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## AFFINITY EVENTS SPONSORSHIP

### EMERGING LEADERS UNITED SPONSORSHIP

The Emerging Leaders United (ELU) is a group of young business leaders who connect, serve and lead in the community. Your sponsorship allows you to engage with young professionals ages 21-40. Attendees typically are well educated and highly influenced by cause marketing. Generational research shows word of mouth recommendations are the best way to reach this group for jobs and purchases, giving you the maximum exposure to your business through sponsorship and participation.

### **\$1,500 AFFINITY GROUP SPONSOR**

- Logo on electronic advertising materials for all events. This includes e-newsletter and electronic invitations.
- Opportunity to select two employees as ELU members that will receive benefits of the group including workshops, networking events, socials and volunteering opportunities. These employees may also attend our exclusive, invitation-only Leadership event.
- Logo placement on ELU event calendar postcard and on the ELU section of the United Way of North Central Florida website as title sponsor of the group. Thousands of postcards are passed out in more than 50 work locations each year. Mailers go out to more than 400 United Way donors.
- Facebook and Twitter mentions.
- Recognition as ELU sponsor in annual report, received by more than 3,000 United Way supporters.
- Ability to attend ELU events as a sponsor with collateral materials and engage with quality, young professionals ages 21-45. The opportunity to welcome group at events.
- Association with an emerging young professionals group who LIVE UNITED.

### **\$500 AFFINITY GROUP BENEFACTOR**

- Logo on electronic advertising materials for two events of own choosing. This includes e-newsletter and electronic invitations.
- Facebook and Twitter mentions.
- Association with an emerging young professionals group who LIVE UNITED.

### **\$250 AFFINITY GROUP SUPPORTER**

- Logo on electronic advertising materials for one event of own choosing. This includes e-newsletter and electronic invitations.
- Association with an emerging young professionals group who LIVE UNITED.

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## SPONSORSHIP COMMITMENT FORM

Business name:

Contact name:

Business address:

Work phone number:

Email address:

Sponsorship name:

Dollar amount:

Billing name and address  
(if different than above):

Signature:

Circle one:

Check is enclosed

Please invoice

If completing the above form electronically please print and mail to:  
United Way of North Central Florida, 6031 NW 1st PL, Gainesville, FL 32607

Next steps to complete within two weeks of signing sponsorship commitment form:

- Mail check to: United Way of North Central Florida, 6031 NW 1st PL, Gainesville, FL 32607
- Email high-resolution logo (at least 2 MB) as an image (.jpeg) and Adobe Illustrator (.AI) format to Amy Azoulay, [aazoulay@unitedwayncfl.org](mailto:aazoulay@unitedwayncfl.org).

Please contact Dana Clayton, 352-333-0846 [dclayton@unitedwayncfl.org](mailto:dclayton@unitedwayncfl.org) with questions

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