



UNITED WAY OF NORTH CENTRAL FLORIDA SPONSORSHIP OPPORTUNITIES 2017-2018 CAMPAIGN

#LiveUnited



UNITED WAY OF NORTH CENTRAL FLORIDA



United Way of North Central Florida fights for the health, education and financial stability of every person in our community.

United Way of North Central Florida has been a staple in the community since 1957. We serve a six-county area that includes Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. Since our inception, we have raised nearly \$100 million for the region. UWNCF has consistently received four out of four stars from Charity Navigator for accountability and transparency for the past six years.



United Way of North Central Florida
www.unitedwayncfl.org

6031 NW 1st Place
Gainesville, FL 32607
352-331-2800

facebook.com/unitedwayncfl
twitter.com/unitedwayncfl
instagram.com/unitedwayofncfl
linkedin.com/company/uwnconf

Community Investment Fund

Community Impact Partner agencies are invited to apply for United Way funding through the Community Investment Fund process. United Way of North Central Florida relies on its Community Investment Council (CIC) to determine the best way to build our community. The CIC is comprised of local volunteers and serves as the advisory board for UWNCF's Community Investment Fund. The CIC determines which programs receive Community Investment Fund dollars through an extensive review process, which includes an examination of agency financials, agency visits and personnel interviews. The CIC volunteers meet several times a year to review funded programs and ensure UWNCF's metrics-based accountability system is implemented in the program.

To learn more about sponsorship opportunities, contact:



Dana Clayton
Vice President of Resource Development
352-333-0846
dclayton@unitedwayncfl.org

Thank you for donating to the Community Investment Fund. You are helping to make North Central Florida a stronger and safer place to live. You are investing in 34 programs that help your colleagues, friends and neighbors when times get rough. You are investing in a trusted organization that provides leadership and vision to address critical long-term issues.

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SPONSORSHIP OPPORTUNITIES OVERVIEW

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

CAMPAIGN EVENTS SPONSORSHIP - \$1,500 cash donation per event OR \$6,500 for all six events

March - Campaign Finale

April - Volunteer Appreciation

May - Leadership Reception

June - CEO & Community Leader Breakfast

July - Employee Campaign Coordinator (ECC) Appreciation Breakfast

October-February - United Way Express Bus Tours

WOMEN UNITED SPONSORSHIP

February - Women United Spring Luncheon Presenting Sponsor: \$1,500

November - Women United Holiday Luncheon Presenting Sponsor: \$1,500

Ongoing - Women United Supporter: \$750

EMERGING LEADERS UNITED SPONSORSHIP

Emerging Leaders United Sponsor: \$1,500

Emerging Leaders United Single Event Sponsor: \$500

Emerging Leaders United Benefactor: \$500

Emerging Leaders United Supporter: \$250

SMALL BUSINESS PARTNER EVENT SPONSORSHIP

\$500 for single event

LOANED EXECUTIVE SPONSORSHIP

Loan an employee to United Way of North Central Florida during Workplace Campaign season.

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ACADEMY SPONSORSHIP - \$17,500 VALUE

\$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 Transparency: Since 2011, United Way of North Central Florida has consistently received four out of four stars from Charity Navigator for accountability and transparency.
- Brand Trust: In 2012, Forbes listed United Way as one of five “Forbes Picks: All-Star Charities – Top Rankings for Efficient Groups.”
- Brand Value: Since 1957, UWNCF has raised nearly \$100 million for the region.
- Brand Loyalty: United Way is an international network with millions of dollars in fundraising power.

ACADEMY SPONSORS RECEIVE - \$17,500 VALUE

- 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 UWNCF boardroom.
- Corporate logo displayed on UWNCF letterhead.
- Corporate logo placed in prominent position on UWNCF website.
- Corporate logo is included in UWNCF staff e-mail signatures.
- Sponsor holds rights to use United Way logo in corporate materials to show partnership as an Academy Level Sponsor.
- Sponsor receives exposure at all UWNCF events for the full year.
- Sponsor receives tickets to all UWNCF campaign events.
- Potential sponsor speaking and/or tabling opportunity at United Way events.

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ACADEMY SPONSORSHIP INCLUDES - \$17,500 VALUE

UNITED WAY OF NORTH CENTRAL FLORIDA SIGNATURE EVENTS - \$7,000 VALUE

Logo, visual and verbal recognition

- Campaign Finale (Attendance: 250)
- Volunteer Appreciation Reception (Attendance: 150)
- A Night of Thanks Leadership Reception (Attendance: 150)
- CEO/Community Leader Breakfast (Attendance: 200)
- Employee Campaign Coordinator Breakfast (Attendance: 150)
- United Way Express Bus Tours (Attendance: 50 per tour)

ADDITIONAL EXPOSURE - \$1,000 VALUE

Program Events (Attendance: 30-150+)

- Women United
- Emerging Leaders United
- ReadingPals
- Small Business Partners (quarterly breakfasts)

SOCIAL AND ELECTRONIC MEDIA - \$2,500 VALUE

Prominent Placement

- Website (3,313 average sessions per month, 9,253 average page-views per month)
- Facebook (1,943+ page likes)
- Twitter (1,122+ followers)
- Instagram (587+ followers)
- LinkedIn (179+ followers)

COLLATERAL - \$7,000 VALUE

- Event exposure (PowerPoint presentations, event programs)
- Printed newsletters (printed quarterly and mailed to 4,000+ recipients)
- Electronic newsletters (sent bi-weekly to 5,000+ recipients)
- Agency brochures (approx. 15,000 brochures are distributed to workplace campaigns)
- Letterhead
- Staff email signatures
- Annual report (500 copies printed with 4,000+ postcards mailed directing to an online version)

SPECIAL EVENT SEATING

Table of 8 or 10

- CEO/Community Leader Breakfast
- Campaign Finale

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CAMPAIGN EVENTS SPONSORSHIP - \$9,000 VALUE

\$6,500 for all campaign events OR \$1,500 cash donation per event
United Way of North Central Florida hosts six campaign events each year.

MARCH – CAMPAIGN FINALE

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

APRIL – VOLUNTEER APPRECIATION

Through United Way of North Central Florida's various initiatives, there are more than 500 retirees, college students and adults reading to children, preparing taxes and more throughout the year. This invitation-only annual reception brings together those amazing volunteers in thanks of their efforts.

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 percent 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 2017 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 provide them with the basics of running a workplace campaign. The top 100 campaigns are invited and approximately 110+ attend this invitation-only event. This event is a good opportunity to reach HR managers and other corporate decision-makers.

OCTOBER-FEBRUARY – UNITED WAY EXPRESS BUS TOURS

To celebrate our 60th anniversary, we created United Way Express, an up-close-and-personal tour of donor dollars at work in the community. Each leg of the United Way Express tour visits two to three Community Investment Fund-funded programs, all committed to improving the health, education and financial stability of people living and working in our region. Approximately 50 people attend each tour.

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CAMPAIGN EVENTS SPONSORSHIP (continued)

EACH CAMPAIGN EVENT SPONSOR RECEIVES:

- Company logo on event materials.
- Company logo displayed at 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's Annual Report as a United Way sponsor.
- Offer to include company collateral, banners, promotional items or other giveaways at event.
- Exclusivity options exclude other event sponsors, but Academy Level Sponsors will still be recognized.

SMALL BUSINESS PARTNER EVENT SPONSORSHIP

SMALL BUSINESS PARTNER QUARTERLY EVENT

These invite-only events are a chance for the nearly 100 Small Business Partners to gather for breakfast, listen to an engaging speaker and network with each other. Approximately 75-150 attend these events.

\$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 United Way of North Central Florida's website and in the quarterly newsletter.
- Listed in United Way of North Central Florida's 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 GROUP SPONSORSHIP

WOMEN UNITED SPONSORSHIP

Women United (WU) is made up of female United Way donors who give at the Leadership level (\$750+ annually). WU celebrates the power of women to bring about positive change in our community through philanthropy and service. Additionally, WU works closely with the ReadingPals Literacy Initiative to create positive relationships for children centered around reading. Research shows women make 80 percent of all buying decisions. Your sponsorship targets powerful and influential decision-makers.

\$1,500 WOMEN UNITED PRESENTING SPONSOR OF HOLIDAY LUNCHEON OR SPRING LUNCHEON

- Logo on electronic-advertising materials for all Women United events. This includes Women United e-newsletter and Women United electronic invitations. Labeled as Presenting Sponsor.
- Premium logo placement on all Women United 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.
- Logo displayed on Women United page of United Way of North Central Florida website.
- Association with women in leadership.

\$750 WOMEN UNITED SUPPORTER

- Logo on electronic advertising materials for two events of own choosing. This includes e-newsletter and electronic invitations.
- Facebook and Twitter mentions.
- Recognition as a supporter in annual report, received by more than 3,000 United Way supporters.
- Association with women in leadership.

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AFFINITY GROUP SPONSORSHIP

EMERGING LEADERS UNITED SPONSORSHIP

Emerging Leaders United (ELU) is a group of community-focused, up-and-coming professionals making positive and long-lasting change in North Central Florida. ELU connects members (ages 24-44) to United Way and the community through professional development, education opportunities and volunteering/networking events. Generational research shows word-of-mouth recommendations are the best way to reach this age group with respect to employment recruiting and purchases. Your sponsorship gives maximum exposure to ELU members and their friends through direct participation and word of mouth.

\$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 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 ELU's section of United Way of North Central Florida's website as title sponsor of the group. Thousands of postcards are distributed 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 24-44. 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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LOANED EXECUTIVE SPONSORSHIP

An investment in your employees and your community that cultivates talent, develops expertise and raises your company's visibility.

WHAT IS A LOANED EXECUTIVE?

One of the most comprehensive management training programs in the area is at your United Way. You can polish your best and brightest employees and also help benefit your community. Loaned Executives participate in public speaking, team building, leadership and sales training. This develops valuable skills your employees take back to your company. Participating in this program gives your company high visibility, provides executive training for employees and improves the lives of thousands of people each year.

YOUR ORGANIZATION BENEFITS

- Networking opportunities help establish and enhance relationships with area businesses and civic leaders.
- Participating companies receive public recognition as a community partner.
- The program supplements company leadership/management programs.
- Employees return with enhanced leadership potential and increased presentation and customer service skills.

YOUR EMPLOYEE BENEFITS

- The Loaned Executive develops a better understanding of community needs and the health and human services available to meet those needs.
- The Loaned Executive receives training in sales, customer service, teamwork, public speaking and account management.
- The Loaned Executive develops valuable contacts within the community.

THE IDEAL CANDIDATE

- Energetic, self-motivated, team-oriented staff with a strong desire to make a difference.
- People who embrace growth opportunities, enjoy learning and welcome new challenges.
- Flexible, outgoing and organized.

THE COMMITMENT

- Full-time employment (35-40 hours per week) at United Way from July to November.
- Manage workplace campaigns.
- Review account histories, identify account needs and develop strategies to meet those needs.
- Assist the development team in planning and completing their workplace campaigns.
- Communicate the LIVE UNITED message to potential contributors, individually and in group settings.

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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:

Date:

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.

Please contact Dana Clayton, 352-333-0846 dclayton@unitedwayncfl.org with questions.

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