



UNITED WAY *of* GREENVILLE COUNTY

2024

SPONSORSHIP OPPORTUNITIES



WHY SPONSOR

For 100 years, United Way of Greenville County has brought together local leaders, nonprofit partners and philanthropic companies to build a community where all people have access to the opportunities to achieve their full potential.

Corporate sponsorships offer an opportunity to **make a meaningful impact, gain exposure and boost your identity in the community**. By partnering with United Way as an event sponsor, you can reinforce your company's reputation to your customers, employees and community at large.

- 1 **BENEFIT** from increased brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected nonprofit brands in the world.
- 2 **REINFORCE** your company's reputation as a good corporate citizen to your customers, employees and community with philanthropic brand recognition.
- 3 **EXPERIENCE** the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.
- 4 **SUPPORT** activities which allow United Way to direct more investment dollars in the community.
- 5 **RETURN ON YOUR INVESTMENT** through tangible impressions and measured media value.

SPONSORSHIP EVENTS

QUARTER 1 | JANUARY - MARCH



MLK Day of Service *(Title Sponsorship not available for this event)*

This year's MLK Day of Service will offer our community an opportunity to serve through neighborhood cleanups and voter registration awareness.



African American Leadership's An Evening With...

Our annual African American Leadership (AAL) member event, "An Evening With..." offers AAL members and prospects an opportunity to spend the evening with a community leader, celebrate the impact of the group's work and look toward the future.



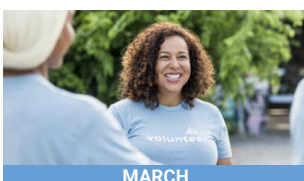
Stronger United Awards Celebration

United Way's annual Stronger United Awards Celebration honors the impact made by United Way donors and volunteers while highlighting the generous support of thousands of individual supporters, our community of corporate partners, and visionary foundations.



The Great Conversation

The Great Conversation connects young professionals with influential leaders and United Way advocates around the importance of philanthropy and civic engagement – and how giving back to our community can influence your career.



Women United "Women's History Month" Volunteer Event

As we commemorate the achievements of women, past and present, United Way's Women United will host a unique volunteer event in March to demonstrate the powerful impact of women in our community. Inspired by Women United's theme of "Women Helping Women," this special event will empower women to continue writing history through service for others.

QUARTER 2 | APRIL-JUNE



ReUNITED Senior Day

ReUNITED, United Way of Greenville County's affinity group for older adults and retirees, will host its first ever Senior Day this spring. This full day event will feature special sessions on financial wellness, cyber security and estate planning, as well as opportunities for older adults to stay connected and get engaged in our community.



Hands On Greenville Day

For more than a quarter century, United Way Hands On Greenville Day has been the Upstate's premier day of volunteer service. From Fountain Inn to Travelers Rest and everywhere in between, thousands of volunteers mobilize to improve the community in which we live, work and play. Join the many businesses, individuals

and foundations whose financial support ensures meaningful, community-minded and diverse service projects are completed on Hands On Greenville Day.

QUARTER 3 | JULY-SEPTEMBER



JULY 20

Affinity Group Event

United Way affinity groups unite! Members of United Way's giving groups collaborate for this family-friendly volunteer event.



JULY 27

School Tools

United Way's annual School Tools program rallies the community to provide free backpacks and school supplies to help thousands of Greenville County school children start the year ready to learn.



AUGUST 8

OnTrack Greenville Summit

This annual event is an inspiring kickoff to the school year for teachers and staff members at our six OnTrack Greenville schools. The event provides professional development for teachers and shows them appreciation for their hard work and dedication to the students and families in our community.

QUARTER 4 | OCTOBER-DECEMBER



OCTOBER 3

Women United Summit

Women United ignites the power of philanthropic women who bring the passion, expertise and resources needed to get things done and create lasting change in Greenville County. United Way's Women United Summit gives Women United members an opportunity to showcase the impact of their support and use their influence as an agent for change.



OCTOBER-DECEMBER

Project Joy

Project Joy helps make the season bright for families in our community by alleviating some of the burden of the holidays and fulfilling a wish list of essential items for students and families. Through the generosity of more than 1,000 volunteers and donors, each year we can spread joy to Greenville County families.



NOVEMBER

Young Leaders Society Campaign Fundraising Event

This Young Leaders Society (YLS) event raises funds for United Way of Greenville County and gives local companies a chance to support our work and connect with community-minded young professionals.

LEVELS OF SUPPORT

Updated 8.6.24



Title Sponsor (\$25,000)

Only one Title Sponsor available per event.

- Company name exclusively paired with event name
- Company logo and name listed on our homepage during the event's season
- Digital event promotional kit featuring your partnership with United Way
- Feature in promotional video and/or ads (if applicable)
- VIP tables for 20 people (if applicable)
- Tailored volunteer engagement experience for up to 20 people
- First acceptance of sponsorship for following year
- Company name and logo listed on the event's landing page for one year
- Company logo on digital and/or printed signage
- Company logo on event t-shirt (if applicable)
- Inclusion in promotional materials and thank-you email
- Mention in press release
- Recognition in event social media posts reaching nearly 20,000 followers

Champion Sponsor (\$15,000)

Includes Changemaker Sponsor benefits plus:

- Company logo and name listed on the event's landing page for one year
- Digital event promotional kit featuring your partnership with United Way
- VIP table for 10 people (if applicable)
- Tailored volunteer engagement experience for up to 20 people

Changemaker Sponsor (\$10,000)

Includes Impact Sponsor benefits plus:

- Company logo on event t-shirt (if applicable)
- Table for 10 people (if applicable)

Impact Sponsor (\$5,000)

Includes Community Sponsor benefits plus:

- Company name listed on event t-shirt (if applicable)
- Company logo on event landing page for one year
- Company logo on digital and/or printed signage

Community Sponsor (\$2,500)

- Company name on event landing page for one year
- Company name on digital and/or printed signage
- Attendance for 10 people (if applicable)
- Inclusion in promotional materials and thank-you email
- Mention in press release
- Recognition in event social media posts reaching nearly 20,000 followers