Change the Story

with United Way of Southwest Alabama

CELEBRATING 90 Years 1926-2016

United Way of Southwest Alabama

UNITED WAY OF SOUTHWEST ALABAMA SPONSORSHIP LEVELS

Platinum Sponsor ($5,000)

- **Gold, Silver, and Bronze Sponsorship benefits PLUS:**
- Corporate recognition on USA Game Rally footballs and t-shirts distributed during the game (approximately 25,000 people in attendance), plus two tickets to the game
- Ability to speak at event of choice as company representative and UWSWA sponsor
  - Eligible events include the Annual Meeting, Mobile County Campaign Kick-Off, Women's Leadership Council Luncheon, & Leaders in Giving Reception
- Corporate recognition on marketing item to be dispersed at various events (approximately 5,000 impressions)
- Corporate logo on all Gold listed event materials PLUS the following events:
  - University of South Alabama Campaign Kick-Off (largest employee campaign, approximately 4,700 impressions)
- Recognition in all monthly e-newsletter (approximately 13,200 impressions)
- Corporate logo as a Platinum Sponsor on United Way website and event banner (24,000 impressions)

(Availability limited to 10 sponsors)

TOTAL IMPACT: 110,750 IMPRESSIONS

Gold Sponsor ($2,500)

- **Silver and Bronze Sponsorship benefits PLUS:**
- Corporate logo on all Silver listed event materials PLUS the following events:
  - Annual Meeting (300 impressions)
  - All UWSWA Campaign Kick-Offs (a total of approximately 450 in attendance)
- Recognition in eight (8) monthly e-newsletter (approximately 8,800 impressions)
- Corporate logo as a Gold Sponsor on United Way website and event banner (24,000 impressions)

(Availability limited to 10 sponsors)

TOTAL IMPACT: 71,650 IMPRESSIONS

Silver Sponsor ($1,500)

- **Bronze Sponsorship benefits PLUS:**
- Corporate logo on all Bronze listed event materials PLUS the following events:
  - County Campaign Kick-Offs (150 impressions)
  - Women's Leadership Council Luncheon (400 impressions)
  - Leaders in Giving Reception (400 impressions)
- Recognition in four (4) monthly e-newsletter (approximately 4,400 impressions)
- Corporate logo as Silver Sponsor on United Way website and event banner (24,000 impressions)

(Availability limited to 10 sponsors)

TOTAL IMPACT: 66,650 IMPRESSIONS

Bronze Sponsor ($750)

- Corporate logo on all event materials for the following events:
  - Emerging Leaders' Lunch and Learns (100 impressions)
  - Campaign and Loaned Executive Training (200 impressions)
  - Emerging Leaders Wine Down (200 impressions)
  - Student Philanthropists Actively Reaching the Community events (approximately 20,000 students reached)
- Recognition in 2016 Annual Report/Leaders in Giving Book as United Way sponsor (5,000 impressions)
- Corporate logo on Day of Caring t-shirt (approximately 650)
  - Number of impressions if shirts are worn once a month: 7,800
- Recognition in social media posts regarding the above listed events (approximate reach of 4,000 individuals each week)
- Recognition in two (2) monthly e-newsletter (approximately 2,200 impressions)
- Corporate logo as Bronze Sponsor on United Way website and event banner (24,000 impressions)

(Availability limited to 10 sponsors)

TOTAL IMPACT: 63,500 IMPRESSIONS

Sponsorship Card

CELEBRATING 90 Years 1926-2016

United Way of Southwest Alabama

Change the Story

Yes! Make me a:

- ☐ Platinum Sponsor
- ☐ Gold Sponsor
- ☐ Silver Sponsor
- ☐ Bronze Sponsor
- ☐ Other

Company _____

Name (Printed) _____

Title _____

Date _____

Marketing Contact _____

Email Address _____

X *Signature* _____

with United Way of Southwest Alabama

To ensure full recognition, please return this pledge card to the UWSWA office by March 31, 2016.

United Way of Southwest Alabama
218 St. Francis Street • Mobile, AL 36602
(251) 433-3624 • *www.uwswa.org*

LIVE UNITED

Change the Story

with United Way of Southwest Alabama

CELEBRATING 90 Years 1926-2016

United Way

United Way of Southwest Alabama

UNITED WAY OF SOUTHWEST ALABAMA CALENDAR OF EVENTS

Day of Caring

DATE:
APRIL 22, 2016

Each year, hundreds of volunteers spend one day at United Way partner agencies, meeting their needs by completing projects the agencies have not had the time, money, or staff to address.

ATTENDANCE: 500

Annual Meeting

DATE:
MAY 3, 2016

This event celebrates organizational achievements. During this meeting, the campaign results are announced and leading companies and campaign volunteers are given our most prestigious awards.

ATTENDANCE: 350

Campaign Kick-Off

DATE:
AUGUST 16, 2016

The campaign kick-off mobilizes our partners and launches the annual United Way Community Campaign. During this event, the campaign goal is announced and the Heart of Gold awards are presented to volunteers.

ATTENDANCE: 350

Women's Leadership Council Luncheon

DATE:
OCTOBER 11, 2016

This yearly luncheon is held to encourage the philanthropic women who support United Way. The event is attended by women in leadership roles.

ATTENDANCE: 100

Leaders in Giving Reception

DATE:
NOVEMBER 10, 2015

This event is held to thank our philanthropic leaders who support United Way through a gift of $5,000 or more.

ATTENDANCE: 100

Emerging Leaders' Lunch & Learn

DATE: QUARTERLY

The Emerging Leaders' Lunch and Learns are an opportunity for young professionals to network with corporate and community leaders in a casual setting on a personal level.

ATTENDANCE: 30/event