

# INSPIRE CHANGE

## 2023-24 SPONSORSHIP PACKET

### SOCIAL MEDIA



**4,955 FOLLOWERS**

@UnitedWayOfSouthwestAlabama  
@uwswaEmergingLeaders  
@TheBasicsSwAL



**1,102 FOLLOWERS**

@uwswa



**1,068 FOLLOWERS**

@uwswa



**614 FOLLOWERS**

linkedin.com/company/uwswa



**108 SUBSCRIBERS**

@uwswa1926

### DIGITAL REACH



**NEWSLETTER LIST**

8,984 email contacts



**UWSWA.ORG**

35,000 page views per year



United Way  
of Southwest Alabama

**Justine Bixler**  
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Development

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### DONORS & VOLUNTEERS



United Way  
of Southwest Alabama

**CORPORATE DONORS**

350 companies

**INDIVIDUAL DONORS**

7,863 individuals



**VOLUNTEER.UWSWA.ORG**

4,222 volunteers

**SOUTH SERVES**

7,429 volunteers

# GENERAL SPONSORSHIPS

## Platinum \$5,000

### Gold, Silver, and Bronze Sponsorship benefits PLUS:

- ◆ Annual Meeting & Campaign Kickoff
  - ◆ Campaign Kickoff Sponsor recognition on UWSWA Social Media posts the week leading up to the event (5,000 impressions)
- ◆ Sponsors display table at Engaging the Next Generation to showcase their company and network with young professionals (200 attendees)
- ◆ Sponsor feature blog on uwsa.org which links to Sponsor's page and shared with UWSWA network
- ◆ Sponsors Social Media special promotion quarterly (2,000 impressions)
- ◆ Sponsor guest on one Emerging Leaders Lunch and Learn or one Community Impact Workshop
- ◆ Sponsor guest on two Safety Net Series III spotlighting a partner agency (2,000 impressions)
- ◆ Sponsor recognition on all printed materials

## Gold \$2,500

### Silver and Bronze Sponsorship benefits PLUS:

- ◆ Annual Meeting & Campaign Kickoff
  - ◆ Campaign Kickoff Sponsor recognition on UWSWA Social Media posts the week leading up to the event (5,000 impressions)
- ◆ Company Social Media special promotion twice (1,000 impressions)
- ◆ Sponsor recognition on Safety Net Series III features and posted to the UWSWA Social Media - YouTube, Twitter, Instagram, LinkedIn (6,000 impressions)
- ◆ Sponsor recognition for all UWSWA events
- ◆ Corporate logo on LIVE UNITED® T-shirt (500 distributed)
- ◆ Inclusion in print ads

## Silver \$1,500

### Bronze and Copper Sponsorship benefits PLUS:

- ◆ Annual Meeting & Campaign Kickoff
  - ◆ Sponsor recognition on UWSWA Social Media posts throughout 8/31 (1,000 impressions)
- ◆ Company Social Media special promotion (500 impressions)
- ◆ Sponsor recognition on Emerging Leaders Lunch & Learn and Community Impact Workshop
- ◆ Sponsor recognition on four of the Safety Net Series III features posted to the UWSWA Social Media: YouTube, Twitter, Instagram, LinkedIn (2,000 impressions)
- ◆ Inclusion in Mobile Area Chamber of Commerce Business Weekly ads

## Bronze \$600

- ◆ Sponsor recognition on two of the Safety Net Series III features posted to the UWSWA Social Media - YouTube, Twitter, Instagram, LinkedIn (500 impressions)
- ◆ Sponsor logo placement on UWSWA email newsletters (7,500 registered)
- ◆ Sponsor recognition on other UWSWA Social Media platforms - Twitter, Instagram, YouTube, LinkedIn throughout the year (300,000 impressions)
- ◆ Recognition in the Annual Report
- ◆ Corporate logo on UWSWA website (30,000 impressions)



United Way  
of Southwest Alabama

# United Way of Southwest Alabama 2023 ANNUAL MEETING Sponsorship Opportunities

## SAPPHIRE SPONSOR (\$20,000 +)

*One Available*

- Listed as Presenting Sponsor at all events / website / promotions / advertising / collateral
- Introduce the keynote speaker at the Luncheon
- 3 Tables of 9 to the Luncheon
- 10 Invitations to the VIP Meet & Greet Reception
- Information Table at event
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## DIAMOND (\$10,000)

*Two Available*

- Listed at all AM events & included - website / promotions / advertising / collateral
- 2 Tables of 9 to the Luncheon
- 6 Invitations to the VIP Meet & Greet Reception
- Information Table at the event
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## PLATINUM (\$5,000)

- 1 Table of 9 to the Luncheon
- 4 Invitations to the VIP Meet & Greet Reception
- Acknowledged on all advertising
- Information Table the event
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## GOLD (\$2,500)

- 1 Table of 9 to the Luncheon
- 2 Invitations to the VIP Meet & Greet Reception
- Acknowledgement on all Annual Meeting advertising
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## SILVER (\$1,500)

- 1 Table of 9 to the Luncheon
- 1 Invitation to the VIP Meet & Greet Reception
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## BRONZE (\$600)

- 1 Table of 9 to the Luncheon
- On-screen acknowledgement
- Logo on all event signage / collateral
- Logo on all Social media promotions for Annual Meeting

## TICKETS

- Early bird Individual ticket is \$60 per person before through July 17
- General admission tickets are \$75 per person from July 18 through August 2.

Purchase tickets for the luncheon at <http://uwsa-23AnnualMeeting.eventbrite.com>



United Way  
of Southwest Alabama

For more information, purchase tickets, or become a sponsor contact, Justine Bixler at [jbixler@uwsa.org](mailto:jbixler@uwsa.org) • 251.431.0134 or Erica Berger at 251.433.3624 • [eberger@uwsa.org](mailto:eberger@uwsa.org)

Leave a Mark on Someone's Heart

# VOLUNTEER DAY OF CARING

## Day of Caring

The United Way of Southwest Alabama's (UWSWA) annual Day of Caring is one of the region's largest days of volunteerism. Organizations are invited to volunteer and leave a mark on someone's heart. Day of Caring volunteers see first-hand how their support makes a difference as they paint and make repairs, plant trees, ready gardens for planting, sort food donations, and help our agencies complete projects they do not have the resources to do throughout the year. Volunteers also have the opportunity to hear the stories of those whose lives have been impacted as a result of the agencies funded by UWSWA.

Vice President of Community Impact Trista Stout-Walker said, "Giving back to individuals and nonprofit agencies is rewarding and, many times, transformational. Bringing together the business community and direct service agencies leaves a positive mark on all citizens' hearts."

### Five Year Impact

	2022	2021	2020*	2019	2018
Volunteers	527	265	92	419	368
Volunteer Hours	2,200	1,200	196	2,092	1,864
Economic Impact	\$59,158	\$30,300	\$3,132	\$45,800	\$45,000

\*Day of Caring was virtual in 2020 due to Covid-19

## 2023 Sponsorship Opportunities

### DOC Presenting Sponsor

**\$2,500**

One available

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor: the sponsor's logo on the Day of Caring t-shirt and the sponsor's name on all the promotional social media.

### DOC Team Sponsor

**\$1,000**

Three available

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor: the sponsor's logo on the Day of Caring t-shirt and the sponsor's name on all the promotional social media.

### DOC Agency Sponsor

**\$500**

Five available

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor: the sponsor's logo on the Day of Caring t-shirt and the sponsor's name on all the promotional social media.



United Way  
of Southwest Alabama

TITLE SPONSOR NAME HERE

PRESENTS THE

# WASHINGTON COUNTY

## 3RD ANNUAL CHARITY GOLF TOURNAMENT



**NET PROCEEDS DIRECTLY BENEFIT 25 UNITED WAY OF SOUTHWEST ALABAMA  
PARTNER AGENCIES PROVIDING SERVICES TO PEOPLE IN WASHINGTON COUNTY**

SATURDAY, APRIL 1, 2023.

TEE TIME: 10AM

THE PINES OF CHATOM, CHATOM, ALABAMA

### 2023 Tournament Details

- Three-person scramble format with a shotgun start will conclude with a 19th Hole Party.
- Teams of three may begin registering at 9:00 a.m. Breakfast will be provided. Tee time is 10:00 a.m.
- Golfer Registration Fees: \$75 per golfer (\$60 for golfers age 65 and over). Refunds will not be issued in the event of cancellation or inclement weather.
- Cart Availability: No carts are available on day of tournament, players must reserve carts in advance. Players may bring and use their own carts.

### Sponsorship Opportunities

#### Title Sponsor

\$2,500

*One available*

Includes 3 teams (9 players), (9) Goodie Bags, Sign on 4 holes, sponsor's logo on Tournament Hugger, prominent features on Event Facebook Page, all promotional materials, and on the Sponsor Board.

#### Tournament Sponsor

\$1,000

*Two available*

Includes 2 teams (6 players), (6) Goodie Bags, Sign on 2 holes, sponsor's logo on event Facebook page, all promotional materials, and on the Sponsor Board.

#### #LiveUnited Sponsors

\$500

Includes 1 team (3 players), (3) Goodie Bags, Sign on 2 holes, sponsor's logo on event facebook page, all promotional materials, and on the Sponsor Board.

#### Washington County Dental and Vision Sponsors

\$250

Includes (1) player, (1) Goodie Bag, Sign on 1 hole, sponsor's logo on event facebook page, all promotional materials, and on the Sponsor Board.

#### Hole Sponsors

\$100

Includes Sign on (1) hole and Sponsor's name on the Sponsor Board.

# 2023 WASHINGTON COUNTY CAMPAIGN KICKOFF & AWARDS RECEPTION



**WHEN:** SEPTEMBER 2023  
**TIME:** 5PM TO 6:30PM  
**LOCATION:** TBD

The Washington County Campaign Kickoff and Awards Reception is a celebration of the efforts and achievements of our volunteers and fundraising efforts. Each year, we are honored to present the Heart of Gold Volunteer Awards to recognize the dedication and hard work of our volunteers who have made a significant impact in Washington County. Additionally, we will present Campaign Awards to those individuals and teams who have gone above and beyond in their efforts to raise funds for our cause during the 2022 Campaign. Their contributions have been instrumental in helping us achieve our goals and make a positive difference in the lives of those we serve in Washington County.



## Sponsorship Opportunities

### Presenting Sponsor

\$2,500

*One available*

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor. The sponsor will have the opportunity to give the welcome at the event. The sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Silver Sponsors

\$1,000

*Two available*

*Silver and Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Bronze Sponsors

\$600

*Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Washington County Dental and Vision Sponsors

\$250

Includes Sponsor's name on the event program, event sponsor board, and promotional social media.



TITLE SPONSOR  
LOGO HERE

PRESENTS THE

3RD ANNUAL

# CHOCTAW COUNTY CHARITY GOLF TOURNAMENT

NET PROCEEDS DIRECTLY BENEFIT 12 UNITED WAY OF SOUTHWEST ALABAMA  
PARTNER AGENCIES PROVIDING SERVICES TO PEOPLE IN CHOCTAW COUNTY

SATURDAY, MAY 6, 2023.

TEE TIME: 8:30AM

CHOCTAW COUNTRY CLUB, BUTLER ALABAMA

## Tournament Details

- Two-person scramble format with a shotgun start. 19th Hole party following the tournament.
- Teams of two may begin registering at 7:30 a.m. Tee time is 8:30 a.m.
- Golfer Registration Fees: \$75 per golfer. Refunds will not be issued in the event of cancellation or inclement weather.
- Cart Availability: Cart rental is \$40 per cart. No carts are available on day of the tournament; players must reserve carts in advance. Players may bring and use their own carts.

## Sponsorship Opportunities

### Title Sponsor

\$2,500

*One available*

Includes 3 teams (6 players), (6) Goodie Bags, Sign on 4 holes, Sponsor's Logo on Tournament Huggie, event Facebook page, all promotional materials, and prominent feature on the Sponsor Board.

### Tournament Sponsor

\$1,000

*Two available*

Includes 2 teams (4 players), (4) Goodie Bags, Sign on 2 holes, Sponsor's logo on the event Facebook page, all promotional materials, and prominent feature on the Sponsor Board.

### Dolly Parton's Imagination Library Sponsors

\$500

Includes 1 team (2 players), (2) Goodie Bags, Sign on 2 holes, Sponsor's logo on the event Facebook page, all promotional materials, and on the Sponsor Board

### #LiveUnited Sponsors

\$250

Includes (1) player, (1) Goodie Bag, Sign on 1 hole, Sponsor's Logo on the event Facebook Page, all promotional materials, and on the Sponsor Board

### Hole Sponsors

\$100

Includes Sign on (1) hole and Sponsor's name on the Sponsor Board.

# 2023 CHOCTAW COUNTY CAMPAIGN KICKOFF & AWARDS RECEPTION



**WHEN: SEPTEMBER 2023**

**TIME: 5PM TO 6:30PM**

**LOCATION: TBD**

The Choctaw County Campaign Kickoff and Awards Reception is a celebration of the efforts and achievements of our volunteers and fundraising efforts. Each year, we are honored to present the Heart of Gold Volunteer Awards to recognize the dedication and hard work of our volunteers who have made a significant impact in Choctaw County. Additionally, we will present Campaign Awards to those individuals and teams who have gone above and beyond in their efforts to raise funds for our cause during the 2022 Campaign. Their contributions have been instrumental in helping us achieve our goals and make a positive difference in the lives of those we serve in Choctaw County.



## Sponsorship Opportunities

### Presenting Sponsor

\$2,500

**One available**

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor. The sponsor will have the opportunity to give the welcome at the event. The sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Silver Sponsors

\$1,000

**Two available**

*Silver and Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Bronze Sponsors

\$600

*Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Dolly Parton Imagination Library Sponsors

\$250

Includes Sponsor's name on the event program, event sponsor board, and promotional social media.



# 2023 CLARKE COUNTY CAMPAIGN KICKOFF & AWARDS RECEPTION



**WHEN:** SEPTEMBER 2023

**TIME:** 5PM TO 6:30PM

**LOCATION:** TBD

The Clarke County Campaign Kickoff and Awards Reception is a celebration of the efforts and achievements of our volunteers and fundraising efforts. Each year, we are honored to present the Heart of Gold Volunteer Awards to recognize the dedication and hard work of our volunteers who have made a significant impact in Clarke County. Additionally, we will present Campaign Awards to those individuals and teams who have gone above and beyond in their efforts to raise funds for our cause during the 2022 Campaign. Their contributions have been instrumental in helping us achieve our goals and make a positive difference in the lives of those we serve in Clarke County.



## Sponsorship Opportunities

### Presenting Sponsor

\$2,500

#### One available

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all promotional materials as the presenting sponsor. The sponsor will have the opportunity to give the welcome at the event. The sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Silver Sponsors

\$1,000

#### Two available

*Silver and Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Bronze Sponsors

\$600

*Bronze General Sponsorship benefits PLUS:* Sponsor's name will appear on the event program, event sponsor board, and promotional social media.

### Clarke County Outreach Center Sponsors

\$250

Includes Sponsor's name on the event program, event sponsor board, and promotional social media.

# JUNE 10, 2023

# SHOP. DINE OUT. TREAT YOURSELF.

# CHANGE LIVES

# ON UNITED WAY DAY.

**UNITED WAY DAY** IS A ONE-DAY FUNDRAISER AND AWARENESS CAMPAIGN FOR THE UNITED WAY OF SOUTHWEST ALABAMA. THE DONATIONS ARE BASED ON A PREDETERMINED OFFER DESIGNED BY THE VENDOR IN AGREEMENT WITH THE UNITED WAY.

**UNITED WAY DAY** WILL BE HELD ON SATURDAY, JUNE 10, 2023 IN MOBILE COUNTY AND FRIDAY, JUNE 9 IN CHOCTAW, CLARKE, AND WASHINGTON COUNTIES AT RETAILERS AND SERVICE PROVIDERS THROUGHOUT THE FOUR COUNTY AREA.

DONATIONS TO **UNITED WAY DAY** WILL BE USED TO FUND **11 UNITED WAY INTERNAL PROGRAMS** AND PROVIDE GRANTS TO **46 PARTNER AGENCIES** THAT COMPRISE THE COMMUNITY SAFETY-NET.

ON **UNITED WAY DAY 2022**, UNITED WAY OF SOUTHWEST ALABAMA RAISED **\$19,404** THROUGH PARTICIPATING VENDORS AND THEIR CUSTOMERS. FUNDS RAISED IN OTHER SERVICE AREAS WERE SENT TO THE CORRESPONDING UNITED WAYS.

## VENDORS:

- Help promote United Way Day through vendor's network and social media.
- Display United Way Day promotional materials in store.
- Commit to making a donation to the UWSWA based on some sales component of their business. Examples: Donate 10% of sales, donate \$1 from each transaction or item purchased, or offer customers the option to round up their total for the United Way. Each vendor can customize their offer to best fit their business and their customers.

Vendor: \_\_\_\_\_

Donation / Discount: \_\_\_\_\_

Location(s): \_\_\_\_\_

# 2023 COMMUNITY CARE CARD

## BE A COMMUNITY CARE CARD MERCHANT

Help the United Way of Southwest Alabama thank its donors with a special discount for either your services or merchandise.

Have your business & company logo seen by nearly 4,000 donors and 1,000 businesses that participate in the UWSWA Annual Campaign in Choctaw, Clarke, Mobile, & Washington Counties.

## ABOUT THE COMMUNITY CARE CARD PROGRAM

There is no cost to participate.

Create your own customized discount offer.

- Cards must be presented at the time of purchase to redeem the special.
- May not be valid with other offers – this is at the merchant's discretion.
- Cards may only be used once per visit between January 1, 2023 and June 30, 2024.

Your company will be featured on the UWSWA website, related social media, all program promotional materials, and on the digital cards.

UWSWA will distribute the cards to eligible donors.

Individual donors that pledge \$120 or more are eligible to receive the digital card.

**DETAIL OF MERCHANT'S DISCOUNT/OFFER: (The Merchant's offer will appear with exact wording provided below.)**

\_\_\_\_\_  
Merchant Signature

\_\_\_\_\_  
Date

, 2023



United Way of Southwest Alabama



# United Way of Southwest Alabama Emerging Leaders

## United Way of Southwest Alabama's Emerging Leaders

Members of United Way's Emerging Leaders believe that our community's challenges can be solved, and that together, we can create positive, lasting change. Through philanthropy, volunteerism, and advocacy, Emerging Leaders' members use their energy to change the odds for the children and families in our community. Whether you're looking for new friends, professional development, or ways to make our community stronger, we invite you to join our Emerging Leaders. Don't just get involved, find your seat at the table.

To become an Emerging Leader, individuals are required to make a minimum annual contribution to the United Way of Southwest Alabama. These donations are not considered membership dues but rather a perk for your philanthropy.

### Giving Levels

- Emerging Leader - ages 21 to 30 \$125
- Emerging Leader - ages 31 to 40 \$250

## Sponsorship Opportunities

### Presenting Sponsor

**\$2,500**

One available

*Gold, Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all Emerging Leaders' promotional materials as the presenting sponsor for the year, an opportunity to speak at an Emerging Leader event of their choosing, and the sponsor's name on all the promotional social media.

### Meet & Greet Sponsor

**\$1,000**

*Silver and Bronze General Sponsorship benefits PLUS:* Sponsor included in all Emerging Leaders' events promotional materials and on all the promotional social media.

### Lunch & Learn Sponsor

**\$500**

*Bronze General Sponsorship benefits PLUS:* Sponsor included in all Emerging Leaders' Lunch and Learn promotional materials and on all the promotional social media.



For information about the Emerging Leaders, contact Lauren Luckie at [lluckie@uwswa.org](mailto:lluckie@uwswa.org) • 251.219.3443 or Justine Bixler at [jbixler@uwswa.org](mailto:jbixler@uwswa.org) • 251.431.0134

# IN-KIND DONATIONS

In addition to financial sponsorship, United Way of Southwest Alabama (UWSWA) also accepts in-kind donations. In-kind donations provide donors an opportunity to assist UWSWA and can use the estimated value of the gift for tax deductions.

UWSWA uses in-kind donations of goods and services to plan and execute events, meetings, program materials, trainings, etc.

If an organization has a surplus of products/goods or is replacing furniture/computers and would like to donate them, UWSWA can also facilitate distributing donated goods to partner agencies. These donations are also eligible for tax deductions.

## TYPES OF IN-KIND DONATIONS:

- GIFT CARDS**
- EVENT MEALS**
- PAPER PRODUCTS**
- BEVERAGES**
- CLEANING SUPPLIES**
- PRINTING**
- DOOR PRIZES**
- OFFICE OR HOME FURNITURE**
- COMPUTERS**

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Item(s): \_\_\_\_\_

Estimated Value: \_\_\_\_\_

Quantity: \_\_\_\_\_