

YOUR COMPANY + OUR COMMUNITY

A WISE INVESTMENT



United Way of Pierce County



“The greatness of a community is most accurately measured by the compassionate actions of its members.”

Coretta Scott King

BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY



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WHY Join the fight against poverty in Pierce County while being visible to top community leaders, corporations, individuals and families. Corporate sponsorship illustrates your organization's commitment to the community through United Way. When you are a sponsor of United Way you have the opportunity to enhance your company's philanthropic image and visibility in the community while supporting investments that help solve our community's most pressing needs.

BENEFITS United Way impacts up to 50 million lives across the globe each year. We have a brand presence in nearly 1,800 communities across 40 countries throughout the world that carries tremendous value. When you put your company's name in front of audiences that range from millennials to established philanthropists to local leaders of Pierce County's largest companies, you'll enjoy an array of networking and promotional benefits such as:

- Media Recognition
- Complimentary Tickets to Signature Events
- Inclusion in Event Presentations
- And More!

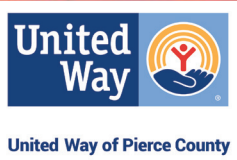
WHOSE LIFE WILL YOU CHANGE?

United Way of Pierce County has served our community since 1921. Our history is rooted in partnerships bringing together people from different walks of life together to improve conditions for children, families and individuals. While that will never change, our role as a community fundraiser has shifted and we have sharpened our focus to solve key community issues that are preventing people from meeting their full potential.

In 2017, we set a bold goal: "Together, with our community partners, we will lift 15,000 individuals out of poverty and into financial stability by 2028." This is only possible when we all work together to build a stronger community.

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To learn more about sponsorship opportunities, please contact the Resource Development Team at **253.272.4263** or visit our website at **uwpc.org**



SPONSORSHIP OPPORTUNITIES AT A GLANCE

SIGNATURE EVENTS

Each year United Way of Pierce County produces three prestigious Signature Events that consistently attract strong audiences and provide excellent exposure and access to leaders that we rely on for sponsorship support.

Premier Partners JULY 29, 2022 Cheney Stadium 1882 Club, Tacoma, WA
From Poverty to Possibilities NOVEMBER 15, 2022 Hotel Murano, 1320 Broadway, Tacoma, WA

	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Complimentary tickets	see each event sheet	see each event sheet	see each event sheet	see each event sheet
Recognition on invitation	logo	logo	name	name
Recognition on event page	logo	logo	name	name
Recognition in program	logo	logo	name	name
Recognition on signage	logo	logo	name	name
Recognition on social media	✓	✓	✓	✓
Inclusion in presentation	mention	mention	mention	
Recognition in press releases	✓	✓		
Recognition in print advertising	logo	logo		

INNOVATIVE COMMUNITY COLLABORATIONS

United Way of Pierce County produces engagement activities and opportunities that bring people together to volunteer and give back by impacting lives in our community. We rely on sponsorship support to help with event costs, primarily purchasing materials and supplies.

Day of Action JUNE 2023 See event sheet
From Poverty to Possibilities NOVEMBER 2023 See event sheet
MLK Month of Services January 2024 See event sheet

	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Recognition on event page	✓	✓	✓
Recognition on social media	✓	✓	✓
Recognition on signage	✓	✓	
Recognition on press release	✓	✓	
Recognition in United Way Newsletter	✓		
Logo on all kits assembled	✓		

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PREMIER PARTNERS & CAMPAIGN AWARDS

A NIGHT AT THE BALLPARK

JULY 14, 2023

Premier Partners is a virtual celebration recognizing those in our community who have gone above and beyond in the fight against poverty and support of United Way. This event takes the opportunity to highlight those organizations and individuals and their contributions to our work.

Attendees: Approximately 150 leaders from United Way's coveted corporate partners that include dozens of Pierce County's leading businesses, community leaders, board members, poverty champions and individuals.

Location: Cheney Stadium with Tacoma Rainiers

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FROM POVERTY TO POSSIBILITIES

NOVEMBER 2023 (TBD)

From Poverty to Possibilities is part of a series of community conversations that have been steadily gaining momentum over recent years. To close the poverty gap it takes a comprehensive, county-wide approach to tackle our community's toughest issues like housing, childcare, unemployment and hunger. Now in its sixth year, this free event continues to bring together the community to talk about and take action on ways that we can collectively remove barriers and disrupt poverty at its roots. From Poverty to Possibilities creates a safe space for belonging and for the community to come together to dismantle the systems of exclusion. From these relationships a new narrative will evolve and systems will change.

This year's event will broaden knowledge and ownership among community stakeholders about systemic barriers to moving out of poverty, encouraging attendees to join a broader coalition of people who are mobilized for action. We will focus on how we talk about poverty and ALICE (Asset Limited, Income Constrained, Employed) to build a more fair, caring and resilient community. We ask, how do we move as a community to reframe the conversation around poverty, equity and race? What is keeping us from being a more caring and resilient community? Can we truly create a community in which we all prosper?

ATTENDEES

Approximately 200 community leaders, elected officials, non-profit organizations, businesses and educational institutions.

LOCATION

TBD, Tacoma, WA

Continued on Back

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WHY

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DAY OF ACTION

JUNE 2023

Each June, United Way brings communities around the world together to LIVE UNITED by harnessing the volunteer spirit to improve conditions in which they live by addressing current challenges. This year, United Way of Pierce County is addressing childhood hunger in Pierce County by providing supplemental food at summer meal sites. Help us put our mission into action by sponsoring and/or volunteering to address the challenges in our community!

Volunteers participate by donating and/or assembling Snack Packs for children. The Snack Packs will then be distributed at summer meal sites to children who are struggling with hunger, many of whom rely on school meals. (These packs are also available to parents and caregivers.)

Attendees: Corporate and community volunteers

HOW YOU CAN PARTICIPATE

- **Organize a Drive for Pack Items**
Engage coworkers, neighbors, friends and family in donation drives for needed items and then assemble packs or drop any donated items at United Way
- **Sponsor a Project**
Set a goal to provide a certain number of packs, purchase items, assemble them at your location, contact United Way for distribution, then register to volunteer weekly at meals sites to distribute the packs
- **Assemble Packs**
Arrange to pick up donated items, assemble them into packs with your company, group or organization and then contact United Way for distribution

For information on volunteering, contact the Volunteer Engagement Team by email at volunteer@uwpc.org or by phone at 253-272-4263.

BENEFITS

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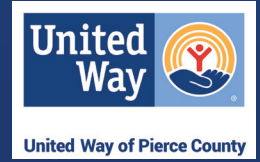
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“LIFE’S MOST PERSISTENT AND URGENT QUESTION IS, WHAT ARE YOU DOING FOR OTHERS?”

Dr. Martin Luther King, Jr.



MLK, JR. VIRTUAL MONTH OF SERVICE

JANUARY 2024

Every January, communities worldwide come together to honor Dr. King’s legacy and harness the volunteer spirit to improve the conditions in which they live. This year we hope to inspire acts of kindness, empathy and understanding while maintaining social distancing. Choose from a menu of options:



Hygiene Kits for the Homeless

Assemble Hygiene Kits for vulnerable populations by coordinating a donation drive, assembling kits and arranging for drop off to United Way for distribution.



Warm Clothing Drive

Sponsor a drive for new items like socks, hats, gloves and coats for low-income families.



Become a VITA Volunteer

Help hard-working households save money by providing free tax prep services to moderate- and low-income Pierce County residents.

YOU CAN MAKE A DIFFERENCE!

Become a sponsor and support individuals and families in need during these unprecedented times.

For information on volunteering, contact the Volunteer Engagement Team by email at volunteer@uwpc.org or by phone at 253-272-4263.

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