BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

YOUR COMPANY +
OUR COMMUNITY
A WISE INVESTMENT

“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
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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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!

WHEN
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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.

<table>
<thead>
<tr>
<th>Premier Partners</th>
<th>JULY 29, 2021</th>
<th>Free Virtual Event — Cheney Stadium with Pierce County Sports Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Poverty to Possibilities</td>
<td>NOVEMBER 9, 2021</td>
<td>Free Virtual Event</td>
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</tbody>
</table>

Complimentary tickets
- Hometown Hero $10,000
  - see each event sheet
- Champion $5,000
  - see each event sheet
- Game Changer $2,500
  - see each event sheet
- Advocate $1,000
  - see each event sheet

Recognition on invitation
- Hometown Hero
  - logo
- Champion
  - logo
- Game Changer
  - name
- Advocate
  - name

Recognition on event page
- Hometown Hero
  - logo
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Recognition in program
- Hometown Hero
  - logo
- Champion
  - logo
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  - name

Recognition on signage
- Hometown Hero
  - logo
- Champion
  - logo
- Game Changer
  - name
- Advocate
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Recognition on social media
- Hometown Hero
  - √
- Champion
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- Game Changer
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- Advocate
  - √

Inclusion in presentation
- Hometown Hero
  - mention
- Champion
  - mention
- Game Changer
  - mention
- Advocate
  - mention

Recognition in press releases
- Hometown Hero
  - √
- Champion
  - √
- Game Changer
  - √
- Advocate
  - √

Recognition in print advertising
- Hometown Hero
  - logo
- Champion
  - logo
- Game Changer
  - logo
- Advocate
  - 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.

<table>
<thead>
<tr>
<th>Day of Action</th>
<th>JUNE 21-25, 2021</th>
<th>Virtual Event (see event sheet)</th>
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<tbody>
<tr>
<td>MLK Month of Service</td>
<td>JANUARY 2022</td>
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Recognition on press release
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- Game Changer
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  - √

Recognition in United Way Newsletter
- √

Logo on all kits assembled
- √

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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:** Virtual Event - Cheney Stadium with Tacoma Rainiers, Tacoma Defiance & OL Reign

### BENEFITS

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### JULY 29, 2021

WITH PIERCE COUNTY SPORTS TEAMS

BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

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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, countywide approach to tackle our community’s toughest issues like housing, childcare, unemployment and hunger. 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.

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

**Location:** Virtual Platform (To Be Announced)

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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 supporting urgent needs in Pierce County in response to COVID-19 for both children and older adults with two virtual care kit options. It is a week that we ask you to help us put our mission into action by sponsoring and volunteering to address the challenges our community is facing during this crisis.

Volunteers participate by donating and/or assembling “United We Care” Kits for children or older adults. Supplemental snack packs for kids will be collected and distributed at summer meals sites to children who are struggling with hunger and many who rely on school meals. Care kits for older adults who are isolated will be assembled and distributed to seniors, providing personal care items and activities, along with a personal note of encouragement to help them know they are loved.

**Attendees:** Corporate and community volunteers

**HOW YOU CAN PARTICIPATE**

- **Organize a Drive for Kit Items**
  Engage coworkers, neighbors, friends and family in donation drives for needed items and then assemble kits or drop any donated items at United Way

- **Sponsor a Project**
  Set a goal to provide a certain number of kits, purchase kit items, assemble them at your location, contact United Way for distribution, then register to volunteer weekly at meals sites to distribute kits

- **Assemble Kits**
  Arrange to pick up donated items, assemble them into kits 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.

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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.

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

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

**YOU CAN MAKE A DIFFERENCE!**
Become a sponsor and support individuals and families in need during these unprecedented times.

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