

# 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**



United Way of Pierce County





# YOUR COMPANY + OUR COMMUNITY

## A WISE INVESTMENT

### 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.

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at **253.272.4263** or visit our website at **[uwpc.org](http://uwpc.org)**



# SPONSORSHIP OPPORTUNITIES AT A GLANCE

## SIGNATURE EVENTS

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

**From Poverty to Possibilities**

NOVEMBER 14, 2023

Hotel Murano, 1320 Broadway, Tacoma, WA

**Premier Partners**

JULY 2024

To be Determined, Tacoma, WA

	<b>Hometown Hero \$10,000</b>	<b>Champion \$5,000</b>	<b>Game Changer \$2,500</b>	<b>Advocate \$1,000</b>
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.

**Summer of Action**

JUNE–AUGUST 2023

See event sheet

**MLK Month of Services**

JANUARY 2024

See event sheet

**Day of Action**

June 2024

See event sheet

	<b>Champion \$5,000</b>	<b>Game Changer \$2,500</b>	<b>Advocate \$1,000</b>
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	✓		

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

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



# FROM POVERTY TO POSSIBILITIES

NOVEMBER 14, 2023

From Poverty to Possibilities (P2P) is Pierce County's signature community summit that takes on barriers to economic equity. This year's event will be held in the Pavilion at the Hotel Murano. Last year we had over 250 community leaders and community members attend.

Now in its seventh year, P2P brings the community together to disrupt poverty at its roots. This summit creates a safe space for the community to have an open dialogue on how to dismantle the systems of exclusion. From these relationships a new narrative has evolved, and systems are more open to change.

This year's summit will continue to focus on how we deconstruct the narrative with those in poverty and move towards disrupting the systems that create barriers for those in poverty. We ask; What is our role in disrupting the status quo? How do we leverage our individual and collective appetite for leaning into being "comfortable with being uncomfortable" in our work to disrupt poverty? Lastly, how do we build a just and equitable community that is resilient as a result?

**Attendees:** Approximately 250 community members, elected official, non-profit organizations, businesses and educational institutions.

**Location:** Hotel Murano (Pavilion)  
1320 Broadway, Tacoma WA

## KEYNOTE SPEAKER



Our keynote speaker this year is Edgar Villanueva, an award-winning author, activist, and expert on issues of race, wealth, philanthropy, and ESG Investing. Villanueva is the Principal of Decolonizing Wealth Project and Liberated Capital and author of the bestselling book *Decolonizing Wealth* (2018, 2021). He advises a range of organizations including national and global philanthropies, Fortune 500 companies, and entertainment on social impact strategies to advance racial equity from within and through their investment strategies.

Continued on Back

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

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





# FROM POVERTY TO POSSIBILITIES

## YOUR COMPANY + OUR COMMUNITY

### A WISE INVESTMENT

#### 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.

	<b>Hometown Hero</b> <b>\$10,000</b>	<b>Champion</b> <b>\$5,000</b>	<b>Game Changer</b> <b>\$2,500</b>	<b>Advocate</b> <b>\$1,000</b>
Recognition on invitation	logo	logo	logo	logo
Recognition on event page	logo	logo	logo	logo
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		

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

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



# PREMIER PARTNERS & CAMPAIGN AWARDS

## JUNE 2024

Premier Partners and Campaign Awards is a 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:** To be Determined

<b>BENEFITS</b>	<b>Hometown Hero \$10,000</b>	<b>Champion \$5,000</b>	<b>Game Changer \$2,500</b>	<b>Advocate \$1,000</b>
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		

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at **253.272.4263** or visit our website at **[uwpc.org](http://uwpc.org)**



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

*Dr. Martin Luther King, Jr.*



# MLK, JR. MONTH OF SERVICE

## JANUARY 2024

Every January, communities worldwide come together to honor Dr. King’s legacy and harness the volunteer spirit to improve conditions in which they live. This winter we hope to inspire acts of kindness, empathy and understanding while providing opportunities that meet your team’s preference to participate in-person or remotely. 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](mailto:volunteer@uwpc.org) or by phone at 253-272-4263.

**Attendees:** Corporate and community volunteers

## BENEFITS

**Champion**  
\$5,000

**Game Changer**  
\$2,500

**Advocate**  
\$1,000

Recognition on event page	✓	✓	✓
Recognition on social media	✓	✓	✓
Recognition on signage	✓	✓	
Recognition in press releases	✓	✓	
Recognition in United Way Newsletter	✓		
Logo on all kits assembled	✓		

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at **253.272.4263** or visit our website at [uwpc.org](http://uwpc.org)





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](mailto:volunteer@uwpc.org) or by phone at 253-272-4263.

BENEFITS	Champion	Game Changer	Advocate
	\$5,000	\$2,500	\$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	✓		

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at 253.272.4263 or visit our website at [uwpc.org](http://uwpc.org).



Join us for UNITED WAY OF PIERCE COUNTY'S

# Summer of Action



United Way of Pierce County

## JUNE—AUGUST 2023

### WHY

Every summer, 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. 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 families who are struggling with hunger, many of whom rely on school meals for their children. (Books and activities also provided.)

**Attendees:** Corporate and community volunteers

For more information email [volunteer@uwpc.org](mailto:volunteer@uwpc.org)

### 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.

	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Recognition on social media	✓	✓	✓
Recognition in United Way newsletter	✓	✓	✓
Participate in a United Way organized packing project	✓	✓	✓
Recognition on signage	✓	✓	

### HOW TO PARTICIPATE

#### Organize a Drive for Snack Pack Items

Engage coworkers, neighbors, friends, and family in donation drives for needed items and then assemble Snack Packs or drop any donated items at United Way. Register to volunteer weekly at meal sites to distribute the Snack Packs throughout the summer.

#### Sponsor an Onsite Project

Set a goal to provide a certain number of Snack Packs, purchase items, assemble them at your location, and register to volunteer weekly at meal sites to distribute the Snack Packs throughout the summer.

#### Sponsor a Group Packing Project

Sponsor a United Way organized packing project at a Pierce County venue, participate with your team, and register to volunteer weekly at meal sites to distribute the Snack Packs throughout the summer.

## BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at **253.272.4263** or visit our website at [uwpc.org](http://uwpc.org)