

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



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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.

Celebrate Community
Premier Partners
From Poverty to Possibilities

To Be Announced
JULY 29, 2020
NOVEMBER 10, 2020

To Be Announced
Free Virtual Event with the Tacoma Rainiers, Cheney Stadium
Free Virtual Event

	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
MLK Day of Service

JUNE 19-26, 2020
JANUARY 2021

Virtual Event (see event sheet)
To Be Determined

	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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CELEBRATE COMMUNITY

TO BE SCHEDULED

Celebrate Community is an annual event to recognize key community game-changers, innovative community collaborations and reflect upon the impact of United Way of Pierce County in our community. The evening is a casual cocktail reception with opportunities for networking, along with a short program to recognize key community members.

Attendees: Approximately 300 business and community leaders, board members, poverty champions and individuals.

Location: To be announced

BENEFITS	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Complimentary tickets	To be determined	To b determined	To be determined	To be determined
Recognition on invitation	logo	logo	name	name
Recognition on event page	logo	logo	name	name
Recognition in program	logo	logo	name	name
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PREMIER PARTNERS WITH THE TACOMA RAINIERS

JULY 29, 2020



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 - Tacoma Rainiers, Cheney Stadium

BENEFITS	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
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	✓	✓	✓	
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FROM POVERTY TO POSSIBILITIES

NOVEMBER 10, 2020

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 with a focus on trauma, equity and resilience and the impact of COVID-19.

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

Location: Virtual Platform (To Be Announced)

BENEFITS	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Recognition on invitation	logo	logo	name	name
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DAY OF ACTION

JUNE 19—26, 2020

Each June, United Way brings communities around the world together to LIVE UNITED by harnessing the volunteer spirit and improve conditions in which they live by addressing a variety of 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.

Community volunteers may participate by donating and/or assembling "United We Care" Kits for childrens 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

BENEFITS	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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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 and then contact United Way for distribution
- **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**.



MLK DAY OF SERVICE

JANUARY 2021

On Martin Luther King, Jr. Day of Service, Pierce County and communities around the world come together to honor Dr. King's legacy and harness the volunteer spirit to improve the conditions in which they live. United Way of Pierce County leads the charge of fighting poverty in our community with a special volunteer engagement event.

The day offers a rewarding way for colleagues, families, friends and neighbors to make an impact in the community. We will be assembling much needed Hygiene Kits to be distributed in our community, the majority of which will be given out during Pierce County's Homeless Point in Time count. By collecting items, assembling and distributing hygiene kits, we provide tools that affect individual health, self-esteem and workforce potential. Sponsors are needed to help with event costs, primarily purchasing or providing supplies for hygiene kits.

Attendees: Approximately 125-150 corporate and community volunteers

Location: To be determined

IMPACT IN THE COMMUNITY

In 2020, over 125 volunteers from 15 companies and organizations organized and assembled 3,000 Hygiene Kits at our large group project and at on-site corporate projects. This year, we hope to increase participation, the number of kits assembled and provide kits to a larger number of individuals in need.

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

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

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PEOPLE: COMMUNITY AMBASSADORS

CAMPAIGN EXECUTIVES

Each Fall/Winter we supplement our fundraising efforts, when local businesses and organizations lend or sponsor talented people to work seasonally in full-time positions for 12 weeks. Campaign Executives serve as spokespersons, community advocates and fundraisers, assisting local employers in conveying the work, mission and vision of United Way. These individuals not only strengthen their professional skills, build valuable relationships and enhance their visibility—they are essential in helping to raise millions to help children, families and individuals in Pierce County.

This program provides a unique opportunity for professional development of new and emerging leaders by fully immersing the staff member in an opportunity where they are responsible for working with 10–20 local businesses to conduct United Way workplace giving campaigns. Campaign Executives are responsible for fundraising efforts, keeping track of communications, learning new technologies and collecting and accounting for contributions.

BENEFITS TO SPONSORING COMPANY

- Employees improve public speaking skills and project management skills
- Ability to see how employees excel in a customer-facing environment
- Increased visibility for your organization's community participation and commitment
- Strengthened relationships with other businesses
- Opportunity to positively impact our community and advance your corporate social responsibility goals

BENEFITS TO CAMPAIGN EXECUTIVES

- Training and development in consultative sales, public speaking, problem solving and technology
- Work with diverse personalities
- Professional event coordination experience
- Greater knowledge of how various companies operate
- Opportunity to contribute directly to our community
- Enhanced knowledge of community needs, economic trends and activities

CAMPAIGN EXECUTIVE REQUIREMENTS

We are looking for individuals who are emerging leaders and are excited to take on a new challenge and grow as a professional. A strong candidate for the Campaign Executive Program will possess:

- High ethical standards
- A positive, team-player attitude
- Flexibility
- Comfortable in public speaking
- Vehicle in order to attend events and appointments
- Full-time availability for a 12 week engagement

Skills needed: Proficiency in Microsoft Office/Excel/Word, clear speaking voice, well organized, strong oral and written communication skills, energetic and self-motivated, outgoing personality and the ability to work well in a team environment.

CAMPAIGN EXECUTIVE TRAINING PROGRAM WILL INCLUDE

- Best practices for running work-place giving campaigns
- Consultative sales
- Public presentations
- Tactics working with volunteers
- In depth information on local issues and conditions

TWO WAYS EMPLOYERS CAN GET INVOLVED

Campaign Executive Sponsorship represents at \$13,500 investment per person and is used solely to support this professional development program.

1. Led a talented employee to United Way for 12 weeks while continuing to pay the employee's salary, expenses and benefits.
2. Provide sponsorship dollars to underwrite the cost of hiring a professional if an employee cannot be loaned.

BECOME A PROUD SPONSOR OF A CAMPAIGN EXECUTIVE

If you are an employer or an individual interested in participating in our Campaign Executive program, please contact the Resource Development Team at **253.272.4263** or visit our website to learn more at **uwpc.org**.