



SPONSORSHIP OPPORTUNITIES

Your Company. Our Community. A Wise Investment.



Our Mission



We mobilize and unite the caring power of Pierce County to tackle our community's toughest challenges to improve lives in measurable and lasting ways. United Way of Pierce County provides lifeline programs connecting people with essential services and helping individuals and families navigate barriers and gain tools to move from crisis to self-sufficiency.

OUR BOLD GOAL

United, we will lift 15,000 families out of poverty and into financial stability by 2028. To date, we have helped over 9,800 families on this journey.

You can be part of this movement to tackle poverty at its roots by partnering with United Way of Pierce County!

Your Opportunity

Stand out as a leader who cares about driving meaningful change and connections. Sponsorship offers a chance to demonstrate your philanthropic commitment and engage your customers, employees, and the community.

United Way's annual events are key to uniting our community in action, education, and giving. Sponsorships allow us to offer engaging opportunities for our community to connect and serve while putting as many resources as possible toward our critical programs and services.



Customers

Build brand recognition and image as a company dedicated to the community where you do business.

Employees

Boost team morale by providing opportunities for employees to engage in community service and demonstrate company values.

Community

Network with other individuals and businesses who are passionate about uniting to end poverty in Pierce County.

Sponsorship Levels



	PRESENTING \$20,000	HOPE BUILDER \$10,000	CHAMPION \$5,000	GAME CHANGER \$2,500	ADVOCATE \$1,000
3-Minute Event Speaking Opportunity					
Contribute Branded Giveaways					
Promotional Collateral, UWPC Website, Event Audio/Visuals	Large Logo	Medium Logo	Logo	Name	Name
Verbal Recognition During Event					
Social Media Posts	6	4	3	2	1
Annual Report Recognition	Name Listed	Name Listed	Name Listed	Name Listed	Name Listed
Press Release					
Your Branded Banner Displayed at Event					
Feature Newsletter Article					
Recognition at Next Event	Medium Logo	Small Logo			
Tickets to Event					



Don't see the right fit for you?

We are happy to discuss a customized sponsorship package or employee engagement opportunity for your business or organization. Reach out for more details!

Signature Annual Events



SIP, SERVE & CELEBRATE

JUNE 2025

Each summer, we prioritize tackling food insecurity in our community by uniting in service to assemble nutritious snack packs for meal sites. We also take time each year to celebrate and recognize the exceptional contributions made by our volunteers, donors, and community partners.

This year, we are bringing both together in a celebratory service event, featuring a hands-on project assembling snack packs, client stories, and a chance to mingle with others dedicated to driving real change in our fight against poverty.



ELEVATE WOMEN

SEPTEMBER 2025

The Elevate Women empowerment summit is all about turning inspiration into action! It's where women experiencing ALICE (Asset-Limited, Income Constrained, Employed) gain powerful tools to thrive financially, professionally, and personally. It's about connecting, stepping into action, and gaining the confidence to build a brighter, more secure future.

Last year, over 100 women connected with 50+ employers, career mentors, financial experts, and industry leaders, explored non-traditional careers like construction, and learned about wellness resources. This year, we're going bigger, bolder, and more impactful!

FROM POVERTY TO POSSIBILITIES

NOVEMBER 2025

From Poverty to Possibilities (P2P) is Pierce County's premier summit on economic equity. Now in its ninth year, P2P brings together over 300 community leaders and changemakers in a safe space for open dialogue and collective action around solutions for housing, childcare, unemployment, and hunger. This year's keynote speaker is Matthew Desmond, author of *Poverty, by America*.



Attended by community members, elected officials, non-profit leaders, businesses and educational institutions, P2P is a chance to demonstrate your commitment to creating lasting, tangible impact in our community and disrupting systems that create barriers for those in poverty.



MLK, JR. MONTH OF SERVICE

JANUARY 2026



Every January, we come together to celebrate Dr. Martin Luther King, Jr.'s legacy through acts of kindness and community service. Our cornerstone project is a Day of Service where over 100 volunteers come together to pack hygiene kits to be distributed during the Homeless Point-in-Time count. Remote projects are available and help support local nonprofits with warm winter essentials.

Sponsoring the Month of Service helps provide essential hygiene items and warm clothing for a vulnerable population in our community. It's also a chance to bring your team or employees together in honor of Dr. King's legacy and participate in service for a great cause.

Sponsorship Commitment



YES! SIGN ME UP TO SPONSOR AND MAKE A MEANINGFUL IMPACT IN OUR COMMUNITY!

Individual/Company/Organization Name _____

Contact Name _____ Title _____

Email _____ Phone _____

Mailing Address _____ City _____ State _____ ZIP _____

PRESENTING
\$20,000

**HOPE
BUILDER**
\$10,000

CHAMPION
\$5,000

**GAME
CHANGER**
\$2,500

ADVOCATE
\$1,000

Sip, Serve & Celebrate

Elevate Women

From Poverty to Possibilities

MLK Jr. Month of Service

PAYMENT OPTIONS

Invoice Me

Check (enclosed)

Signature _____ Date _____

PLEASE SUBMIT THIS FORM TO:

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