

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!

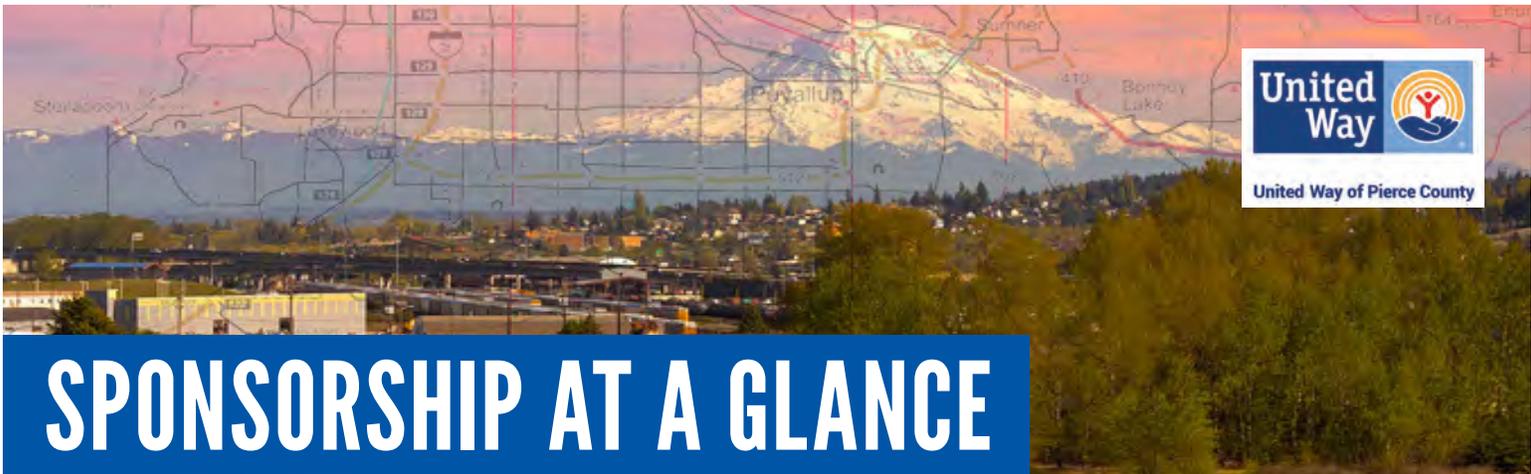
WHOSE LIFE WILL YOU CHANGE?

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.

United Way of Pierce County has set the bold goal to lift 15,000 households out of poverty and into financial stability by 2028, one family at a time. This is only possible when we all work together to build a stronger community where everyone has the opportunity to thrive.

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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 AT A GLANCE

SIGNATURE EVENTS	Premier Partners	July 11, 2024	Location To Be Determined, Tacoma, WA	
	From Poverty to Possibilities	November 12, 2024	Location To Be Determined, Tacoma, WA	
	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
Complimentary tickets	see event sheet	see event sheet	see event sheet	see 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		

COMMUNITY COLLABORATIONS	Day of Action	June 2024	Location See Event Sheet	
	Summer of Action	June–August 2024	Location See Event Sheet	
	MLK Month of Services	January 2025	Location 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		✓		

DOLLY PARTON'S IMAGINATION LIBRARY	Scholar \$25,000+	Graduate Multiyear \$5,000/yr	Reading Champion \$15,000	Story Teller \$9,000	Page Turner \$4,500	Introductory Sponsor \$1,800
	1 time donation	minimum 3 years	1 time donation	500 Children/year	250 children/year	100 children/year
Thank You Letter	✓	✓	✓	✓	✓	✓
Acknowledgement on UWPC Web Page	✓	✓	✓	✓	✓	✓
Social Media Post	✓	✓	✓	✓	✓	
Noted in UWPC Newsletter	✓	✓	✓	✓		
Noted in Campaign Coordinator Newsletter	✓	✓	✓			
Listed in UWPC Annual Report	✓	✓				
Name on Book Stickers	✓	✓				
Reading Hour Sponsor	✓					

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FROM POVERTY TO POSSIBILITIES

NOVEMBER 12, 2024

From Poverty to Possibilities (P2P) is Pierce County's signature community summit that takes on barriers to economic equity with a focus on how we deconstruct the narrative with those in poverty and move towards disrupting the systems that create barriers for those in poverty. Now in its eight year, this summit takes a comprehensive, countywide approach to create a safe space to come together and have an open dialogue to disrupt poverty at its roots and tackle our community's toughest issues like housing, childcare, unemployment, and hunger.

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

Location: To Be Determined

KEYNOTE SPEAKER



H. Luke Shafer, PhD, is the Hermann and Amalie Kohn Professor of Social Justice and Social Policy and Professor of Public Policy at the Gerald R. Ford School of Public Policy at the University of Michigan. At U-M, he is also the inaugural director of Poverty Solutions, an interdisciplinary, presidential initiative that partners with communities and policymakers to find new ways to prevent and alleviate poverty.

Shaefer is one of the nation's leading scholars of poverty and social welfare policy. His research has been published in top peer-reviewed academic journals in the fields of public policy, public health, health services research, sociology, social work, and history, and his work has been supported by the National Science Foundation, the Bill and Melinda Gates Foundation, and U.S. Census Bureau among other sources. He has presented his research at the White House and before numerous federal agencies, has testified before the U.S. Senate Finance Committee, and has advised a number of the nation's largest human service providers.

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FROM POVERTY TO POSSIBILITIES

NOVEMBER 12, 2024

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	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
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	✓	✓		
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PREMIER PARTNERS & CAMPAIGN AWARDS

JULY 11, 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

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	✓	✓	✓	
Inclusion in presentation	mention	mention	mention	
Recognition in press releases	✓	✓		
Recognition in print advertising	logo	logo		

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DAY OF ACTION

JUNE 2024

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	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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Join us for UNITED WAY OF PIERCE COUNTY'S

Summer of Action



United Way of Pierce County



JUNE—AUGUST 2024

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

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	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.

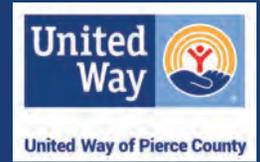
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“LIFE’S MOST PERSISTENT AND URGENT QUESTION IS, WHAT ARE YOU DOING FOR OTHERS?”

Dr. Martin Luther King, Jr.



MLK, JR. MONTH OF SERVICE

JANUARY 2025

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 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	✓		

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United Way of Pierce County

Inspire a Love of Reading

Become a Dolly Parton Imagination Library Sponsor



As a community, we all share the same goal of ensuring our children have the best possible start in life. To achieve this, we must prioritize building a strong foundation for learning, starting at a young age. One of the most effective ways to do this is by encouraging young children to read.

Research shows that reading can have a profound impact on kindergarten readiness. Children who are exposed to books regularly tend to have stronger language skills, a larger vocabulary, and a better understanding of fundamental concepts such as numbers, letters, and colors. This is particularly crucial for lower-income families who may not have equal access to educational resources.

In Washington State, the overall readiness rate for kindergarten is 52.5%. However, for some Pierce County districts with significant percentages of lower-income families, the readiness rate is below 40% for these children. By promoting reading to young children, we can help close this gap and give every child an equal chance to succeed.

The Dolly Parton Imagination Library provides free books to children* from birth to age five, ensuring that all kids have the opportunity to read at home. United Way of Pierce County is partnering with DPIL to promote family engagement and early childhood development, setting children up for success in all areas of life.

**Each child receives a free book each month from birth to age five.*

Supporting this important program means giving every child an equal opportunity to develop a strong foundation in literacy and to be ready to learn when they reach kindergarten.

For more information, contact Mike Goodell, Donor Relations Officer, New Business Manager at mikeg@uwpc.org • 253-272-4263 Main • 253-682-1828 Direct



Dolly Parton's Imagination Library



Sponsorships Available

Sponsorship Levels

100 children for one year **\$1,800.00**

Introductory Sponsor

250 children per year **\$4,500.00**

Page Turner

500 children per year **\$9,000.00**

Story Teller

One time donation **\$15,000.00**

Reading Champion

One time donation **\$25,000.00+**

Scholar

Multiyear Sponsor **\$5,000.00 per year**

\$5,000 or more for a minimum of three years

Graduate

Red	Red	Grey	White	Grey	White	Grey	White
Red	Red	Red	White	Grey	White	Grey	White
Red	Red	Red	Red	Grey	White	Grey	White
Red	Red	Red	Red	Red	White	Grey	White
Red	Red	Red	Red	Red	Red	Red	Red
Red	Red	Red	Red	Red	Red	Red	White

Sponsor Benefits

For more information, please contact:

Mike Goodell

Donor Relations Officer, New Business Manager

mikeg@uwpc.org

253-272-4263 Main

253-682-1828 Direct

- Thank you Letter
- Acknowledgement on UWPC Web page
- Social Media Post
- Noted on UWPC Newsletter
- Noted on Campaign Coordinator Newsletter
- Name on Book Stickers
- Listed in UWPC's Annual Report
- Reading Hour Sponsor

YOUR COMPANY + OUR COMMUNITY

SPONSORSHIP—A WISE INVESTMENT



Your generous sponsorship support helps support United Way of Pierce County's work to lift Pierce County households out of poverty, and into self-sufficiency, one family at a time. Please download and complete and sign this form and return by email to Jody at jodyj@uwpc.org.

COMPANY/ORGANIZATION NAME: _____

For recognition purposes, please indicate how you want the company/organization name to appear

CONTACT NAME: _____

CONTACT PHONE: _____

CONTACT EMAIL: _____

MAILING ADDRESS: _____

Street

City

State

ZIP

SPONSORSHIP: EVENT & LEVEL (please check each event and the corresponding sponsorship level you wish to support):

	Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000		
<input type="checkbox"/> From Poverty to Possibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/> Elevate Women		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	please contact us for information	
<input type="checkbox"/> Premier Partners & Campaign Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/> Day of Action		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/> Summer of Action		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/> MLK, Jr. Month of Service		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	Graduate \$25,000+	Scholar Multiyear \$5,000/yr	Reading Champion \$15,000	Story Teller \$9,000	Page Turner \$4,500	Introductory Sponsor \$1,800
	1 time donation	minimum 3 years	1 time donation	500 Children/year	250 children/year	100 children/year
<input type="checkbox"/> Dolly Parton's Imagination Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PAYMENT OPTIONS:

AMOUNT: \$ _____

PAYMENT TYPE (Please check one):

- INVOICE ME
 CASH
 CHECK
 CREDIT CARD (Please check one):
 Visa
 MC
 AMEX
 DISCOVER

CARD NUMBER: _____ Exp. (MM/YYYY): _____

Signature _____

Date _____

Please provide your company logo in JPG or TIF format. Logos can be emailed to jodyj@uwpc.org. Sponsorship benefits will begin once the agreement form and payment are received.

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