

# Sponsorship Opportunities



United Way of Pierce County

*United Way of Pierce County*



# Join us in Breaking the Cycle of Poverty in Pierce County



United Way of Pierce County

## **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.

Stand out as a leader in the community! Partner with United Way and be visible to top community leaders, individuals, and families. By becoming a sponsor, you will enhance your company's philanthropic image while demonstrating your commitment to joining us in addressing our community's most pressing needs and making a lasting, tangible impact to build a more equitable and thriving Pierce County.

## **BOLD GOAL**

United, we will lift 15,000 families out of poverty and into financial stability by 2028, one family at a time. To date, through donor investments and our community partners, over 9,800 families are moving towards self-sufficiency and on their way to building wealth.

## Contact Us

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***For more info about sponsorship opportunities, contact:***

Annie Frisbie, Chief Development Officer

Email: [annief@uwpc.org](mailto:annief@uwpc.org)

Phone: 253-272-4263

***For more information on volunteering, contact:***

The Volunteer Engagement Team

Email: [volunteer@uwpc.org](mailto:volunteer@uwpc.org)

Phone: 253-272-4263





# Signature Event

Our annual community summit addresses economic equity, creating a safe space for dialogue to disrupt poverty at its roots. Now in its eighth year, the summit focuses on tackling issues like housing, childcare, unemployment, and hunger.

FROM POVERTY TO  
*Possibilities*



## Event Details:

- Attendees: Approximately 400 community members, elected officials, non-profit organizations, businesses, and educational institutions.
- Date: November 12, 2024
- Location: Hotel Murano, 1320 Broadway, Tacoma, WA 98402
- Keynote Speaker: H. Luke Shaefer, 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, and is one of the nation's leading scholars on poverty and social welfare policy. For more information, visit [uwpc.org/2024-poverty-possibilities-summit](http://uwpc.org/2024-poverty-possibilities-summit)



H. Luke Shaefer, PhD

Demonstrate your philanthropic image and commitment to make a lasting, tangible impact in our community to disrupt systems that create barriers for those in poverty at a high-impact summit.

# Signature Event

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FROM POVERTY TO  
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## Recognition

Event Promotional Collateral,  
UWPC Website, Event Audio/Visuals

Recognition in Social Media Posts

UWPC Annual Report Recognition

Verbal Recognition During Event

Press Release

Featured in Newsletter

Priority Seating at the Event

	Hope Builder \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
	Large Logo	Medium Logo	Small Logo	Small Logo
	✓	✓	✓	✓
	Name	Name	Name	Name
	Mention	Mention	Mention	
	✓	✓		
	✓	✓		
	✓	✓		





# Signature Event

## Be a Champion for Change! Sponsor Our Annual Celebration

We invite you to take a leading role in our annual event, a cornerstone of our mission to uplift families and strengthen our community. This event is more than just a celebration—it's a crucial moment to honor and recognize the exceptional contributions driving real change in our fight against poverty.

### Event Details:

Date: To Be Announced

Location: To Be Announced

Attendees: Approximately 200 influential community members, including Premier Partners, Campaign Award recipients, dedicated volunteers, and friends.

# Premier PARTNERS & Campaign Awards Recognition Event

### Join Us in Making a Difference

Your sponsorship will enhance the success of this event and support our ongoing efforts throughout the year. Together, we can create a future where every family has the opportunity to thrive. Be a part of this meaningful occasion and help us drive the change our community needs.



# Signature Event

# ELEVATE Women

We invite you to be a sponsor of our annual Empowerment Expo, a pivotal event focused on enhancing women's careers and overall well-being. Your support will play a crucial role in fostering gender equity and advancing career development.

## Why your support matters?

**Advance Gender Equity:** Your sponsorship helps create an environment that promotes equal opportunities and empowers women to excel in their careers.

**Create Supportive Spaces:** Contribute to a nurturing environment where women can connect, learn, and find encouragement from peers and mentors.

**Enhance Career Growth:** Your support enables women to participate in workshops, network with industry experts, and connect with potential employers, boosting their career advancement and work-life balance.

**Engage with Experts:** Attendees will benefit from opportunities to meet industry professionals, review resumes, and explore career opportunities, thanks to your sponsorship.

## Event Details:

Date: March 29, 2025, 9:00 a.m. - 3:00 p.m.

Location: William W. Phillip Hall, UW-Tacoma, 1900 Commerce St, Tacoma, WA 98402

Attendees: Approximately 400 individuals, including corporate partners, businesses, community leaders, and volunteers

Join us in making this event a success and championing gender equity. Your sponsorship will drive meaningful impact and support women's growth and development.





# *Community Collaboration* **DAY OF ACTION**

## **Be a Champion for Change! Sponsor Our Day of Action**

Every June, United Way kicks off our Summer of Action by rallying volunteers to help tackle childhood hunger. We organize drives, pack Snack Packs, and gather resources needed to ensure kids have nutritious meals during the summer.

### **Event Details:**

Date: June 2025

Location: To Be Announced

Attendees: Volunteers, teams, businesses, and organizations

Join us in making this event a success. Your sponsorship will help ensure that children in our community have the food they need to thrive.

### **Why sponsor?**

**Fight Hunger.** Your support helps us provide essential food for kids in need, ensuring they don't go hungry during the summer months.

**Show Your Care:** Sponsoring this event shows your commitment to making a real difference in our community, especially for families struggling with hunger.

**Engage Your Team:** Get your employees involved in a meaningful way. It's a great opportunity for team-building and making a positive impact together.

**See the Impact:** Watch as your support turns into tangible results—helping us prepare and distribute Snack Packs to kids who need them most.



## Community Collaboration

## Summer of Action

### Make a Difference: Sponsor Our Summer of Action!

Every summer, our Summer of Action initiative brings together volunteers to fight childhood hunger in Pierce County. We provide essential food and fun activities to kids who might otherwise go without, especially those who rely on school meals during the year.

#### Event Details:

Date: July-August 2025

Location: To Be Announced

Attendees: Volunteers from individuals, teams, businesses, and organizations

Join us in making a difference this summer. Your sponsorship will help feed and support kids who need it most.

### Why Sponsor?

**Help End Hunger:** Your support ensures that kids get the nutritious food they need during the summer months, keeping them healthy and ready for school.

**Show Your Support:** Sponsoring this event highlights your commitment to improving the lives of families facing food insecurity in our community.

**Engage Your Team:** It's a great chance for your employees to get involved, make a real impact, and work together for a good cause.

**Make a Tangible Impact:** Your sponsorship helps us provide not just food, but also books and activities, supporting children's well-being and setting them up for future success.





# Community Collaboration

## MLK Month of Service

### Honor Dr. King's Legacy: Sponsor MLK Month of Service

Every January, we come together to celebrate Dr. Martin Luther King, Jr.'s legacy through acts of kindness and community service. Our MLK Month of Service is a chance for both individuals and businesses to get involved in projects that make a real difference.

#### Why Sponsor?

**Show Your Support for Social Justice:** Your sponsorship helps us continue Dr. King's work by supporting projects that improve lives and uplift our community.

**Make a Positive Impact:** Help us provide essential items like hygiene kits and warm clothing or offer free tax prep services to families in need. Your support directly benefits vulnerable populations.

**Engage and Inspire:** Involve your team in meaningful activities that promote compassion and unity, reflecting your organization's values.



#### Event Details:

Date: January 2025

Location: To Be Announced

Attendees: Volunteers from individuals, teams, businesses, and organizations

Join us in honoring Dr. King's legacy by making a difference in our community. Your sponsorship will help us deliver meaningful services and bring people together for a great cause.

*"Life's most persistent and urgent question is, what are you doing for others?"* – Dr. Martin Luther King, Jr.

# Sponsorship Benefits



## Why Sponsor United Way of Pierce County?

- 1. Drive Meaningful Change:** Your sponsorship directly supports our mission to lift families out of poverty, enhance educational opportunities, and improve health services across Pierce County.
- 2. Lead with Purpose:** Show a genuine commitment to addressing critical community needs and align your brand with a mission that deeply impacts lives.
- 3. Build Valuable Connections:** Engage with a network of passionate leaders, expand your reach, and forge impactful partnerships through our events and initiatives.
- 4. Gain Prominent Recognition:** Enjoy prominent visibility as a sponsor, showcasing your dedication to community well-being and enhancing your organization's profile.
- 5. Elevate Employee Pride:** Boost your team's morale by demonstrating that your company values and invests in making a positive difference in the community.

## Signature Events

### Recognition

- 3-Minute Event Speaker Opportunity
- Contribute Marketing Material to Swag Bags
- Event Promotional Collateral, UWPC Website, Event Audio/Visuals
- Verbal Recognition During Events
- Social Media Posts
- UWPC Annual Report Recognition
- Press Release
- Event Banner at Event (provided by Sponsor)
- Feature Newsletter Article
- Sponsorship Recognition at the Next Event (no additional charge)
- Complimentary Tickets to Event

	Presenting \$20,000	Hope Builder \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
3-Minute Event Speaker Opportunity	✓				
Contribute Marketing Material to Swag Bags	✓	✓			
Event Promotional Collateral, UWPC Website, Event Audio/Visuals	Large Logo	Medium Logo	Logo	Name	Name
Verbal Recognition During Events	✓	✓	✓	✓	
Social Media Posts	6	4	3	2	1
UWPC Annual Report Recognition	Name Listed	Name Listed	Name Listed	Name Listed	Name Listed
Press Release	✓	✓	✓		
Event Banner at Event (provided by Sponsor)	✓	✓			
Feature Newsletter Article	✓				
Sponsorship Recognition at the Next Event (no additional charge)	Medium Logo	Small Logo			
Complimentary Tickets to Event	✓	✓	✓	✓	✓

For Recognition Benefits for **From Poverty to Possibilities**, please refer to the benefits specified on that event.



# Your Company. Our Community.

## *A Wise Investment*



Your generous sponsorship 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, complete and sign this form and return it by email to Annie Frisbie at [annief@uwpc.org](mailto:annief@uwpc.org).

Individual/Company/Organization Name\* \_\_\_\_\_ Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

*\* For recognition purposes, please indicate how you want your name to appear.*

## Events & Sponsorship Levels

*Please check all events and levels you are interested in sponsoring.*

	<b>PRESENTING</b> \$20,000	<b>HOPE BUILDER</b> \$10,000	<b>CHAMPION</b> \$5,000	<b>GAME CHANGER</b> \$2,500	<b>ADVOCATE</b> \$1,000
From Poverty to Possibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premier Partners & Campaign Awards	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day of Action	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
MLK, Jr. Month of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Payment Options

Amount \$ \_\_\_\_\_  Invoice Me  Cash  Check  Credit Card (*Please contact us*)

Signature \_\_\_\_\_

Date \_\_\_\_\_



United Way of Pierce County

*Please email your company logo in JPG or TIF format to [annief@uwpc.org](mailto:annief@uwpc.org). Sponsorship benefits will begin once the agreement form and payment are received. To learn more about sponsorship opportunities, please contact Annie Frisbie, Chief Development Officer at [annief@uwpc.org](mailto:annief@uwpc.org) or 253-272-4263 or visit our website at [uwpc.org](http://uwpc.org).*