



United Way  
of Northwest Louisiana

# 2016 Sponsorship and Engagement Opportunities Guide

# LIVE UNITED®

## Why Sponsor?

- Increase your brand exposure and elevate your corporate identity
- Strengthen your company's reputation as a corporate citizen
- Build brand loyalty with customers, employees, and hundreds of potential new customers

## The Facts:

- 79 percent of consumers would switch brands if the brand was associated with a good cause
- Community support helps build and enhance a positive brand image
- Employees commit deeply to a company dedicated to enriching their community

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## Campaign Kickoff Luncheon

This late summer event kicks off the annual campaign and is attended by over 150 companies including Pacesetter companies, CEO's and staff, volunteers, nonprofits, and community leaders.

**Investment begins at \$500**

August 2016

### Visionary Sponsor - \$2,500

- *Company visibility through logo/name recognition on:*
  - 1,200 event invitations
  - Cover of 300 programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
  - United Way newsletters (print and electronic)
  - Social Media exposure through UW pages
- One reserved table of 8 (preferred seating)

### Samaritan Sponsor - \$1,000

- *Company visibility through logo/name recognition on:*
  - 300 event programs
  - Highlight company from podium
  - United Way website
  - United Way newsletter
- Two tickets to event

### Champion Sponsor - \$1,500

- *Company visibility through logo/name recognition on:*
  - 300 event programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
  - United Way newsletter
  - Social Media exposure
- Four tickets to the event

### Patron Sponsor - \$500

- *Company visibility through logo/name recognition on:*
  - 300 event programs
  - Highlight company from podium
  - United Way website
- One ticket to event

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## Caddo Schools Kickoff & Recognition Event

A top group of United Way donors is Caddo Parish School teachers and administrators. Last year, they generously gave over \$140,000 to invest in our communities.

**Investment begins at \$250**

September 2016

### Scholastic Sponsor - \$1,000

- *Company visibility through logo/name recognition on:*
  - 250 event programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
  - United Way newsletter (print and electronic)
  - Table sign
  - Social Media exposure

### Rocket Scientist Sponsor - \$500

- *Company visibility through logo/name recognition on:*
  - 250 event Programs
  - Event Signage
  - Highlight company from podium
  - United Way website

### Red Apple Table Sponsor - \$250

- *Company visibility through logo/name recognition on:*
  - Highlight company from podium
  - United Way website

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## United Way's 2017 Day of Caring

### Visionary Sponsor - \$3,500

- Company visibility through logo/name recognition on:
  - 200 posters for businesses and agencies to display
  - 2,000 invitations (direct mail)
  - Cover of 500 programs
  - United Way website with link
  - Post-event Thank You advertisement(s)
  - Event T-shirts (worn during event)
  - United Way newsletter (print and electronic)
  - Social Media exposure through UW pages
- Pick of Day of Caring projects for your company

### Samaritan Sponsor - \$1,000

- Company visibility through logo/name recognition on:
  - Event program only
  - Event T-shirts (worn during event)
  - United Way website and newsletter

### Champion Sponsor - \$2,000

- Company visibility through logo/name recognition on:
  - 2,000 event invitations (direct mail)
  - 500 event programs
  - United Way website with link
  - Post-event Thank You advertisement(s)
  - Event T-shirts (worn during event)
  - United Way newsletter
  - Social Media exposure through UW pages

### Patron Sponsor - \$500

- Company visibility through logo/name recognition on:
  - Event program only
  - United Way website
  - United Way newsletter

This signature one-day community-wide volunteer event connects businesses with nonprofit agencies in need of assistance. More than 200 volunteers from over 25 area businesses and organizations participate.

**Investment: Begins at \$500**

March/April 2016

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## Bossier Schools Kickoff & Recognition Event

A special group of United Way donors is Bossier Parish School teachers and administrators. Last year, they gave twice the amount they did in 2014 to invest in our communities.

**Investment begins at \$250**

February 2016

### Scholastic Sponsor - \$1,000

- Company visibility through logo/name recognition on:
  - 200 event programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
  - United Way newsletter (print and electronic)
  - Table sign
  - Social Media exposure

### Rocket Scientist Sponsor - \$500

- Company visibility through logo/name recognition on:
  - 200 event Programs
  - Event Signage
  - Highlight company from podium
  - United Way website

### Red Apple Table Sponsor - \$250

- Company visibility through logo/name recognition on:
  - Highlight company from podium
  - United Way website

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## 2017 Annual Celebration & Meeting Event

### Visionary Sponsor - \$2,500

- Logo/name recognition on:
  - 1,200 event invitation
  - Cover of 300 programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
  - United Way newsletter (print and electronic)
- One reserved table of 8 with preferred seating

### Samaritan Sponsor - \$1,000

- Logo/name recognition on:
  - 250 programs
  - Highlight company from podium
  - United Way website
  - United Way newsletter
- Two tickets to the event

### Champion Sponsor - \$1,500

- Logo/name recognition on:
  - 1,200 event invitations
  - 300 programs
  - Event signage
  - Highlight company from podium
  - United Way website with link
- United Way newsletter
- Four tickets to the event

### Patron Sponsor - \$500

- Logo/name recognition on:
  - Highlight company from podium
  - Event program only
  - United Way website
- One ticket to the event

### What:

Approximately 300 community leaders gather to highlight companies, CEO's and campaign leadership and honor the Clyde Fant Award recipient for outstanding community service. Awards are bestowed and the prior year's campaign results are celebrated.

Investment begins at \$500

March 2017

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### Tocqueville & Exemplar Reception \$4,500

This annual event recognizes 35-40 significant United Way donors giving \$10,000+ (Tocqueville) or \$5,000+ annually and is held to thank and celebrates philanthropic giving. These donors account for 15 percent of the total dollars raised by UWNWLA.

- Exclusive sponsorship recognition
- Logo on 50 invitations
- Four tickets to event

### Vanguard Society Reception \$3,000

This event recognizes over 250 community donors giving \$1,000+ annually and is held to thank and celebrate philanthropy. Vanguard donors account for 13 percent of the total dollars raised by UWNWLA.

- Exclusive sponsorship recognition
- Logo on 400 invitations
- Four tickets to event

### Additional benefits for ALL levels:

- Name included in relevant media release materials for said event
- Sponsorship credited to your company's campaign total
- Acknowledgements in social media posts, videos, and graphics



United Way of Northwest Louisiana

# Sponsorship Commitment Form

## What to Sponsor

I will sponsor a United Way Event:

Campaign Kickoff       Annual Celebration and Meeting       United Way's Day of Caring

I would like to sponsor the above checked event at the following level:  \$2,500 Visionary     \$1,500 Champion     \$1,000 Samaritan     \$500 Patron

and/or: I will sponsor a United Way Special Event:

2016 Caddo Parish Schools Kickoff & Recognition Event       2016 Caddo Parish Schools Kickoff & Recognition Event

at:  \$1,000 Scholastic     \$500 Rocket Scientist     \$250 Red Apple      at:  \$1,000 Scholastic     \$500 Rocket Scientist     \$250 Red Apple

and/or:  2016 Tocqueville and Exemplar Event - \$4,500  
in the amount of \$\_\_\_\_\_.

2016 Vanguard Society Reception - \$3,000  
in the amount of \$\_\_\_\_\_.

and/or: I cannot sponsor at this time, but would like to make a donation of \$\_\_\_\_\_ to United Way of Northwest Louisiana.

## How to Pay (Select one)

Enclosed is my tax-deductible payment of \$\_\_\_\_\_.

Bill my company in    July    August    September    October    November    December    January  
( Circle One )

## Contact Information (Please print.)

Company Name: \_\_\_\_\_

Name/title of authorized representative: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Business Ph: \_\_\_\_\_

Authorized by (signature): \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form to Jennifer Martin, VP of Resource Development, at [jennifera@unitedwaynwla.org](mailto:jennifera@unitedwaynwla.org) or fax to 318-221-1283 or mail to 820 Jordan, Ste. 370, Shreveport, LA 71101 as soon as possible to secure your sponsorship. Contact Jennifer with any questions.

United Way of Northwest Louisiana is a 501(c)(3) organization. Tax Id # 72-053930.