

2019 UNITED WAY NWLA MAJOR EVENTS SPONSORSHIP PACKAGES

1. 2018 Annual Celebration of Impact
2. United Way's Day of Caring (SB)
3. 2018 Campaign Kickoff Luncheon

March 28, 2019
May 10, 2019
September 2019



Live United Sponsor - \$7,000 (Bank On Partner - \$5,500)

- Large logo on event invitations where time and space allow, programs, signage, and UW website with link to your company's site
- Large logo on Day of Caring poster, registration pages, table sign, and back of Day of Caring t-shirt—nearly 700 worn on event day
- Inclusion in news releases, social media, and highlight from the podium at all three events
- Give welcome remarks at all three events
- Reserved seating for eight at the Celebration of Impact and Campaign Kickoff events
- Credit amount to campaign total
- Live interview on KTAL during summer telethon benefiting United Way of Northwest Louisiana
- Live United Billboard with company photo and logo on 4 local digital boards to run for 30 days (A \$2,500 value!)

Champion Benefits - \$4,000 (Bank On Partner - \$3,200)

- Medium logo on all event invitations where time and space allow, programs, UW website with link, and event signage
- Medium logo on Day of Caring poster where time and space allow, Day of Caring t-shirt, event registration pages, and table sign
- Inclusion in news releases, social media, and highlight from the podium at all three events
- Present awards during Celebration of Impact and Campaign Kick-Off
- Reserved seating for eight at the Celebration of Impact and Campaign Kickoff events
- Credit amount to campaign total
- Live United Billboard with company photo and logo on 4 local digital boards to run for 15 days (A \$1,250 value!)



United Way
of Northwest Louisiana

For more details and additional sponsorship levels and packages, contact Katie Bursley, 318-677-2504, Ext. 162 or katie@unitedwaynwla.org.

CELEBRATION OF IMPACT SPONSORSHIP OPPORTUNITIES

United Way of Northwest Louisiana celebrates community success at the annual Celebration of Impact. Held in the first quarter of the year, the event honors area businesses and local leaders that help make the community great. The major awards presented include the LIVE UNITED Award and the Clyde E. Fant Memorial Award. The Live United award is presented to a company or organization that demonstrates their dedication to the community and displaying the Live United spirit. Since 1949, United Way of Northwest Louisiana has recognized community philanthropists and community leaders. Former recipients include Harry McInnis, Delton Harrison, Virginia K. Shehee, Maxine Sarpy, and Paula Hickman.

Visionary Sponsor - \$2,500 (Bank On Partner - \$2,000)

- Large company logo on all event printed materials where time and space allow
- Large company logo invitations, programs, signage, and UW website with link to your company's site
- Inclusion in news releases, social media, and highlight from the podium
- Give welcome remarks at event
- Reserved seating for eight at the Celebration of Impact
- Credit amount to campaign total

Champion Sponsor - \$1,500 (Bank On Partner - \$1,200)

- Medium logo on all event invitations, programs, signage, and UW website with link to your company's site where time and space allow
- Inclusion in newsletter, social media, and highlight from the podium
- Present award during Celebration of Impact
- Reserved seating for eight at the Celebration of Impact
- Credit amount to campaign total

Table Sponsor - \$750

- Company name on programs, signage, and UW website
- Inclusion in newsletter, social media, and highlight from the podium
- Reserved seating for eight at the Celebration of Impact



THURSDAY, MARCH 28, 2019

**601 SPRING STREET
SHREVEPORT, LA 71101**

Networking 6:00pm - 7:00pm
Event Program 7:00pm - 8:30 pm

PROJECTED ATTENDANCE 300

For more details and additional sponsorship levels and packages, contact Katie Bursley, 318-677-2504, Ext. 162 or katie@unitedwaynwla.org.

2019 DAY OF CARING SPONSORSHIP OPPORTUNITIES

Day of Caring is a one-day, community-wide event that allows corporate and nonprofit volunteers the opportunity to see their contributions at work. This annual event connects nearly 700 people with nonprofits in the Shreveport-Bossier and Minden areas, giving them the chance to learn more about the health and human service needs in their communities. Teams of volunteers tackle projects like painting, landscaping, clerical work, cleaning, and sorting food and donations. Annually, Day of Caring saves our nonprofit partners thousands in labor costs as volunteers venture out to improve their community.

Visionary Sponsor - \$3,000

- Large company logo on Day of Caring t-shirt
- Company logo post-event print advertisement(s)
- Large company logo on 250 programs
- Recognition in United Way e-newsletter
- Social Media exposure through UW outlets
- Tier one pick of projects for your company's team

Champion Sponsor - \$2,000

- Medium company logo on Day of Caring t-shirt
- Medium company logo on 250 programs
- Recognition in United Way e-newsletter
- Social Media exposure through UW outlets

Samaritan Sponsor - \$1,000

- Small company logo on Day of Caring t-shirt
- Small company logo on 200 Day of Caring posters*
- Small company logo on 250 programs
- Recognition in United Way e-newsletter

Sponsorship Deadline: **April 10, 2019**



FRIDAY, MAY 10, 2019

KICKOFF BREAKFAST

Horseshoe Riverdome

Early Bird Yoga 7:45am

Breakfast 8:30am – 9:30 am

PROJECTED ATTENDANCE 700

Projects begin 9:45am

Project length 3 to 4 hours

AFTER-PARTY CELEBRATION

Horseshoe's DARE Pool

2:30-4pm

2018 NUMBERS

594 Volunteers

2,376 hours of service
donated to the community

62 Teams

45 Projects

For more details and additional sponsorship levels and packages, contact Katie Bursley, 318-677-2504, Ext. 162 or katie@unitedwaynwla.org.

2019 UNITED WAY CAMPAIGN KICK-OFF SPONSORSHIP OPPORTUNITIES

Campaign Kick-Off officially marks the beginning of United Way's regular fundraising season in northwest Louisiana. Campaign Kick-Off is one of the highest profile events held with hundreds of local businesses, agencies and volunteers in attendance. Highlights include the announcement of current campaign fundraising goal, recognition of Pacesetter campaigns, outstanding community partners and volunteers.

Visionary Sponsor - \$1,800 (Bank On Partner \$1,500)

- Large logo on all event invitations, programs, signage, and UW website with link to your company's site
- Inclusion in news releases, social media, and highlight from the podium
- Give welcome remarks at events
- Reserved seating for eight at the Campaign Kick-Off
- Credit amount to campaign total

Champion Sponsor - \$750 (Bank On Partner - \$600)

- Medium logo on all event invitations, programs, signage, and UW website with link to your company's site
- Inclusion in news releases, social media, and highlight from the podium
- Present awards at Campaign Kick-Off
- Reserved seating for eight at the Campaign Kick-Off
- Credit amount to campaign total

Table Sponsor - \$250

- Company name on programs, signage, and UW website
- Inclusion in newsletter, social media, and highlight from the podium
- Reserved seating for eight at the Campaign Kickoff events



2018 CAMPAIGN
KICK OFF LUNCH



United Way
of Northwest Louisiana

SEPTEMBER 2019

KICKOFF BREAKFAST
Sam's Town Hotel & Casino
Breakfast 8:00am - 9:30 am

PROJECTED ATTENDANCE 300

37 Pacesetter Companies

For more details and additional sponsorship levels and packages, contact Katie Bursley, 318-677-2504, Ext. 162 or katie@unitedwaynwla.org.

2019 UNITED WAY OF NORTHWEST LOUISIANA MAJOR EVENTS

SPONSORSHIP COMMITMENT FORM

Company Information (Please print)

Company Name: _____

Address: _____

Company Contact: _____

Contact Email: _____ Phone: _____

Sponsorship (Select one)

- Live United Sponsor - \$7,000 (Bank On Partner - \$5,500) **SAVE \$2,800!**
- Champion Benefits - \$4,000 (Bank On Partner - \$3,200) **SAVE \$1,500!**

- Celebration of Impact Visionary Sponsor - \$2,500 (Bank On Partner - \$2,000)
- Celebration of Impact Champion Sponsor - \$1,500 (Bank On Partner - \$1,200)
- Celebration of Impact Table Sponsor - \$750

- Day of Caring Visionary Sponsor - \$3,000 (Bank On Partner - \$2,500)
- Day of Caring Champion Sponsor - \$2,000 (Bank On Partner - \$1,500)
- Day of Caring Samaritan Sponsor - \$1,000 (Bank On Partner - \$700)
- Day of Caring Patron Sponsor - \$500

- Campaign Kick-Off Visionary Sponsor - \$1,800 (Bank On Partner \$1,500)
- Campaign Kick-Off Champion Sponsor - \$750 (Bank On Partner - \$600)
- Campaign Kick-Off Table Sponsor - \$250

Payment (Select one)

- Payment enclosed** (Checks payable to United Way of NWLA; Memo: Event Sponsorship 2019)
 - Invoice** me in (Select one) ___ March ___ April ___ May of 2019
 - Credit card** (circle one): Visa MasterCard American Express
- Credit Card Number: _____-_____-_____-_____ Exp. Date: _____

Donation:

- Regrets, I cannot sponsor, but would like to donate \$_____ to help cover the cost of the events.

Return completed form to **Katie Bursley**, Corporate Relations and Events Coordinator,
by March 15, 2019 for Major Event Package.

Email: Katie@unitedwaynwla.org

Fax: 318-221-1283

Mail: 820 Jordan Street, Ste. 370,
Shreveport, LA 71101