

2022 ANNUAL SPONSORSHIPS



LOCAL COMPANIES IMPACTING LOCAL LIVES

EVENT SPONSORS

Annual event sponsorships are above and beyond an annual campaign contribution and help to offset the cost of our engagement events, offer volunteer opportunities and serve our community.

Our sponsored events include:

Heart of Indiana United Way Volunteer Days

(Day of Action, Day of Caring, Operation Weatherization)

Community-wide volunteer days focused on providing volunteer support for various community projects.

Month: Varied. August - November **Estimated Reach:** 250-1,000 per event

Campaign Kick-Off

Official Kick-off (in-person or virtual) of Heart of Indiana United Way's annual fundraising campaign.

Month: September/October **Estimated Reach:** 20,000 Virtual

Campaign Celebration and Awards

Annual event (in-person or virtual) to report and celebrate the year's accomplishments, announce campaign total and recognize volunteer and campaign award winners.

Month: March/April **Estimated Reach:** 5,000 Virtual

Heart of Indiana United Way Diaper Drive

United Way's annual public drive to collect diapers and wipes to stock baby pantries across the Heart of Indiana region.

Month: May **Estimated Reach:** 5,000 Virtual

IMPACT SPONSORS

Annual Impact Sponsors support specific impact programs that work to put children, adults and families on the path to lifelong success and stability. Impact sponsorships are above and beyond an annual campaign contribution and support both marketing efforts of specific programs as well as funding key elements and tools.

Our sponsored impact programs include

Thriving Adults

Supporting basic needs, better jobs with family-sustaining wages and ability to save and build assets. Key elements funded: connection to healthcare, utility assistance, sponsored matched savings accounts for long-term goals like certifications, car repairs and others, Thrive Ways to Work car loan program, financial workshops and more.

Thriving Children

Helping children reach their full potential by starting school prepared and reading at grade level by 3rd grade. Key elements funded: Dolly Parton Imagination Library, sponsored matched savings accounts for educational savings, childcare resources & more.

Thriving Families

Building strong families through financial stability, strong support networks, and healthy relationships and lifestyles. Key elements funded: financial workshops, homebuying supports, sponsored matched savings accounts for educational savings and other long term goals, mental health resources, connection to healthcare & more.

Volunteer Impact Programs

Volunteer-driven programs providing needed supports in the community. Key elements funded: Volunteer Income Tax Assistance (VITA), Disaster Volunteer Centers, reading programs in pre-schools & schools, and outreach to the homebound.

Your organization will receive multi-platform exposure over the course of the year through our unique digital, print and in person touch points. From social posts and videos, local employees, businesses and the community - you'll be seen as a United Way investor and community champion.

BENEFITS

Event Sponsorships

Impact Sponsorships

Event Exposure

	Presenting \$25,000	Signature \$10,000	Event \$2,500	Impact \$10,000	Supporting \$2500
	1 Available	4 Available	10 Available	10 Available	Unlimited
Verbal recognition during each event	x	x			
Opportunity to share brief remarks at each event	x				
Logo in program or event materials	x	x	x		
Complimentary tickets (if applicable)	x	x			
Reserved seating (if applicable)	x				
Employee Volunteer Opportunity	x	x			

Branding Recognition

	Presenting \$25,000	Signature \$10,000	Event \$2,500	Impact \$10,000	Supporting \$2500
Recognition on printed and/or digital invite (if applicable)	x	x	x		
Recognition on signage	x				
Recognition in annual report	x	x	x	x	x
Recognition in video	x	x		x	
Opportunity to provide promotional item(s) to event guests	x				
Recognition on event t-shirts (if applicable)	x				

Digital/Media Exposure

	Presenting \$25,000	Signature \$10,000	Event \$2,500	Impact \$10,000	Supporting \$2500
Recognition on Heart of Indiana UW website	x	x	x	x	x
Social Media promotion on Heart of Indiana UW social media	x	x	x	x	x
Company logo placement in email newsletters	x	x			
Recognition in press release (if applicable)	x				

Corporate Social Impact Exposure (Impact Sponsors)

	Presenting \$25,000	Signature \$10,000	Event \$2,500	Impact \$10,000	Supporting \$2500
Recognition on Heart of Indiana UW website program-specific pages and social media posts				x	x
Co-branded Program-related Social Media promotion on Heart of Indiana UW social media sites				x	
Company logo placement in program materials and promotion including program-specific content				x	
Direct Impact to specific programs (Choose your program):				x	x

2022 ANNUAL SPONSORSHIP COMMITMENT

Company: _____ Contact: _____

Email: _____ Phone: _____

Sponsorship Option: Presenting Signature Event Impact Supporting Impact

For Impact Sponsors, which program do you want to sponsor?

Thriving Families Thriving Children Thriving Adults RSVP Senior Volunteer Program Covering Kids and Families

Total Amount Due: \$ _____ Check Enclosed Invoice Us Pay online at heartofindianaunitedway/sponsorship

Signature: _____ Date: _____ Return by 3-30-22 for full annual sponsorship