

2023 ANNUAL SPONSORSHIPS



LOCAL COMPANIES IMPACTING LOCAL LIVES

ANNUAL 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 Community Service Days

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

Community-wide volunteer projects focused on providing volunteer support for various community projects over a single day or a few weeks.

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 to support non-profit program funding throughout the region.

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 impact, announce campaign total and recognize volunteer, community and campaign award winners.

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

Heart of Indiana United Way Annual 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 PROGRAM SPONSORS

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 programs as well as marketing of the program to the community.

Education Programs

Helping children reach their full potential by starting school prepared and reading at grade level by the 3rd grade. Key elements supported by sponsorship include reading programs in schools & preschool, Dolly Parton's Imagination Library, and childcare resources.

Financial Stability Programs

Supporting individuals and families on their path to becoming financially secure. Key elements supported by sponsorship include the THRIVE Network, Volunteer Income Tax Assistance, utility assistance, financial and employment workshops and coaching, matched savings accounts for long-term goals and homebuying supports.

Health Programs

Ensuring that every individual has access to affordable, quality healthcare to live long, healthy lives. Key elements supported by sponsorship include enrollment assistance and outreach, Community Health Worker training and disaster volunteer centers.

Equity Advancement

New mini-grants program designed to support local efforts that are led by or serve underserved, underrepresented, or under-resourced persons in our communities. (Examples include those who encounter barriers based on race, ethnicity, gender, sexual orientation, economic, culture, language, immigration status, low literacy, age, special needs, and/or geographic location)

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

Annual Event Sponsorships

Impact Program Sponsorships

Event Exposure

	Presenting \$20,000	Signature \$8,000	Event \$2,000
	1 Available	4 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	

Impact \$8,000	Supporting \$2000
Unlimited	Unlimited

Branding Recognition

Recognition on printed and/or digital invite (if applicable)	x	x	x
Recognition on signage	x		
Recognition in annual report	x	x	x
Recognition in video	x	x	
Opportunity to provide promotional item(s) to event guests	x		
Recognition on event t-shirts (if applicable)	x		

x	x
x	

Digital/Media Exposure

Recognition on Heart of Indiana UW website	x	x	x
Social Media promotion on Heart of Indiana UW social media	x	x	x
Company logo placement in email newsletters	x	x	
Recognition in press release (if applicable)	x		

x	x
x	x

Corporate Social Impact Exposure (Impact Program Sponsors)

Recognition on Heart of Indiana UW website program-specific pages and social media posts			
Co-branded Program-related Social Media promotion on Heart of Indiana UW social media sites			
Company logo placement in program materials and promotion including program-specific content			
Direct Impact to specific programs (Choose your program):			

x	x
x	
x	
x	x

2023 ANNUAL SPONSORSHIP COMMITMENT

Company: _____ Contact: _____

Email: _____ Phone: _____

Sponsorship Option: Presenting Signature Event Impact Supporting Impact

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

Education Programs Financial Stability Programs Health Programs Equity Advancement

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

Signature: _____ Date: _____

Sponsorships are July 1 - June 30.
Sponsorships can still be turned in after that date.