

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES



UNITED WAY
Martin County



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Custom, In-Kind, & Foundation Sponsorships

- Custom, In-kind, and Foundation sponsorships are available upon request. Contact Trey Fritz at tfritz@unitedwaymartin.org or call 772-244-2212 for more info.

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS



EVENT SPONSORSHIPS



Community Leaders' Celebration

October

United Way hosts the Community Leaders' Celebration each fall to thank its dedicated supporters for giving their time, talent and treasure to make a difference in our community.

Approximately 200 guests gather to kick off the United Way campaign, honor the Top 10 Most Generous Workplaces and Communities, and celebrate those who have gone above and beyond to advance United Way's mission.

Game Changer Sponsor: \$10,000 (one available)

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as presenting sponsor from the podium during event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including save the date, invitations, social media posts, program, e-newsletter and event page
- Company named as presenting sponsor in post-event media coverage
- Full-page ad in event program book
- Three reserved tables for 24 guests at the event
- Presenting sponsor recognition in all mentions of event
 - United Way [event] presented by [your org]

EVENT SPONSORSHIPS



Community Leaders' Celebration (cont.)

October

Hand Raiser Sponsor: \$5,000

- Verbal recognition from the podium during event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- Half-page ad in event program book
- Two reserved tables for 16 guests at the event

Champion Sponsor: \$2,500

- Verbal recognition from the podium during event
- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- Quarter-page ad in event program book
- One reserved table for 8 guests at the event

Supporter Sponsor: \$1,000

- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- 4 guest tickets at the event

EVENT SPONSORSHIPS



Community Conversation *January, April, July, October*

Since 2017, United Way has been hosting quarterly Community Conversations where representatives from various sectors come together to discuss “hot topic” issues in our community and attendees have a chance to let their voice be heard.

Four Community Conversations are held annually (January, April, July, October) drawing an average of 40-80 attendees each event.

Exclusive Sponsor: \$2,500



- Speaking opportunity during the event (10 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on slideshow screen(s) throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter, and event page
- Company name included in Annual Report
- Recognized as exclusive sponsor in all mentions of event

EVENT SPONSORSHIPS



Donor Appreciation Luncheon

November

The Donor Appreciation Luncheon celebrates United Way's Leadership Donors, an annual gift of \$1,000 or more, acknowledging their generous contributions and impactful leadership in advancing the organization's mission.

Approximately 50-100 donors gather to celebrate their support of United Way, while gaining insights into the upcoming campaign year.

Exclusive Sponsor: \$2,000

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and website
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event



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EVENT SPONSORSHIPS



Tocqueville Society Reception

December

The Alexis de Tocqueville Society, United Way's national giving society with annual contributions of \$10,000 or more, was established in March 1984 to enhance understanding, commitment, and support for United Way's mission.

Approximately 100 of our organization's top donors gather to celebrate their remarkable contributions to United Way, highlight their accomplishments, and foster community impact.

Exclusive Sponsor: \$5,000



**WILMINGTON
TRUST**

MEMBER OF THE M&T FAMILY

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and Tocqueville Society webpage
- Company name included in Annual Report
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event

EVENT SPONSORSHIPS



Donor Receptions

December - March

United Way of Martin County is delighted to host Donor Reception events, designed to express our gratitude to our generous contributors and welcome potential new donors to our organization. These receptions are a wonderful opportunity to support United Way while showcasing your business to an exclusive, up-scale audience.

Donor Reception events only exist when made possible through the generosity of sponsors. If you are interested in hosting an event, please contact tfritz@unitedwaymartin.org or 772-244-2212.

Exclusive Sponsor: \$5,000

(Available Upon Request)

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and website
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event

EVENT SPONSORSHIPS



The Big Reveal

June

United Way hosts the annual Big Reveal each summer to award Community Impact Grants to local programs that improve the education, health and financial stability of Martin County residents.

More than 120 agency staff and community leaders join to celebrate and see first-hand the magnitude of United Way's impact in Martin County.

▶ Champion Sponsor: \$2,500

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as Champion sponsor from the podium during the event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo prominently displayed and linked on event-related digital promotional materials, including invitations, social media posts, e-newsletter and event page
- Company name included as Champion sponsor in post-event media coverage
- Company can provide promo merch and/or be displayed on United Way giveaway
- One reserved table for 8 guests at the event

▶ Supporter Sponsor: \$1,000

- Speaking opportunity during the event (1 minute)
- Verbal recognition as sponsor from the podium during the event
- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related digital promotional materials, including invitations, social media posts, e-newsletter and event page
- Company name included in post-event media coverage

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES

PROGRAM SPONSORSHIPS



PROGRAM SPONSORSHIPS



Holiday Project - Toys for Tots

December

For over 35 years, United Way of Martin County has been the official local coordinating organization for the Marine Corps Reserve Toys for Tots drive, spreading holiday cheer to local families in need through the Holiday Project.

Approximately 400 volunteers and 1,000 families will be on-site for our 2-day distribution event, providing toys and bikes to more than 3,000 children. Get high visibility and have the joy of providing a happy holiday to Martin County families.

Game Changer Sponsor: \$10,000

- Verbal recognition as Game Changer sponsor leading up to and during event
- Company logo prominently displayed on signage throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as Game Changer sponsor in pre- and post-event media coverage
- Company name included in annual Community Impact Report
- Recognition as Game Changer sponsor in all mentions of event

PROGRAM SPONSORSHIPS



Holiday Project - Toys for Tots (cont.)

December

Hand Raiser Sponsor: \$5,000

- Company logo prominently displayed on signage throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

Champion Sponsor: \$2,500

- Company logo displayed on signage throughout event
- Company logo displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

Supporter Sponsor: \$1,000

- Company logo displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

PROGRAM SPONSORSHIPS



Students United

October - May

Students United is a philanthropic initiative for high school students eager to serve their community. The program includes attending United Way activities and nonprofit site visits to understand the impactful work being accomplished in our community.

United Way, Martin County high schools, various clubs, and community partners assist with program promotion. By supporting Students United, you can help nurture the next generation of community leaders while boosting your corporate social responsibility.

Champion Sponsor: \$2,500

- Exclusive engagement opportunity, including a keynote speaking slot, a private facility tour, or hosting a signature activity.
- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any relevant media coverage
- Company name included in Annual Report

Supporter Sponsor: \$1,000

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any relevant media coverage

PROGRAM SPONSORSHIPS

Ride United

Year-Round

Launched in 2022, the Ride United program offers free, temporary, pre-scheduled Lyft rides to connect Martin County residents to critical services such as healthcare, employment, education, food and more. The program eliminates transportation barriers, enhances mobility for our most vulnerable populations and promotes greater independence within the community.

Rides are coordinated through over 25 participating agencies and promoted via United Way and key community locations including libraries, schools, hospitals, doctors offices, rehabilitation centers, agency offices and more.

Game Changer Sponsor: \$10,000

- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as Game Changer sponsor at United Way of Martin County events
- Company named as Game Changer sponsor in any Ride United media coverage
- Company name included in Annual Report
- Recognition as Game Changer sponsor in all mentions of the program

Hand Raiser Sponsor: \$5,000

- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any Ride United media coverage

Champion Sponsor: \$2,500

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any Ride United media coverage

Supporter Sponsor: \$1,000

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor in any Ride United media coverage

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES

IMPACT SPONSORSHIPS



IMPACT SPONSORSHIPS

Impact Sponsors

Year-Round

A strong community - one that is healthy, educated and financially secure - pays dividends to businesses. By becoming an Impact Sponsor, your organization will align with one of United Way's three impact areas and be recognized as a leader in creating positive change in our community.



Education



Financial Security



Health

Game Changer Sponsor: \$10,000 (one per area available)

- Company logo exclusively displayed and linked on United Way website
- Company logo exclusively displayed and linked on monthly e-newsletters
- Company announced as exclusive Impact Sponsor on United Way social platforms
- Company name listed as exclusive Impact Sponsor in Annual Report
- Recognized as exclusive Impact Sponsor throughout the annual campaign
- Verbal recognition as Impact Sponsor from the podium during The Big Reveal event
- Speaking opportunity during The Big Reveal event (1-3 minutes)
- Company logo exclusively displayed on signage and slideshow screen(s) throughout The Big Reveal event
- Company logo exclusively displayed and linked on all Big Reveal event-related print and/or digital promotional materials, including save the date, social media posts, e-newsletter, graphics and event page
- Company named as exclusive Impact Sponsor in The Big Reveal post-event media coverage
- Two reserved tables for 16 guests at The Big Reveal event

Hand Raiser Sponsor: \$5,000

- Company logo displayed and linked on United Way website
- Company logo displayed and linked on monthly e-newsletters
- Company announced as Impact Sponsor on United Way social platforms
- Company name listed as Impact Sponsor in Annual Report
- Verbal recognition as Impact Sponsor from the podium during The Big Reveal event
- Speaking opportunity during The Big Reveal event (1-3 minutes)
- Company logo displayed and linked on all Big Reveal event-related print and/or digital promotional materials, including save the date, social media posts, e-newsletter, graphics and event page
- Company named as Impact Sponsor in The Big Reveal post-event media coverage
- One reserved table for 8 guests at The Big Reveal event

IMPACT SPONSORSHIPS

Community Impact Fund

Year-Round

Don't know where to donate? United Way's got you covered! Contribute to the Community Impact Fund, our primary resource pool used for investing in local programs that improve the education, financial security and health in Martin County. Your donation will support **more than 40 programs across 30 agencies**, touching the lives of countless individuals in need.



Education



Financial Security



Health

Your contribution will:

- **Address Critical Needs:** Support programs that improve education, financial stability, and health.
- **Maximize Impact:** Ensure donations are strategically allocated to areas where they are needed most.
- **Create Lasting Change:** Help build a more resilient and thriving community for all residents.

Corporate Gift Suggestions:

- **\$500:** Provide essential resources for children's education.
- **\$1,000:** Fund health initiatives that promote well-being.
- **\$2,500:** Support rent relief programs for financially insecure families.
- **\$5,000:** Enhance services to support more individuals and families.
- **\$10,000:** Make a significant impact across multiple community programs.
- **\$25,000:** Lead community projects that drive long-term improvements.
- **Custom Amount:** Tailor your gift to match your company's giving goals.

Join us in making a difference. Together, we can create a brighter future where everyone has the opportunity to thrive.

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP COMMITMENT FORM

Event Sponsorships

Community Leaders' Celebration \$ _____
Community Conversation \$ _____
Donor Appreciation Luncheon \$ _____
Tocqueville Society Reception \$ _____
Donor Receptions \$ _____
The Big Reveal: Grant Announcement \$ _____

Program Sponsorships

Holiday Project/Toys for Tots \$ _____
Students United \$ _____
Ride United \$ _____

Impact Sponsorships

Impact Areas \$ _____
Community Impact \$ _____

Custom Sponsorships

Custom, In-Kind, & Foundation Sponsorship \$ _____

TOTAL SPONSORSHIP AMOUNT

\$

Company Name: _____ Contact Person: _____

Company Address: _____ City: _____ State: _____ Zip: _____

Contact Phone #: _____ Contact Email: _____

☐ Check enclosed payable to **United Way of Martin County**. Check #: _____

☐ Credit Card: Visa MasterCard Amex Discover

Credit Card #: _____

Name on Card: _____ Expiration (MM/YY): _____ CVV #: _____

I authorize the total sponsorship amount to be charged to the provided card:

Signature: _____

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES

Contact

For more information on sponsorship opportunities, please contact **Trey Fritz** at tfritz@unitedwaymartin.org or **772-244-2212**.

UNITED WAY OF MARTIN COUNTY

10 SE Central Parkway, Suite 101

Stuart, FL 34994

772-283-4800

www.UnitedWayMartin.org

info@unitedwaymartin.org

[@UnitedWayMartin](https://www.instagram.com/UnitedWayMartin)



UNITED WAY
Martin County

