

UNITED WAY OF MARTIN COUNTY

SPONSORSHIP OPPORTUNITIES



UNITED WAY
Martin County



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Custom Sponsorships

- In-kind and custom sponsorships are available upon request

Foundation Sponsorships

- If you're interested in sponsoring the United Way of Martin County Foundation, contact Carol Houwaart-Diez at chd@unitedwaymartin.org or 772-283-4800 x2211 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 of Martin County 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 75-100 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, acknowledging their generous contributions and impactful leadership in advancing the organization's mission.

Approximately 75-100 donors gather to celebrate their generous contributions to United Way, while gaining insights into the upcoming campaign year.

Exclusive Sponsor: \$2,000



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- 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



Tocqueville Society Reception

December

The Alexis de Tocqueville Society, United Way's national giving society, was established in March 1984 to enhance understanding, commitment, and support for United Way's mission of improving lives.

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

Exclusive Sponsor: \$5,000



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- 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 like you. If you are interested in hosting an event, please contact jlevy@unitedwaymartin.org or 772-283-4800 x2207.

Exclusive Sponsor: \$5,000

- 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

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 110 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

October - 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, 1,000 families and 3,000 children will be on-site for our 2-day distribution event. Get high visibility and have the joy of providing a happy holiday season 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.)

Oct - Dec

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, pre-scheduled Lyft rides to connect Martin County residents to critical services such as healthcare, employment, education and food. 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, 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

PROGRAM SPONSORSHIPS

Volunteer United

United Way of Martin County invites local businesses and organizations to join us in group volunteer projects. These activities often come with hard costs and require staff coordination. Your sponsorship helps cover these expenses, ensuring impactful projects for our community.

By supporting group volunteerism, you help maximize community impact, enhance volunteer experiences, and strengthen community bonds, demonstrating your commitment to social responsibility and civic engagement.

CHRISTMAS IN JULY (3 OPTIONS)

▶ Info Elves: \$250

Assemble information packets for families participating in the United Way Holiday Project. Help educate and empower families to seek the resources they need this holiday season and beyond.

▶ Stocking Stuffers: \$500

Sort and package stocking stuffers that will be given out during the United Way Holiday Project, benefitting local children in need.

▶ Holiday Hygiene: \$1,500

Create hygiene kits with toiletry products for older children (11-15) stocking stuffers at the United Way Holiday Project. This age group notoriously needs donations. These stocking stuffers can help alleviate that gap.

YEAR-ROUND (2 OPTIONS)

▶ School Literacy Kit: \$2,750

Build school literacy kits for local students with books and fun, education activities like story time and reading games that help improve skills through play.

▶ Hygiene Kit Creation: \$3,500

Assemble hygiene kits for home-insecure and low-income families. Everyday essentials like deodorant, soap, and toothpaste can be out of reach for some. These kits help restore dignity and ease the burden of basic self-care.

Additional opportunities available upon request.

Please contact Jaclyn Anez at janez@unitedwaymartin.org or 772-244-2208 for more info.

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.

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SPONSORSHIP OPPORTUNITIES

Custom Sponsorships

- In-kind and custom sponsorships are available upon request

Foundation Sponsorships

- If you're interested in sponsoring the United Way of Martin County Foundation, contact Trey Fritz at tfritz@unitedwaymartin.org or 772-283-4800 ext 2212 for more info.

Contact

For more information on any sponsorship opportunities, please contact **Trey Fritz** at tfritz@unitedwaymartin.org or **772-283-4800 ext 2212**.

UNITED WAY OF MARTIN COUNTY

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UNITED WAY
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