

2016

United Way of East Central Iowa

SPONSORSHIP OPPORTUNITIES



CAMPAIGN SPONSORSHIPS

OPPORTUNITIES

	DETAILS	DATE	AMOUNT
Campaign Presenting Sponsor	2016 campaign sponsors underwrite the costs of United Way's annual campaign and are recognized through events and marketing materials. Additionally, because of their significant contribution, campaign sponsors will be recognized on the 2016 LIVE UNITED shirts.	Throughout 2016	\$20,000
Loaned Executive Sponsor	The Loaned Executive program allows United Way to effectively and efficiently conduct the annual campaign. Each fall, United Way trains and works with a mix of loaned and sponsored workers to conduct hundreds of workplace campaigns. Each LE is assigned a portfolio and their duties include public speaking, networking, communication, organizing presentations and company events, and collecting and reporting contributions.	August to November 2016	\$8,500
Leadership Giving Events Sponsor	Leadership Giving sponsors provide funding for all Leadership Society events hosted by United Way. Events vary by year, but United Way typically hosts five to seven leadership gatherings.	Throughout 2016	\$7,500
E-newsletter Sponsor	Each month, United Way sends a variety of e-newsletters to donors, advocates, and volunteers. E-newsletter sponsors are featured in each e-newsletter.	3 months	\$1,000

BENEFITS

RECOGNITION	DETAILS	CAMPAIGN	LOANED EXECUTIVE	LEADERSHIP GIVING
Seats at sponsored event(s)		One table	One table*	One table
Recognition in United Way digital media	7,500+ views per month	❖	❖	❖
Logo on LIVE UNITED shirts	1,000+ shirts per year	❖		
Event print materials	Logo and/or name	❖		❖
Event electronic materials	Logo and/or name	❖		❖
Recognition at event (if applicable)	Varies by event	❖	❖*	❖

*at Campaign Celebration



Tocqueville Society Breakfast



Annual Meeting



Loaned Executives



Campaign Celebration



Campaign Kick Off

United Way of East Central Iowa **does not** use donor donations to pay for events. We rely on the generosity of our event sponsors. These companies financially support United Way events so campaign contributions can provide the greatest impact on our communities in East Central Iowa.

EVENT SPONSORSHIPS

OPPORTUNITIES

EVENT(S)	DATES	DESCRIPTION
Volunteer Recognition Breakfast	April 2016	This event recognizes five outstanding volunteers. Winners of these community-nominated awards will receive \$500 to donate to the nonprofit of their choice. Sponsors are recognized on the volunteer awards based on the sponsorship level.
Day of Caring	May 12, 2016	This is the largest volunteering event in the Cedar Rapids area. Hundreds participate in volunteer experiences, either individually or with co-workers. Sponsors can also fund Day of Caring shirts or a volunteer site.*
Annual Meeting, Condition of Community, and Campaign Kick Off	June 2016	United Way hosts public events to examine topics that affect the people in our community. This year, we will have a keynote speaker, present a brief update to the Condition of the Community Report, and kickoff United Way's 102 nd annual campaign.
Women's Leadership Initiative 10th Anniversary Dinner and Power of the Purse	July 2016	Women's Leadership Initiative (WLI) unites the caring power of women to provide funding for health care for women in need. To celebrate WLI's 10 th Anniversary, United Way will host a commemorative dinner and Power of the Purse silent auction to raise money to fund health care services for un- and under-insured women in our community.
Campaign Celebration	January 2017	There will be plenty to celebrate as we wrap up the 102 nd United Way Campaign! At this event, we announce our campaign results, honor companies and individuals who gave outstanding service, and celebrate all those who chose to invest in our community through United Way.
Legacy Giving Luncheon	Spring 2017	At this celebratory event, we recognize donors to our Endowment Fund, as well as those who have included United Way of East Central Iowa in their estate plans. Additionally, the Legacy Giving sponsors support an annual reception in Florida for United Way of East Central Iowa donors. This event is held at a donor's home.

*Includes volunteer opportunities for your employees.

SPONSORSHIP LEVELS

SPONSORSHIP LEVELS	SPONSORSHIP AMOUNT	AVAILABLE
Exclusive Presenting Sponsor	\$10,000	One per event
Presenting Sponsor	\$5,000	Two per event
Contributing Sponsor	\$2,500	No limit

BENEFITS

RECOGNITION	DETAILS	EXCLUSIVE	PRESENTING	CONTRIBUTING
Seats at your sponsored event(s)		Two tables	One table	Half table
Event print materials	Logo and/or name	❖	❖	❖
Event electronic materials	Logo and/or name	❖	❖	❖
Logo on United Way event webpage	5,000 views per month	❖	❖	
Company name on event webpage	5,000 views per month			❖
Recognition at event	Varies by event	❖	❖	❖



OTHER SPONSORSHIPS

2-1-1 FIRST CALL FOR HELP



Help starts with 2-1-1. Across Eastern Iowa, individuals may call 2-1-1 and a trained professional will listen to the situation, access a database of more than 840 agencies and resources, and find the best solution possible to fill the need. Additionally, firstcallforhelpiowa.org provides the same answers online.



PROGRAM SUPPORT OPPORTUNITIES

\$10,000	Sponsor 2-1-1 First Call for Help website
\$1,000	Sponsor one day of service
\$500	Sponsor the scheduling tool for Affordable Care Act enrollment or VITA/AARP tax preparation

READ EVERY DAY (RED) TO GET AHEAD



RED Ahead is a program that helps parents learn how to be their child's first teacher, helping children enter kindergarten ready to learn. This partnership between HACAP and United Way provides low-income families with free books, modeling activities for their children, and developmental screenings. Sponsorships support all aspects of the RED Ahead program from literacy specialists to books.



PROGRAM SUPPORT OPPORTUNITIES

\$25,000	Exclusive book sponsor
\$5,000	Sponsor for RED Ahead program
\$1,000	Sponsor services for one family from birth to kindergarten
\$500	Sponsor annual distribution of books for 20 low-income children (80 books)

VOLUNTEER ENGAGEMENT



United Way strives to be the area’s central resource for connecting, promoting, and educating people on the importance of volunteerism. Sponsors of volunteer opportunities help us fulfill the Volunteer Engagement mission: to bring people together to improve lives and strengthen communities through volunteering.



*Includes volunteer opportunities for your employees.

PROGRAM SUPPORT OPPORTUNITIES	
\$1,000	Sponsor online Holiday Giving Guide
\$500	Custom volunteer experience for your company (25 person maximum)*
\$500	Sponsor Day of Caring shirts*
\$100	One-year Workplace Volunteer Council membership

VOLUNTEER INCOME TAX ASSISTANCE (VITA)



VITA provides free tax preparation for local low- to moderate-income individuals and families, returning millions of dollars to our community. The program also helps hardworking people qualify for the Earned Income Tax Credit and other credits. Sponsors of this program support the three Eastern Iowa VITA sites, which are manned by hundreds of volunteers.



PROGRAM SUPPORT OPPORTUNITIES	
\$25,000	Exclusive presenting sponsor*
\$10,000	VITA site sponsor*
\$5,000	VITA program sponsor*
\$1,000	Sponsor site (one day) and inclusion in VITA annual report*
\$500	Sponsor site (half day) and inclusion in VITA annual report*



WLI Luncheon

For additional information, please contact:

Hilery Livengood

Vice President, Donor Relations

hilery.livengood@uweci.org

319-398-5372, ext. 818

Carole Dzingle

Annual Campaign Coordinator

carole.dzingle@uweci.org

319-398-5372, ext. 819

uweci.org

317 7th Avenue SE, Suite 401 | Cedar Rapids, Iowa 52401



**United Way
of East Central Iowa**