



United Way  
of East Central Iowa

# 2017 SPONSORSHIP OPPORTUNITIES

# CAMPAIGN SPONSORSHIPS

## OPPORTUNITIES

	DETAILS	DATE	AMOUNT
<b>Campaign Presenting Sponsor</b>	2017 campaign sponsors underwrite the costs of United Way's annual campaign. United Way recognizes the sponsor through events and marketing materials. Additionally, because of their significant contribution, we will recognize the campaign sponsor on the 2017 Live United shirts.	Throughout 2017	<b>\$20,000</b>
<b>Loaned Executive Sponsor</b>	The Loaned Executive (LE) program allows United Way to effectively and efficiently conduct the annual campaign. Each fall, United Way trains a mix of loaned and sponsored workers to conduct hundreds of workplace campaigns. Each Loaned Executive receives a portfolio, and their duties include public speaking, networking, communication, organizing presentations and company events, and collecting and reporting contributions.	August to November 2017	<b>\$8,500 per Loaned Executive</b>
<b>Leadership Giving Sponsor</b>	Leadership Giving sponsors provide funding for all Leadership Society events United Way hosts. Events include, Time for Art, Women's Leadership Initiative Luncheon and Power of the Purse, and the Leadership Thank You Reception.	Throughout 2017	<b>\$7,500</b>
<b>E-newsletter Sponsor</b>	Each month, United Way sends a variety of e-newsletters to donors, advocates, and volunteers. We feature sponsors in each e-newsletter.	3 months	<b>\$1,000</b>

## BENEFITS

RECOGNITION	DETAILS	CAMPAIGN PRESENTING	LEADERSHIP GIVING	LOANED EXECUTIVE
Acknowledgment at event(s)	Varies by event	❖	❖	❖*
One table at sponsored event(s)	Varies: 8–10 seats	❖	❖	❖*
United Way digital media	7,500+ views per month	❖	❖	❖
Event print and digital materials	Logo and/or name	❖	❖	
Logo on Live United shirts	1,000+ shirts per year	❖		
Speaking opportunity	5 minutes during program	❖		
Company promo item at event	Featured item for attendees	❖		

\*at Campaign Celebration



## 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
<b>Outstanding Volunteer Awards</b>	April 20, 2017	This event recognizes five outstanding volunteers. Winners of these community-nominated awards receive \$500 to donate to the nonprofit of their choice. United Way recognizes sponsors on the volunteer awards based on the sponsorship level.
<b>Day of Caring</b>	May 2017	This is the largest volunteering event in the Cedar Rapids area. More than 1,000 people participate in volunteer experiences and collection drives. Sponsors can also fund Day of Caring shirts or a volunteer site which allows them first pick of volunteer projects.
<b>Annual Meeting and Campaign Kickoff</b>	June 2017	United Way hosts public events to examine topics that affect people in our community. This year, we will celebrate our partnerships in the community and kick off United Way's 103 <sup>rd</sup> annual campaign.
<b>Legacy Giving Luncheon</b>	Early Summer 2017	Help us recognize and thank donors of our Endowment Fund, as well as those who have included United Way of East Central Iowa in their estate plans. Additionally, Legacy Giving sponsors support an annual reception in Florida for United Way of East Central Iowa donors held at a donor's home.
<b>Campaign &amp; Volunteer Celebration</b>	Early 2018	There will be plenty to celebrate as we wrap up the 103 <sup>rd</sup> United Way Campaign! At this event, we honor companies and individuals who gave outstanding service and celebrate all those who chose to invest in our community through United Way.

## SPONSORSHIP LEVELS

SPONSORSHIP LEVELS	SPONSORSHIP AMOUNT	AVAILABLE
Exclusive 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)	Tables are 8–10 seats	Two tables	One table	Half table
Event print and digital materials	Logo and/or name	❖	❖	❖
Acknowledgment at event	Varies by event	❖	❖	❖
Logo on United Way event webpage	5,000 views per month	❖	❖	
Company highlight	Printed event program	❖		
Speaking opportunity	5 minutes during program	❖		
Company promo item at event	Featured item for attendees	❖		

# PROGRAM SPONSORSHIPS

## 2-1-1 FIRST CALL FOR HELP

### PROGRAM SUPPORT OPPORTUNITIES

\$25,000	Exclusive presenting sponsor funds training for professionals who connect callers to 2-1-1 resources
\$10,000	Program sponsors fund training for professionals who connect callers to 2-1-1 resources
\$5,000	Material sponsors underwrite the cost of materials that inform communities about services offered
\$2,500	Schedule sponsors fund the tool for Affordable Care Act enrollment or VITA/AARP tax preparation
\$1,000	Session sponsors provide financial support for one week of call center operations
\$500	Program partners provide general funding for 2-1-1



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](http://firstcallforhelpiowa.org) provides the same answers online.

**Receives more than 30,000 calls and 30,000 web searches annually.**



## VOLUNTEER ENGAGEMENT



### PROGRAM SUPPORT OPPORTUNITIES

\$1,000	Sponsor Holiday Giving Guide
\$500	Custom volunteer experience for your company
\$500	Sponsor Day of Caring shirts
\$100	One-year Workplace Volunteer Council membership



United Way strives to be a central resource for connecting, promoting, and educating people on the importance of volunteerism. Sponsors help fulfill our Volunteer Engagement mission to bring people together to improve lives and strengthen communities through volunteering.

**Last year, 2,629 people volunteered 70,628 hours, equal to \$1.63 million in value for our community.**

## VOLUNTEER INCOME TAX ASSISTANCE (VITA)



### PROGRAM SUPPORT OPPORTUNITIES

\$25,000	Exclusive presenting sponsor underwrites costs of services
\$10,000	Program sponsors underwrite costs of VITA services
\$5,000	Site sponsors support one of four stationary VITA tax preparation sites
\$2,500	Visiting site sponsor supports five mobile sites set up in various locations for 1–2 weeks at a time
\$1,000	Session sponsor supports one VITA site session for one week
\$500	Program partner supports VITA's mission to assist thousands of clients



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 three Eastern Iowa VITA sites, which hundreds of volunteers run.

**Serves more than 1,800 individuals and families, who receive an average tax return of \$1,600.**

## FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

### **Destiny Hastings**

*Annual Campaign Manager*  
destiny.hastings@uweci.org  
319-398-5372 ext. 811

### **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



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