



2020

SPONSORSHIP

PACKET



United Way
of East Central Iowa


At United Way of East Central Iowa (UWECI) we value each and every donation in time or money. Each act of generosity does not go unnoticed. Your dedication continues to improve lives, create innovative solutions, and provide services for those in need—and for that, we are grateful.

To continue our success in 2020, we are seeking your support for upcoming events and programs. United Way of East Central Iowa (UWECI) does not use our donors' gifts to pay for events. We rely on generous supporters like you to bring donors, leadership society members, volunteers, partners and others together in support of community needs. In addition, sponsorships support funded programs like Volunteers on Tap and VITA.

We cannot express enough how thankful we are for your support and hope you will continue to assist us in our mission to improve people's lives. If you're interested in extending your support in the form of sponsorship, please contact Carole at 319-398-5372 ext. 819, or email carole.dzingle@uweci.org.

Thank you again for supporting United Way and for your company's efforts to make our community better for everyone.

Sincerely,

A hand with pink nail polish is using a yellow paintbrush to paint a red heart on a light-colored wall. The heart is partially completed, with the brush visible on the right side, adding to the right edge of the heart. The background is a textured, light-colored wall.

Carole Dzingle

Carole Dzingle
Senior Coordinator, Leadership & Annual Giving



CAMPAIGN SPONSORSHIPS

TYPE	AMOUNTS	DESCRIPTION
Workplace Campaign	\$20,000	Underwrite UWECl's annual campaign cost.
Game Changers: A Year in Review	\$10,000 \$5,000 \$2,500	This event is our campaign celebration and annual meeting that recognizes the service and generosity of companies and individuals who make a difference in our community. This year will also celebrate year 106 in the community.
Loaned Executive (LE) Program	\$8,500 per Loaned Executive	Each fall, we train 6-10 LEs to help run hundreds of company campaigns. LEs are essential to efficiently running campaign and they provide a personalized experience to the companies within their portfolios. LE duties include: public speaking, networking, organizing presentations and company events, and collecting and reporting contributions.

BENEFITS	\$20,000	\$10,000	\$8,500	\$5,000	\$2,500
Logo or name in marketing materials	❖	❖	❖	❖	❖
Acknowledgment at event	❖	❖	❖	❖	❖
Seats at Game Changers event	2 tables	1 table	Half table	3 seats	2 seats
Company promo item at Game Changers	❖	❖*			
Logo on 1,000+ Live United shirts	❖				
Speaking opportunity during event	❖				



LEADERSHIP SPONSORSHIPS

TYPE	AMOUNTS	DESCRIPTION
Leadership Society Events	\$7,500	Leadership Society events include: <ul style="list-style-type: none"> • Young Leaders Society Time for Art: A Celebration of Volunteers • Women United Luncheon • Women United Power of the Purse • Leadership Giving Reception(s)

Legacy Events	\$5,000 \$2,500	<ul style="list-style-type: none"> • Donor reception and recognition. • Educational event highlighting planned giving opportunities.
----------------------	----------------------------------	--

BENEFITS	\$7,500	\$5,000	\$2,500
Logo or name in event marketing materials	❖	❖	❖
Acknowledgment at events	❖	❖	❖
Tickets to sponsored events	4 tickets or half table	3 tickets	2 tickets





SPONSOR CAUSES YOU CARE ABOUT

VOLUNTEER EVENTS		
	AMOUNT	DESCRIPTION
Volunteer Now website	\$10,000	Support our volunteer matching website that gets 45,000 views annually., with more than 145 organizations and almost 280 volunteer projects on average annually.
Benefits: Prominently placed logo on home page of website, logo/name on marketing materials, priority selection of projects and visits on Day of Caring (DOC) as well as logo on DOC t-shirts.		
Time for Art: A Celebration of Volunteers Awards	\$7,500	Celebrate volunteers in the community who go above and beyond by sponsoring 6 awards given that night and the donations given to nonprofits in honor of the winners.
Benefits: Name on all awards, marketing materials and 4 reserved seats (or half table) at the event.		
Day of Caring (DOC) Event Sponsor	\$2,500	Help UWECI deliver one of Cedar Rapids' largest organized volunteer events that completes more than 120 projects with 1,200+ volunteers from local companies.
Benefits: Logo on t-shirt and name in Thank You ad and priority selection of projects and visits on DOC.		
Day of Caring (DOC) T-shirt sponsor	\$500	Get your logo on the shirt that is seen on 1,200+ volunteers around Cedar Rapids during UWECI's Day of Caring. These dollars help cover costs associated with the t-shirts for these volunteers.
Benefits: Name on DOC t-shirt and Thank You ad.		
Coffee with a Cause & Volunteers on Tap	\$1,000	Many community members participate in these done-in-a-day volunteer activities. Your support provides hands on projects and networking opportunities.
Benefits: Name on all marketing materials along with social media mention/s.		
Onsite Volunteer Projects	\$500 minimum	Onsite projects are rewarding and convenient opportunities for volunteer groups. Costs depends on the size of the project.
Benefits: Covers cost of activity coordination and supply costs.		

SPONSOR CAUSES YOU CARE ABOUT

LEADERSHIP DEVELOPMENT

	AMOUNT	DESCRIPTION
Board Orientation and Leadership Development (BOLD)	\$1,000	Help us grow leadership and civic engagement. Your dollars support those searching to learn more about volunteering for boards and committees in this 9 month training program.

Benefits: Prominently placed logo on UWEI website BOLD page, logo/name on marketing materials and 1 reserved spot in the program for your company.



WORKPLACE VOLUNTEER PROGRAM

	AMOUNT	DESCRIPTION
Workplace Volunteer Council Program Sponsor (WVC)	\$1,000	This company-focused council developed to increase and engage employees in volunteerism has doubled in size since 2017. Dollars support tools and learning opportunities for corporate members.

Benefits: Prominently placed logo on UWEI website WVC page, logo/name on marketing materials, social media mention/s and priority selection of projects for Day of Caring.

Workplace Volunteer Council Membership	\$100	Workplace volunteering contributes to employees' perception of a positive corporate culture. What better way to assist your company than to learn best practices and see real-life examples from peers.
---	--------------	---

Benefits: Prominently placed logo on UWEI website WVC page and lunch for meetings.

SPONSOR CAUSES YOU CARE ABOUT

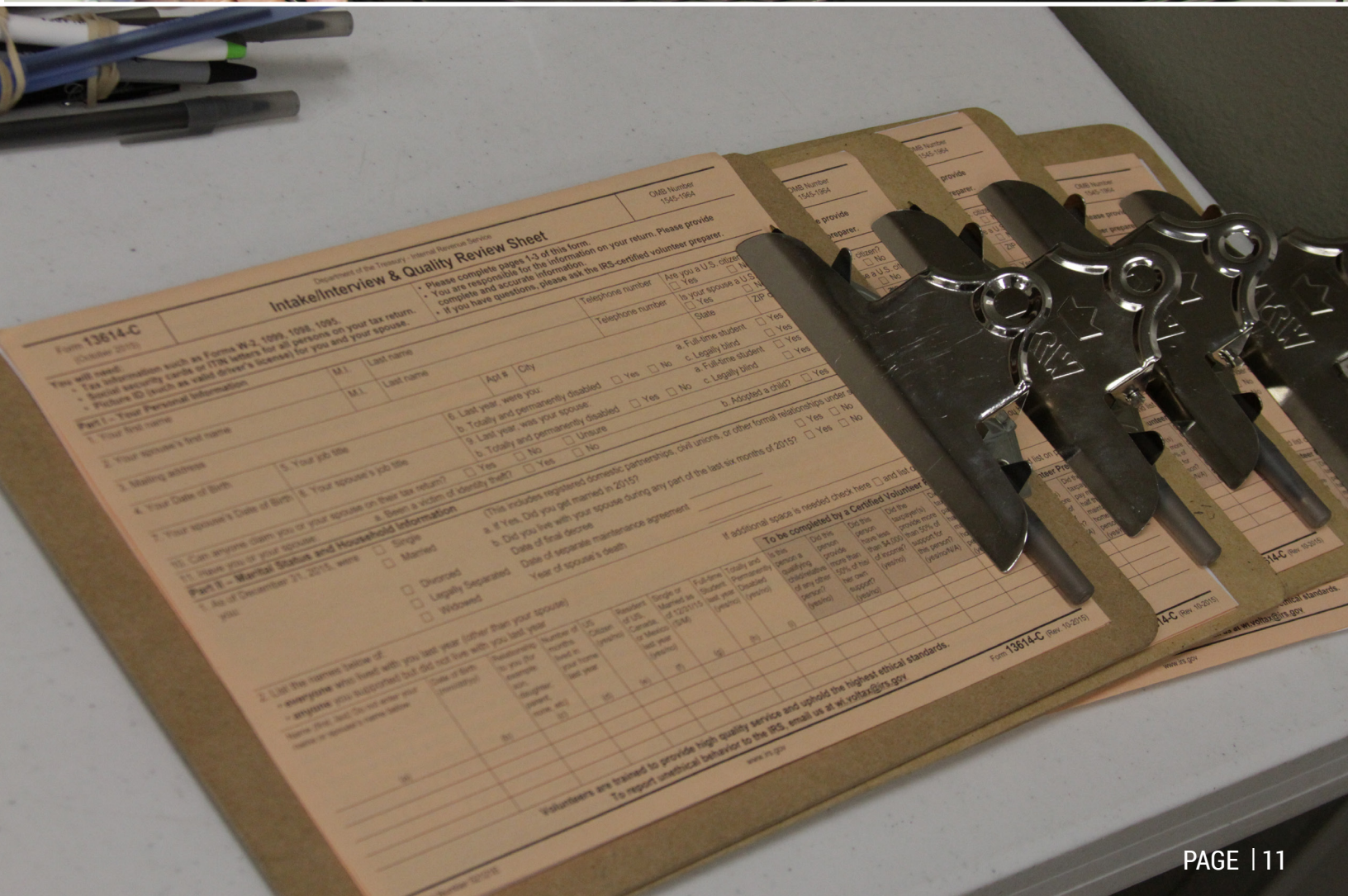
FINANCIAL STABILITY



Volunteer Income Tax Assistance (VITA) is a national IRS-sponsored program that provides free tax preparation services to individuals and families making less than \$54,000. The program allows them to get the most from their federal and state tax refunds. Last year, VITA returned more than \$3 million to our community.

TYPE	AMOUNTS	DESCRIPTION
VITA Tax Season	\$25,000	Presenting sponsor for the entire tax season, January-April.
VITA Appointment Sites	\$10,000	Sponsor VITA appointment site(s). Each of the three sites serves an average of 800 clients.
VITA Drop Off Sites	\$5,000	Sponsor VITA drop off site(s). In total, the three sites completed 418 returns.
VITA Volunteer Training	\$2,500	Sponsor the IRS-training and certification of VITA volunteers who assist with the intake process and complete tax returns. Last year, VITA had more than 80 volunteers.

BENEFITS	\$25,000	\$10,000	\$5,000	\$2,500
Logo/name in annual report	❖	❖	❖	❖
Logo/name at VITA celebration dinner	❖	❖	❖	❖
Logo on VITA webpage	❖	❖	❖	
Logo/name on materials and signage	❖	❖		
Logo on nearly 100 volunteers' shirts	❖			



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:



Carole Dzingle
Sr. Coordinator
Leadership & Annual Giving
carole.dzingle@uweci.org
319-398-5372 ext. 819

SPONSORSHIP INTEREST FORM

To request sponsorship(s), please complete this form below and send to:

Carole Dzingle
317 7th Ave SE, Suite 401 **OR** carole.dzingle@uweci.org
Cedar Rapids, IA 52401

Company Name _____

Title/Position _____

First and Last Name _____

Email Address _____

Phone Number _____

Sponsorship Selection (Mark all sponsorships you are interested in.)

CAMPAIGN

Workplace campaign

☐ \$20,000

Game Changers: A Year in Review

☐ \$10,000

☐ \$5,000

☐ \$2,500

Loaned Executive (LE) Program

☐ \$8,500

LEADERSHIP

Leadership Events

☐ \$7,500

Legacy Events

☐ \$5,000

☐ \$2,500

VOLUNTEERING

Volunteer Engagement

☐ \$10,000

☐ \$7,500

☐ \$5,000

☐ \$2,500

☐ \$1,000

☐ \$500

VITA

Tax Season

☐ \$25,000

Appointment Site(s)

☐ \$10,000

Drop Off Site(s)

☐ \$5,000

Volunteer Training

☐ \$2,500