



2021

SPONSORSHIP

PACKET



United Way  
of East Central Iowa

At United Way of East Central Iowa (UWECI), we value each and every donation of 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.

2020 was a year of change and we are not immune to that. We are seeking your support for upcoming virtual and in-person events and programs. 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 supporting us through sponsorship dollars, please contact Angelica at 319-398-5372 ext. 822, or [angelica.vannatta@uweci.org](mailto:angelica.vannatta@uweci.org).

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

Sincerely,

A handwritten signature in dark ink, appearing to read 'Angelica Vannatta', written in a cursive style.

Angelica Vannatta  
Senior Manager - Volunteer Engagement



# CAMPAIGN SPONSORSHIPS

TYPE	AMOUNTS	DESCRIPTION
Workplace Campaign	\$20,000	Underwrite UWECI's annual campaign cost.
Game Changers: A Year in Review	\$10,000 \$5,000 \$2,500	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 marks 107 years 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. they provide companies a personalized experience. 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	20 seats/ tickets	10 seats/ tickets	5 seats/tickets	3 seats/tickets	2 seats/tickets
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"> <li>• Young Leaders Society Time for Art: A Celebration of Volunteers</li> <li>• Women United Luncheon</li> <li>• Women United Power of the Purse</li> <li>• Leadership Giving Reception(s)</li> </ul>

Legacy Events	\$5,000 \$2,500	<ul style="list-style-type: none"> <li>• Donor reception and recognition.</li> <li>• Educational event highlighting planned giving opportunities.</li> </ul>
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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
<b>Volunteer Now website</b>	<b>\$10,000</b>	Support our volunteer matching website that gets 45,000 views annually, with more than 145 organizations and around 280 volunteer projects annually.
<b>Benefits:</b> Prominently placed logo on home page of website, logo/name on marketing materials, logo on Day of Caring (DOC) t-shirts, and priority selection of DOC projects and visits		
<b>Time for Art: A Celebration of Volunteers Awards</b>	<b>\$2,500</b>	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.
<b>Benefits:</b> Prominently placed logo on all event marketing materials, opportunity to present awards, premier sponsorship logo on marketing materials, and 4 reserved seats (or tickets) at the event.		
<b>Day of Caring (DOC) Premier Sponsor</b>	<b>\$2,500</b>	Help UWECI deliver one of Cedar Rapids' largest organized volunteer events that completes more than 120 projects with 1,200+ volunteers from local companies.
<b>Benefits:</b> Prominently placed logo on all event marketing materials and Thank You ad, mention in DOC press release, training materials, outreach emails, and priority selection of projects on DOC.		
<b>Day of Caring (DOC) T-shirt sponsor</b>	<b>\$500</b>	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.
<b>Benefits:</b> Name on DOC t-shirt and Thank You ad.		
<b>Coffee with a Cause &amp; Volunteers on Tap</b>	<b>\$1,000</b>	Many community members participate in these done-in-a-day volunteer activities. Your support provides hands-on projects and networking opportunities as well as purchase of the supplies for the event.
<b>Benefits:</b> Prominently placed logo on all event marketing materials, social media mention/s, and at the event.		



# SPONSOR CAUSES YOU CARE ABOUT

## LEADERSHIP DEVELOPMENT

	AMOUNT	DESCRIPTION
<b>Board Orientation and Leadership Development (BOLD)</b>	\$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:** Recognition as BOLD program sponsor on BOLD page of UWECL website, prominently placed logo on all event marketing materials, and mention at all BOLD training sessions.



## WORKPLACE VOLUNTEER PROGRAM

	AMOUNT	DESCRIPTION
<b>Workplace Volunteer Council Program Sponsor (WVC)</b>	\$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:** Recognition as WVC program sponsor on UWECL website, prominently placed logo on all event marketing materials, and mention at all WVC sessions.

# 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 volunteer shirts	❖			

## FOR ADDITIONAL INFORMATION, PLEASE CONTACT:



**Angelica Vannatta**  
*Senior Manager - Volunteer Engagement*  
angelica.vannatta@uweci.org  
319-398-5372 ext. 822

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## SPONSORSHIP INTEREST FORM

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

Angelica Vannatta  
317 7th Ave SE, Suite 401      **OR**      angelica.vannatta@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 Now

☐ \$10,000

Time for Art: A Celebration of Volunteers

☐ \$2,500

Day of Caring

☐ \$2,500

☐ \$500

Coffee with a Cause/Volunteers on Tap

☐ \$1,000

BOLD

☐ \$1,000

Workplace Volunteer Council

☐ \$1,000

#### VITA

Tax Season

☐ \$25,000

VITA Site(s)

☐ \$10,000

☐ \$5,000

Volunteer Training

☐ \$2,500