



2023 SPONSORSHIP GUIDE

At United Way of East Central Iowa (UWECI), we appreciate every partnership, collaboration, gift of service, and financial commitment that is given in support of our community. Your support as a valued partner is vital toward advancing our mission of uniting the power of communities to create solutions that improve people's lives.

We are committed to offering help and hope to those in greatest need in our community; to provide equitable access to economic mobility, childhood success, access to healthcare and safety net services. As we strive to engage community champions, we seek your support of upcoming virtual and in-person events and programs. United Way of East Central Iowa does not use our donors' charitable contributions to pay for our events or outreach activities and relies solely on corporate sponsorships to bring donors, advocates, and volunteers together to mobilize their caring power to improve the lives of those in our service area.

If you are interested in supporting us through sponsorship dollars, please contact Angelica Vannatta for Community Impact at 319-398-5372 ext. 822 or Mégan Valenta for Campaign at 319-398-5372 ext. 816 or email sponsorship@uweci.org.

United, we continue to move forward with determination and purpose to strengthen our community as we create a more sustainable, equitable Eastern Iowa for years to come. Thank you for your consideration and generosity!



Angelica Vannatta
Senior Manager, Community
Outreach & Engagement



Mégan Valenta
Senior Manager, Workplace
Campaign & Donor Engagement

CAMPAIGN SPONSORSHIPS

TYPE	AMOUNTS	DESCRIPTION
Workplace Campaign	\$12,500	Underwrite UWECI's Workplace Campaign to realize yearlong recognition and exposure to all donors, volunteers and advocates of our programs. Help set the pace as a Campaign Kick-Off Sponsor or keep the momentum going at our Mid-Campaign Update.
Campaign Kick-Off	\$5,000**	
Mid-Campaign Update	\$2,500	
Campaign Specialist (formerly Loaned Executive)	\$8,500 per Campaign Specialist (can be inkind)	Each fall, we train 5-6 CS's to help run 250-300 company campaigns. CS's are essential to efficiently running campaign and providing companies a personalized experience. CS duties include: public speaking, networking, organizing presentations and company events, and collecting and reporting contributions.
United We Thrive: A Community Impact Celebration (formerly Game Changers)	\$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 109 years in the community.

BENEFITS	\$12,500	\$8,500	\$5,000	\$2,500
Logo or name in marketing materials	❖	❖	❖	❖
Acknowledgment at event	❖	❖	❖	❖
Seats at United We Thrive event	15 seats/tickets	5 seats/tickets	3 seats/tickets	2 seats/tickets
Company promo item at United We Thrive	❖			
Logo on 1,000+ Live United shirts	❖			
Speaking opportunity during event	❖		❖**	



LEADERSHIP/EVENT SPONSORSHIPS

TYPE	AMOUNTS	DESCRIPTION
Leadership Society Events	\$7,500	<p>Leadership Society events include:</p> <ul style="list-style-type: none"> • Time for Art: A Celebration of Volunteers Awards • Women United Luncheon • Women United Power of the Purse • Leadership Giving Receptions (Fall/Spring) <p>UWECI is excited to bring back past educational, fundraising and leadership events. Help support these special causes in a group to receive multiple months of recognition and time to encourage your co-workers to learn more about United Way through collaboration and support for our programs.</p>
Benefits: Logo placed on website event page and other event marketing materials, social media recognition, acknowledgment at event and four tickets or a half table at the event.		

AFFINITY GROUP SPONSORS

TYPE	AMOUNTS	DESCRIPTION
Affinity Groups	\$1,000/ event or \$2,500/ 3 events	<p>UWECI has two affinity groups. Women United (\$500 donor entry level) and Emerging Leaders United (\$250 donor entry level).</p> <p>Women United has a rich history of hosting two events annually. The Women United Luncheon- traditionally held each May and the Power of the Purse event held each August. Proceeds from these two events are distributed to community agencies.</p> <p>Emerging Leaders United (formerly Young Leaders Society) has recently been rebranded to connect engaged individuals of any age who are driven to make a difference in their community. They are striving to sponsor at least two events this year.</p>
Benefits: Logo placed on website event page and other event marketing materials, social media recognition, and tickets to the event(s).		

SPONSOR CAUSES YOU CARE ABOUT

COMMUNITY IMPACT SPONSORS

	AMOUNT	DESCRIPTION
211	\$5,000	Support United Way's 211 service, which is a free, confidential information and referral helpline and website serving 42 counties in Iowa.
Benefits: Prominently placed logo on the website and social media acknowledgments.		
Time for Art: A Celebration of Volunteers Awards	\$2,500	Celebrate volunteers in the community who go above and beyond by sponsoring six awards. Contributions received support area nonprofits in honor of the winners.
Benefits: Prominently placed logo on all event marketing materials, opportunity to present awards, premier sponsorship logo on marketing materials, and four reserved seats (or tickets) at the event.		
Day of Caring (DOC) Premier 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: 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.		
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.		
Volunteer Centers	\$2,500	Support our volunteer centers in our five-county area to curate a community of service. Support the following: <ul style="list-style-type: none"> - Coffee with a Cause - Volunteers on Tap - Volunteer Engagement and Recruitment
Benefits: Prominently placed logo on all event marketing materials and social media recognition.		



SPONSOR CAUSES YOU CARE ABOUT

COMMUNITY IMPACT SPONSORS

	AMOUNT	DESCRIPTION
Building Equity in Community	\$7,500 or \$2,500 (individual community activity)	Support for community initiative that uplifts diversity, equity, inclusion and accessibility in our community. Includes: <ul style="list-style-type: none">- BOLD (Board Orientation and Leadership Development)- Civic Circle- Nonprofit and Community Education/Engagement

Benefits: Prominently placed logo on website pages, all marketing materials and social media recognition.



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 Sponsorship	\$2,500	Presenting Sponsors for the entire tax season as well as during the fall recruitment for volunteers and volunteer training.

Benefits: Logo on VITA website pages, marketing materials and social media recognition.



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Mégan Valenta

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Campaign & Donor Engagement
megan.valenta@uweci.org
319-398-5372 ext. 816

Angelica Vannatta

Senior Manager, Community
Outreach & Engagement
angelica.vannatta@uweci.org
319-398-5372 ext. 822



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

United Way of East Central Iowa
Attn: Sponsorship Committee
317 7th Ave SE, Suite 401
Cedar Rapids, IA 52401

OR Email
Sponsorships@uweci.org

Tailored Sponsorships available for consideration.

SPONSORSHIP INTEREST FORM

Company Name _____

Title/Position _____

First and Last Name _____

Email Address _____

Phone Number _____

SPONSORSHIP SELECTION

CAMPAIGN:		COMMUNITY IMPACT:	
Workplace Campaign - \$12,500		211 - \$5,000	
Campaign Kick-Off - \$5,000		Time for Art: A Celebration of Volunteers - \$2,500	
Mid-Campaign Update - \$2,500		Day of Caring Premier Sponsor - \$2,500	
United We Thrive: A Community Impact Celebration - \$2,500		Day of Caring T-Shirt Sponsor - \$500	
Campaign Specialist (CS) Program - \$8,500		Volunteer Centers - \$2,500	
		Building Equity in Community - \$7,500	
		• BOLD - \$2,500	
		• Civic Circle - \$2,500	
		• Nonprofit and Community Education - \$2,500	

AFFINITY GROUPS:		VITA:	
\$1,000 for one event or \$2,500 for three events (select events below):		VITA Sponsorship - \$2,500	
Women United Luncheon			
Women United Power of the Purse			
Emerging Leaders Event			

LEADERSHIP/EVENTS:	
Leadership Society Events - \$7,500	

SPONSORSHIP TOTAL:	

Select Sponsorship Opportunities Above.