



2024

SPONSORSHIP

GUIDE

United  
Way



United Way  
of East Central Iowa

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.

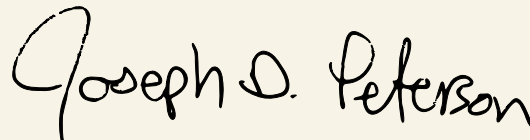
We strive to create an equitable Eastern Iowa for all by growing in our Unite to Inspire focus areas in building economic mobility, fostering childhood success, improving access to healthcare, and supporting safety net services. Through collaborations with community champions, we continue to ask for your support for upcoming 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 Joe Peterson for Campaign at **319-398-5372 ext. 818** or email [sponsorship@uweci.org](mailto: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



**Joseph Peterson**  
Vice President  
Donor Engagement & Development



# CAMPAIGN SPONSORSHIPS

TYPE	AMOUNT	DESCRIPTION
Workplace Campaign Campaign Kick-Off Mid-Campaign Update	\$12,500 \$5,000 \$2,500	Underwrite UWECI's Workplace Campaign to realize yearlong recognition and exposure to thousands of 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 Specialist (formerly Loaned Executive)	\$8,500 per Campaign Specialist (can be in-kind)	Each fall, we train 5-6 Campaign Specialists (CSs) to help run nearly 300 company campaigns. CSs 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	\$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 110 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/ ticket	5 seats/ ticket	3 seats/ ticket	2 seats/ ticket
Company promo item at United We Thrive	❖			
Logo on 1,000+ campaign shirts	❖			
Speaking opportunity during event	❖		❖	

\*This benefit goes to the \$2,500 sponsorship for the United We Thrive event.

# LEADERSHIP/EVENT SPONSORSHIPS

TYPE	AMOUNT	DESCRIPTION
<b>Leadership Society Sponsorship Package</b>	<b>\$8,000</b>	<p>Leadership Society events include:</p> <ul style="list-style-type: none"> <li>• Your Time for Art: Celebrate Volunteerism</li> <li>• Women United Luncheon</li> <li>• Women United Power of the Purse</li> <li>• Leadership Giving Reception - Fall 2024</li> </ul> <p>UWECI is excited to bring back past educational, fundraising and leadership events. Help support these special causes as a package 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>
<b>Benefits:</b> 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	AMOUNT	DESCRIPTION
WOMEN UNITED		
Women United Power of the Purse  Women United Luncheon	\$2,000/event or \$3,500 for both events	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.
Benefits: Logo placed on all marketing materials and website event page, four tickets to the event.		
Women United Technology Sponsor	\$1,000	The technology sponsorship covers costs associated with online registration and bidding platforms for Power of the Purse.
Benefits: Logo placed on all marketing materials and website event page.		
EMERGING LEADERS UNITED (ELU)		
Emerging Leaders United Volunteers on Tap	\$250	Emerging Leaders United Volunteer and Coffee Chat events bring volunteers in our community together while networking with other emerging leaders.
Emerging Leaders United Coffee Chats	\$500	
Benefits: Logo placed on all marketing materials and website event page.		
Born Learning Trails Event Gold Sponsor	\$1,000	Emerging Leaders United current community project is to clean up the Born Learning Trails in the Cedar Rapids area. Your support provides for a celebration of the work as well as an update on the project.
Born Learning Trails Event Silver Sponsor	\$500	
Benefits: Logo placed on all marketing materials and website event page, tickets to event (if applicable).		

# COMMUNITY IMPACT SPONSORS

TYPE	AMOUNT	DESCRIPTION
<b>211</b>	<b>\$5,000</b>	Support United Way's 211 service, which is a free, confidential information and referral helpline and website serving 42 counties in Iowa.
<b>Benefits:</b> Logo on UWECI website for 211 program mention and social media recognition.		
<b>Your Time for Art: Celebrate Volunteerism</b>	<b>\$2,500</b>	Shine a light on the volunteers who donate their time and talent to meet our community's greatest needs. Contributions support our annual volunteer awards and celebration.
<b>Benefits:</b> Logo placed on all marketing materials and website event page, presenter of volunteer awards, and four tickets at the event.		
<b>Day of Caring Platinum Sponsor</b>	<b>\$2,500</b>	Engage your employees while helping 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 volunteer shirt, all marketing materials, and website event page, mention in media outreach, choose unlimited volunteer slots during Priority Selection Week, and custom volunteer coordination.		
<b>Day of Caring Gold Sponsor</b>	<b>\$750</b>	Give back to your community through UWECI while being recognized as a leading volunteer for one of Cedar Rapids' largest volunteer events that includes more than 120 projects and 1,200+ volunteers.
<b>Benefits:</b> Logo on volunteer shirt, mention in all marketing materials, and choose up to 100 volunteer slots during Priority Selection Week (may choose additional volunteer slots after the close of Priority Week).		
<b>Day of Caring Silver Sponsor (formerly t-shirt sponsor)</b>	<b>\$500</b>	Get your name 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 placed on volunteer shirt, social media mention, choose up to 50 volunteer slots during Priority Selection Week (may choose additional volunteer slots after the close of Priority Week).		
<b>Volunteer Centers</b>	<b>\$2,500</b>	Support our volunteer centers in our five-county area to curate a community of service. Support the following: <ul style="list-style-type: none"> <li>Coffee with a Cause</li> <li>Volunteer Engagement and Recruitment</li> </ul>
<b>Benefits:</b> Logo on all marketing materials and social media recognition.		

# COMMUNITY IMPACT SPONSORS

TYPE	AMOUNT	DESCRIPTION
Building Equity in Community	\$7,500	Support for community initiative that uplifts diversity, equity, and inclusion in our community. Includes: <ul style="list-style-type: none"><li>• BOLD (Board Orientation and Leadership Development)</li><li>• Civic Circle</li><li>• Nonprofit and Community Education/Engagement</li></ul>
	OR	
	\$2,500 (individual community activity)	
Benefits: Logo on website program page, all marketing materials, and social media recognition.		





# VITA SPONSORSHIP

TYPE	AMOUNT	DESCRIPTION
VITA Sponsorship	\$2,500	Presenting sponsors for the entire tax season as well as during the fall recruitment for volunteers and volunteer training.
<b>Benefits:</b> Logo on VITA website pages, marketing materials and social media recognition.		



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 \$2.4 million to our community.



# SPONSORSHIP INTEREST FORM

To request sponsorship(s), please complete the form below and email to [sponsorships@uweci.org](mailto:sponsorships@uweci.org) or send to:  
United Way of East Central Iowa | Attn: Sponsorship Committee | 317 7th Ave SE, Suite 401 | Cedar Rapids, IA 52401

Company Name \_\_\_\_\_

Title/Position \_\_\_\_\_

First and Last Name \_\_\_\_\_

Email Address \_\_\_\_\_ Phone # \_\_\_\_\_

## SPONSORSHIP SELECTION

CAMPAIGN	
Workplace Campaign - <b>\$12,500</b>	
Campaign Kick-Off - <b>\$5,000</b>	
Mid-Campaign Update - <b>\$2,500</b>	
United We Thrive: A Community Impact Celebration - <b>\$2,500</b>	
Campaign Specialist (CS) Program - <b>\$8,500</b>	

AFFINITY GROUPS	
<b>Women United: \$2,000 for one event or \$3,500 for Luncheon &amp; Power of the Purse (select events below)</b>	
Women United Luncheon	
Women United Power of the Purse	
Women United Technology Sponsor - <b>\$1,000</b>	
<b>Emerging Leaders United (ELU)</b>	
Volunteers on Tap - <b>\$250</b>	
Coffee Chats - <b>\$500</b>	
Born Learning Trails Event Gold Sponsor - <b>\$1,000</b>	
Born Learning Trails Event Silver Sponsor - <b>\$500</b>	

COMMUNITY IMPACT	
211 - <b>\$5,000</b>	
Your Time for Art: Celebrate Volunteerism - <b>\$2,500</b>	
Day of Caring Platinum Sponsor - <b>\$2,500</b>	
Day of Caring Gold Sponsor - <b>\$750</b>	
Day of Caring Silver Sponsor - <b>\$500</b>	
Volunteer Centers - <b>\$2,500</b>	
Building Equity in Community - <b>\$7,500</b>	
• BOLD - <b>\$2,500</b>	
• Civic Circle - <b>\$2,500</b>	
• Nonprofit and Community Education - <b>\$2,500</b>	

VITA	
VITA Sponsorship - <b>\$2,500</b>	

LEADERSHIP/EVENTS	
Leadership Society Events - <b>\$8,000</b>	

<b>SPONSORSHIP TOTAL:</b>	
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Select sponsorship opportunities above.

Tailored sponsorships available for consideration.



**Joe Peterson**

Vice President, Donor Engagement & Development

[joseph.peterson@uweci.org](mailto:joseph.peterson@uweci.org)

319-398-5372 ext. 818

**Angelica Vannatta**

Senior Manager, Community Outreach & Engagement

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319-398-5372 ext. 822