

2026

SPONSORSHIP GUIDE



UNITED WAY
East Central
Iowa

WHY **YOU** SHOULD SPONSOR UWECI

Each and every individual or organization that chooses to support United Way of East Central Iowa (UWECI) plays a vital role in creating positive community change. By choosing UWECI, you help us mobilize communities to action so all can thrive. When you sponsor UWECI, you are sponsoring more than an event or program. You are sponsoring a thriving community.



POSITION your company as a valued community partner by investing in non-profit work.



BENEFIT from increased brand exposure, as you will be recognized and thanked appropriately for supporting UWECI.



CREATE positive change in our community by supporting our solution-focused work and keeping more dollars close to home.



EMPOWER UWECI to continue bringing community partners together to build a stronger community.



As a community bank, investing in initiatives that strengthen and uplift our neighborhoods is not just part of our mission, it's at the heart of who we are at Cedar Rapids Bank & Trust. By partnering with United Way of East Central Iowa, we're aligning our efforts with an organization that embodies our values. UWECI is a true connector, utilizing their research, data, and network to identify the needs of our community and then implement effective solutions for the greatest impact. This partnership allows CRBT to not only reinforce our commitment to serve our community, but also to amplify the impact we can make together. When our community thrives, we all succeed."

—WENDY NIELSEN
CRBT Employee & 2025-2026 Campaign Co-Chair



We love to support United Way because of their research-based approach and commitment to the community as a whole. United Way gives our employee-owners an opportunity to make a larger impact with their dollars. United Way and Van Meter have been partners for so long. We are both known for showing up when the community needs us most. It's an incredible opportunity to be able to work together and support these initiatives our community needs."

—DANIELLE MONTHEI
Van Meter Employee



CAMPAIGN SPONSORSHIPS

CAMPAIGN KICKOFF

Campaign Kick-Off is UWECI’s dynamic annual launch event, bringing together corporate executives, emerging leaders, and community partners to unite around a shared vision of positive change. Sponsors have the exclusive opportunity to connect with influential decision-makers, foster new relationships with rising corporate leaders, and demonstrate their commitment to building a stronger East Central Iowa. This high-energy gathering ignites inspiration and empowers attendees to help drive a successful community-wide campaign that transforms lives across our region.

Expected attendance: 200 | Anticipated event date: August 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$5,000	Logo or name on marketing materials, acknowledgment at event, speaking opportunity at event
Supporting	\$3,500	Logo or name on marketing materials, acknowledgment at event
Drink	\$1,500	Logo or name on marketing materials and drink tickets, logo on bar signs, acknowledgment at event
Food	\$1,500	Logo or name on marketing materials and food line signs, acknowledgment at event



“I can’t begin to express how much I have grown and learned about our community during this experience.

UWECI does so much more than fundraise for the community. Although fundraising is an integral part in helping our community, UWECI also researches what the greatest needs are for individuals in our five-county area. I’ve had the opportunity to learn from many agency partners and how they work together as a unit. A huge thank you goes to Quaker Oats and UWECI for their wonderful partnership and this wonderful opportunity I have been given.”

–JUDIE GOFTON
Four-Year UWECI
Campaign Specialist,
Quaker Oats
Employee



CAMPAIGN SPECIALIST SPONSORSHIPS

Campaign Specialists are UWECI’s frontline ambassadors during our critical fundraising season. These highly-trained professionals help lead over 125 workplace campaigns each fall, helping companies inspire their employees and raise over \$1 million to fuel life-changing programs in our community. Sponsoring a Campaign Specialist directly supports the cost of recruiting, training, and deploying these essential team members, making it possible for UWECI to expand our reach, deepen relationships with corporate partners, and generate vital resources for local individuals and families.

AMOUNT	BENEFIT
\$8,500	Recognition in UWECI’s Annual Report and monthly eNewsletter (sent to nearly 20,000), dedicated social media spotlight, half a table at United We Thrive event, and acknowledgment during United We Thrive and Campaign Kick-Off events

MID-YEAR MIXER SPONSORSHIPS

The Mid-Year Mixer is UWECL's exclusive appreciation event for our top donors and partners – an intimate gathering of community leaders, corporate executives, and high-impact philanthropists. Hosted at a premier local venue, this event offers sponsors the rare opportunity to connect personally with key decision-makers who care deeply about creating positive community change. Guests enjoy an elegant atmosphere while receiving insider updates on UWECL's strategic priorities and impact. Sponsorship provides valuable visibility and direct access to influential community stakeholders.

Expected attendance: 125 | Anticipated event date: March 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$3,500	Logo or name on marketing materials, acknowledgment at event, three tickets to the event
Supporting	\$2,500	Logo or name on marketing materials, acknowledgment at event, one ticket to the event
Drink	\$1,500	Logo on drink ticket, acknowledgment at event
Food	\$1,500	Logo on food line sign, acknowledgment at event



UNITED WE THRIVE

United We Thrive is UWECI's annual celebration, honoring the extraordinary corporations and philanthropists who support positive community change throughout East Central Iowa. This inspiring event recognizes our top corporate partners, showcases the life-changing impact made possible through collective generosity, and unveils our bold vision for the year ahead. Sponsors gain valuable brand visibility and the chance to stand alongside East Central Iowa's most dedicated community champions.

Expected attendance: 200 | Event Date: June 12, 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$3,500	Logo or name on marketing materials and table tents, acknowledgment at event, and four tickets to event
Supporting	\$2,500	Logo or name on marketing materials and table tents, acknowledgment at event, and two tickets to event
Breakfast	\$1,500	Logo or name on marketing materials and table tents, acknowledgment at event, 25% discount on event tickets
Celebration	\$1,000	Logo or name on table tents, acknowledgment at event, 10% discount on event tickets





Women United will celebrate 20 years of making an impact on women's healthcare in East Central Iowa in 2026. Raising over \$3 million since its inception, Women United aims to ensure all women have access to healthcare services when they are needed most. Each year, Women United supports two UWEI events – a luncheon in the Spring and Power of the Purse in the Fall.

WOMEN UNITED LUNCHEON

The Women United Luncheon gathers passionate female leaders and community partners to advance access to healthcare for women and families across East Central Iowa. Guests connect over lunch, hear from inspiring speakers, and learn how collective action can break down barriers to healthcare access. Sponsors gain visibility among influential women and decision-makers dedicated to creating a healthier community for all.

Expected attendance: 250 | Anticipated event date: May 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$3,500	Logo or name on marketing materials, acknowledgment at event, five regular tickets to the event
Supporting	\$2,500	Logo or name on marketing materials, acknowledgment at event, three regular tickets to the event
Lunch	\$1,500	Logo or name on marketing materials, acknowledgment at event, 10% discount on event tickets
Celebration	\$1,000	Logo or name on table tents and acknowledgment at event

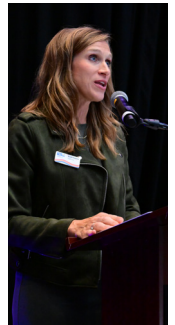


POWER OF THE PURSE

Power of the Purse is Women United's signature fundraising event, supporting initiatives that increase women's access to vital healthcare services. Guests enjoy an elegant evening featuring silent auction, powerful stories of impact, and the chance to unite with other community leaders who are passionate about women's healthcare and well-being. Sponsors receive valuable recognition and the opportunity to align their brand with meaningful change for women and families throughout East Central Iowa.

Expected attendance: 350 | Anticipated event date: September 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$5,000	Logo or name on marketing materials, acknowledgment at event, five tickets at event
Supporting	\$3,500	Logo or name on marketing materials, acknowledgment at event, three tickets at event
Runway	\$2,000	Logo or name on marketing materials, logo on runway sign, acknowledgment at event
After Party	\$1,500	Logo or name on marketing materials, acknowledgment as sole after party host
Food	\$1,500	Logo or name on marketing materials, logo on food station signs, acknowledgment at event
Drink	\$1,500	Logo or name on marketing materials, logo on bar signs and drink tickets, acknowledgment at event
Technology	\$1,250	Logo or name on marketing materials, logo on online registration and bidding platform, acknowledgment at event



DAY OF CARING

Every year in May, 1,000+ volunteers throughout East Central Iowa come together, roll up their sleeves, and provide a much-needed workforce to complete half or full-day projects. Volunteer teams of all sizes take on projects that help address critical community and agency needs. Your investment helps cover event logistics and materials, while elevating your visibility and recognition as a leading supporter of volunteerism.

Event date: May 14, 2026

TYPE	AMOUNT	BENEFIT
Presenting	\$2,500	Logo on volunteer shirt and all marketing materials, mention in media release, choose unlimited volunteer slots during Project Selection Week, and custom volunteer coordination
After Party	\$1,500	Logo or name on marketing materials and bar and food line signs, acknowledgment at event
Supporting	\$750	Logo on volunteer shirt, mention in marketing materials, and choose up to 75 volunteer slots during Project Selection Week
T-shirt	\$500	Name on volunteer shirt, choose up to 50 volunteer slots during Project Selection Week
Team	\$250	Choose up to 10 volunteer slots during Project Selection Week; this serves as a registration fee to participate as a team



**Projects will be open to corporate partners and teams on a priority basis, according to their sponsorship level. Presenting sponsors will receive first choice of available projects and so on.



COMMUNITY IMPACT PROGRAMMING

TYPE	AMOUNT	DESCRIPTION	BENEFITS
211 	\$5,000	Support United Way's 211 service, which is a free and confidential information and referral helpline.	Logo on social media mention and newsletter feature, promoting the 211 program
Volunteer Celebration Brunch Expected attendance: 100 Anticipated date: April 2026	\$2,500	Shine a light on UWECI volunteers who donate their time and talent to meet our community's greatest needs. Contributions support our annual volunteer awards and celebration.	Logo placed on all event marketing materials and website event page, presenter of volunteer awards, and four tickets to event
Volunteer Centers & County-Focused Programming	\$1,000 per county	Support our volunteer centers in our five-county area to curate a community of service and program delivery, such as Day of Caring, medical transportation, and Senior Health Insurance Information Program (SHIIP).	Logo on marketing materials, UWECI website, and social media recognition
Volunteer Income Tax Assistance (VITA) 	\$2,500	Presenting sponsors for the entire tax season, as well during fall volunteer recruitment and training. Volunteer Income Tax Assistance (VITA) is a national IRS-sponsored program that provides free tax preparation services to individuals and families making less than \$69,000. The program allows them to get the most from their federal and state refunds. Last year, VITA returned more than \$2.6 million to our community.	Logo on VITA website pages, marketing materials, and social media recognition



"We provide some tax education during appointments and why

the various numbers are the way they are. Her eyes were getting wider and wider when I told her the combined amount of her refunds. She put her head into both hands and started crying. After a pause, she looked up and said, 'You just changed my life, and I can't thank you enough. This will allow me to pay off all my debts and get back even.'"

**—2024 TAX SEASON
VITA VOLUNTEER**



LEADING EDUCATION SERIES

Our education series offers skills-training for individuals to deepen their civic involvement, serve on nonprofit boards, and advocate for meaningful community change. We equip participants with the tools, knowledge, and connections needed to step into influential volunteer and leadership roles that make a lasting impact

TYPE	AMOUNT	BENEFIT	
Board Orientation and Leadership Development (BOLD) Program	\$2,500	Logo on program website page, marketing, and program materials, and social media mention; BOLD sponsors receive an opportunity to speak at graduation reception	
Civic Circle	\$2,500		
Community Learning	\$2,500		

SPONSOR OUR WORK

Our ‘Sponsor Our Work’ opportunities allow corporate partners to align their marketing dollars with high-impact causes that transform lives in East Central Iowa. By sponsoring one of UWECEI’s core focus areas – financial security, youth opportunity, healthy community, and community resiliency – companies directly support the work that help families thrive. In return, sponsors receive valuable recognition through UWECEI’s marketing channels, positioning them as leaders committed to creating a stronger, healthier, and more equitable community. It’s an investment that delivers both powerful community outcomes and significant brand goodwill.

TYPE	AMOUNT	BENEFIT
Financial Security	\$2,500	Logo on financial security focus sheet and website, social media storytelling opportunity on highlighting why your company supports UWECEI and financial security
Youth Opportunity	\$2,500	Logo on youth opportunity focus sheet and website, social media storytelling opportunity on highlighting why your company supports UWECEI and youth opportunity
Healthy Community	\$2,500	Logo on healthy community focus sheet and website, social media storytelling opportunity on highlighting why your company supports UWECEI and healthy community
Community Resiliency	\$2,500	Logo on community resiliency focus sheets and website, social media storytelling opportunity on highlighting why your company supports UWECEI and community resiliency

SUMMARY OF SPONSORSHIP OPPORTUNITIES

CAMPAIGN

Campaign Kickoff – Presenting Sponsor – \$5,000
Campaign Kickoff – Supporting Sponsor – \$3,500
Campaign Kickoff – Drink Sponsor – \$1,500
Campaign Kickoff – Food Sponsor – \$1,500
Campaign Specialist – \$8,500

COMMUNITY IMPACT

211 – \$5,000
Volunteer Celebration Brunch – \$2,500
Volunteer Centers and County-Focused Programming – \$1,000 per county
VITA Sponsorship – \$2,500
BOLD – \$2,500
Civic Circle – \$2,500
Community Learning – \$2,500
Day of Caring – Presenting Sponsorship – \$2,500
Day of Caring – Supporting Sponsorship – \$750
Day of Caring – T-Shirt Sponsorship – \$500
Day of Caring – Team Sponsorship – \$250
Day of Caring – Food Sponsorship – \$1,500

For more information on UWECI Sponsorships, contact Riley Cole at 319-855-1049 or Riley.Cole@uweci.org.



Select sponsorship opportunities above.
Tailored sponsorships available for consideration.

LEADERSHIP/EVENTS

United We Thrive – Presenting Sponsor – \$3,500
United We Thrive – Supporting Sponsor – \$2,500
United We Thrive – Breakfast Sponsor – \$1,500
United We Thrive – Celebration Sponsor – \$1,000
Mid-Year Mixer – Presenting Sponsor – \$3,500
Mid-Year Mixer – Supporting Sponsor – \$2,500
Mid-Year Mixer – Food Sponsor – \$1,500
Mid-Year Mixer – Drink Sponsor – \$1,500

WOMEN UNITED

Luncheon – Presenting Sponsor – \$3,500
Luncheon – Supporting Sponsor – \$2,500
Luncheon – Lunch Sponsor – \$1,500
Power of the Purse – Presenting Sponsor – \$5,000
Power of the Purse – Supporting Sponsor – \$3,500
Power of the Purse – Runway Sponsor – \$2,000
Power of the Purse – After Party Sponsor – \$1,500
Power of the Purse – Food Sponsor – \$1,500
Power of the Purse – Drink Sponsor – \$1,500
Power of the Purse – Technology Sponsor – \$1,250

SPONSOR OUR WORK

Financial Security – \$2,500
Youth Opportunity – \$2,500
Healthy Community – \$2,500
Community Resiliency – \$2,500



UNITED WAY

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Iowa

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