

POWER
the PURSE

2027



UNITED WAY
East Central
Iowa

SPONSORSHIP GUIDE

SUMMARY OF SPONSORSHIP OPPORTUNITIES

CAMPAIGN

Campaign Kickoff – Presenting Sponsor – \$4,000
Campaign Kickoff – Supporting Sponsor – \$3,000
Campaign Kickoff – Drink Sponsor – \$2,000
Campaign Kickoff – Food Sponsor – \$2,000
Campaign Specialist – \$8,500

COMMUNITY IMPACT

211 Sponsor – \$5,000
Volunteer Appreciation Sponsor – \$2,500
Volunteer Centers and County-Focused Programming Sponsor – \$1,000 per county
VITA Sponsor – \$2,500
BOLD Sponsor – \$2,500
Civic Circle Sponsor – \$2,500
Community Learning Sponsor – \$2,500
Day of Caring – Presenting Sponsor – \$2,500
Day of Caring – After Party Sponsor – \$1,500
Day of Caring – Supporting Sponsor – \$750
Day of Caring – T-Shirt Sponsor – \$500

EMERGING LEADERS UNITED

ELU Engagement Events Sponsor – \$1,000
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LEADERSHIP/EVENTS

Events Leadership Package - Presenting - \$14,000
Events Leadership Package - Supporting - \$10,000
United We Thrive – Presenting Sponsor – \$4,000
United We Thrive – Supporting Sponsor – \$3,000
United We Thrive – Breakfast Sponsor – \$2,000
United We Thrive – Celebration Sponsor – \$1,000
Mid-Year Mixer – Presenting Sponsor – \$4,000
Mid-Year Mixer – Supporting Sponsor – \$3,000
Mid-Year Mixer – Drink Sponsor – \$2,000
Mid-Year Mixer – Food Sponsor – \$2,000

WOMEN UNITED

Luncheon – Presenting Sponsor – \$4,000
Luncheon – Supporting Sponsor – \$3,000
Luncheon – Lunch Sponsor – \$2,000
Luncheon – Celebration Sponsor – \$1,000
Power of the Purse – Presenting Sponsor – \$6,000
Power of the Purse – Supporting Sponsor – \$4,000
Power of the Purse – Runway Sponsor – \$2,500
Power of the Purse – Food Sponsor – \$2,000
Power of the Purse – Drink Sponsor – \$2,000
Power of the Purse – Technology Sponsor – \$1,500
Women United Engagement Events Sponsor – \$1,000

SPONSOR OUR WORK

Leadership Package – \$10,000
Financial Security – \$2,500
Youth Opportunity – \$2,500
Healthy Community – \$2,500
Community Resiliency – \$2,500

For more information on UWECI Sponsorships, contact Gage Miskimen at: Gage.Miskimen@uweci.org or 319-569-6980.



Select sponsorship opportunities above.
Tailored sponsorships available for consideration.

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. You help us mobilize communities to action so all can thrive. 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 meaningful impact.



BENEFIT from increased brand exposure through public recognition of your support to United Way.



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

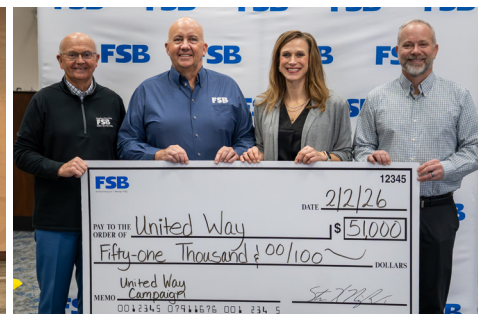


EMPOWER your employees to drive change through connection and shared goals.



Alliant Energy invests in United Way because we share a commitment to building stronger communities. As a trusted community partner, United Way brings organizations, businesses, and individuals together to address local needs and create meaningful, lasting change. Through this partnership, we help expand opportunities for individuals and families while strengthening the communities where our customers, employees, and neighbors live and work.”

LEAH RODENBERG
Senior Community Impact Manager
Alliant Energy



EVENT SPONSORSHIPS

LEADERSHIP PACKAGES - EVENTS

Our leadership packages are aimed at combining sponsorships of four of UWECI's most distinct events throughout the year: Campaign Kickoff (August), Women United Power of the Purse (September), Women United Luncheon (May), and United We Thrive (June). By selecting one of these packages, you ensure your company's impact will be seen throughout the year at UWECI's most popular events.

TYPE	AMOUNT	BENEFIT
Events Leadership - Presenting	\$14,000	Prominent logo on event marketing materials for Campaign Kickoff, Women United Power of the Purse, Mid-Year Mixer, and Women United Luncheon, an exclusive social media post on UWECI's accounts, and a free half table and acknowledgment at events listed.
Events Leadership - Supporting	\$10,000	Logo on event marketing materials for Campaign Kickoff, Women United Power of the Purse, Mid-Year Mixer, and Women United Luncheon, a social media mention, two free tickets and acknowledgment at events listed.

MID-YEAR MIXER

Mid-Year Mixer is UWECI's exclusive appreciation event for top donors and partners. Sponsoring this event provides an opportunity to connect with local decision-makers who share a passion for making our community a better place, while also receiving key UWECI updates and enjoying an evening at a premier local venue.

Expected attendance: 100 | Anticipated event date: March 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$4,000	Logo on marketing materials, acknowledgment at event, four free tickets to the event, and a social media recognition.
Supporting	\$3,000	Logo on marketing materials, acknowledgment at event, social media mention, and two free tickets to the event.
Drink	\$2,000	Logo on marketing materials, bar sign and drink tickets, acknowledgment at event, and social media mention.
Food	\$2,000	Logo on marketing materials and buffet line sign, plus a social media mention



UNITED WE THRIVE

United We Thrive is UWECI's annual celebration, honoring the organization's impact throughout the past year. This event also recognizes UWECI's Community Champions, who are honored with annual awards and highlighted for their efforts in supporting United Way and giving back to the community.

Expected attendance: 200 | Event Date: June 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$4,000	Logo on all marketing materials, a social media mention, acknowledgment at event, and four free tickets to the event.
Supporting	\$3,000	Logo on all marketing materials, a social media mention, acknowledgment at event, and two free tickets to the event.
Breakfast	\$2,000	Logo on all marketing materials, a social media mention, and acknowledgment at event.
Celebration	\$1,000	Logo on all marketing materials and acknowledgment at event.



CAMPAIGN SPONSORSHIPS

CAMPAIGN KICKOFF

Campaign Kickoff is UWECI’s dynamic annual launch event, bringing together corporate executives, company campaign coordinators, emerging leaders, and community partners to unite around creating positive community change. This high-energy gathering inspires and empowers attendees to lead a successful community-wide campaign that transforms lives across East Central Iowa.

Expected attendance: 100 | Anticipated event date: August 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$4,000	Logo or name on marketing materials, social media mention, acknowledgment at event, and speaking opportunity at event
Supporting	\$3,000	Logo or name on marketing materials, social media mention, and acknowledgment at event
Drink	\$2,000	Logo or name on UWECI website, drink tickets, and bar signs, plus a social media mention and acknowledgment at event
Food	\$2,000	Logo or name on UWECI website and buffet line sign, plus a social media mention and acknowledgment at event



CAMPAIGN SPECIALISTS

Campaign Specialists are champions of UWECI during our critical fundraising season. These highly-trained professionals help lead over 125 campaigns each fall and inspire local employees to raise funds to support their friends and neighbors. This sponsorship supports the cost of recruiting, training, and deploying these team members and making it possible for UWECI to expand our reach, develop new corporate partnerships, and generate resources for individuals in our community.

TYPE	AMOUNT	BENEFIT
Campaign Specialist	\$8,500	Logo in UWECI’s Annual Report and two mentions in UWECI’s email newsletter (sent to 20,000+ people), and acknowledgment at United We Thrive and Campaign Kickoff events.

WOMEN UNITED LUNCHEON

The Women United Luncheon gathers passionate supporters of women’s health for a mid-day lunch that highlights the need of supporting healthcare access for local women. Sponsors create visibility among influential community members and decision-makers, who are committed to creating a healthier community for all.

Expected attendance: 250 | Anticipated event date: May 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$4,000	Logo on all marketing materials, a social media mention, acknowledgment at event, and five free tickets to the event.
Supporting	\$3,000	Logo on all marketing materials, a social media mention, acknowledgment at event, and three free tickets to the event.
Lunch	\$2,000	Logo on all marketing materials, a social media mention, and acknowledgment at event.
Celebration	\$1,000	Logo on all marketing materials and acknowledgment at event.



POWER OF THE PURSE

Power of the Purse is Women United's signature fundraising event, bringing together passionate women's health champions, networking, fashion, and fun. This elegant event generates funds for increasing women's access to healthcare throughout East Central Iowa.

Expected attendance: 375 | Anticipated event date: September 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$6,000	Logo on marketing materials, social media storytelling opportunity, acknowledgment at event, and five free tickets to the event (also includes two drink tickets per attendee).
Supporting	\$4,000	Logo on marketing materials, a social media mention, acknowledgment at event, and three free tickets to the event.
Runway	\$2,500	Logo on marketing materials and runway signs, a social media mention, and acknowledgment at the event.
Food	\$2,000	Logo on UWECL website and buffet line signs, a social media mention, and acknowledgment at the event.
Drink	\$2,000	Logo on UWECL website, bar signs, and drink tickets, plus a social media mention and acknowledgment at event.
Technology	\$1,500	Logo on online event page, bidding site, and UWECL website, plus a social media mention and acknowledgment at event.



WOMEN UNITED ENGAGEMENT EVENTS

Every quarter, Women United hosts engagement events to bring together women's health champions in our community to network and learn how to get involved in the community. The goal of these events is to have attendees leaving inspired to make a difference in the lives of local women through Women United's events and committees.

TYPE	AMOUNT	BENEFIT
Women United Engagement Events	\$1,000	Logo on marketing materials for engagement events and a social media mention.



EMERGING LEADERS UNITED SPONSORSHIPS



UNITED WAY
East Central
Iowa

**EMERGING
LEADERS
UNITED**

EMERGING LEADERS UNITED ENGAGEMENT EVENTS

Multiple times throughout the year, Emerging Leaders United hosts engagement events to bring together up-and-coming community leaders to network and learn about causes they are passionate about. Emerging Leaders United events serve as the foundation for young people to get involved in philanthropy.

TYPE	AMOUNT	BENEFIT
Emerging Leaders United Engagement Events	\$1,000	Logo on marketing materials for engagement events and a social media mention.



COMMUNITY IMPACT SPONSORSHIPS

DAY OF CARING

Every year in May, over 1,600 volunteers throughout East Central Iowa come together, roll up their sleeves, and provide a much-needed workforce to complete full or half day service 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 brand as a leading supporter of volunteerism.

Event Date: May 13, 2027

TYPE	AMOUNT	BENEFIT
Presenting	\$2,500	Logo on volunteer shirt and marketing materials, mention in media release, a social media mention, choose unlimited volunteer slots during Project Selection Week, and custom volunteer coordination.
After Party	\$1,500	Logo or name on marketing materials, bar signs, and buffet line signs, plus a social media mention and acknowledgment at event.
Supporting	\$750	Logo on volunteer shirt and marketing materials, choose up to 75 volunteer slots during Project Selection Week.
T-Shirt	\$500	Name on volunteer shirt and choose up to 50 volunteer slots during Project Selection Week.



COMMUNITY IMPACT PROGRAMMING

TYPE	AMOUNT	DESCRIPTION	BENEFITS
	\$5,000	211 is a free and confidential information and referral helpline.	Story in UWECI's email newsletter and a social media mention
Volunteer Centers and County-Focused Programming	\$1,000 per county	Volunteer centers in our five-county service area inspire community service and support program delivery, such as medical transportation, Day of Caring, Senior Health Insurance Information Program (SHIIP), etc.	Logo on marketing materials and UWECI website, plus a social media mention
Volunteer Appreciation	\$2,500	Shine a light on UWECI volunteers who donate their time and talent to meet our community's greatest needs.	Logo on marketing materials and a social media mention

COMMUNITY IMPACT PROGRAMMING CONT.

TYPE	AMOUNT	DESCRIPTION	BENEFITS
BOLD (Board Orientation & Leadership Development)	\$2,500	Support the next generation of board members in our community through this distinct leadership development program.	Logo on marketing materials and program website page, opportunity to speak at BOLD graduation, and a social media mention
Civic Circle	\$2,500	Empower local community champions to become more civically engaged and identify ways to get involved with causes they care about most. This programming includes the Civic Circle Discussion Series and college student initiatives, such as InternConnect and NextGen.	Logo on marketing materials and program website page and a social media mention
Community Learning	\$2,500	Inspire others to get involved through customized seminars, workshops, or forums that help employers, nonprofits, and individuals create positive community change.	Logo on marketing materials and website and a social media mention
 VITA VOLUNTEER INCOME TAX ASSISTANCE	\$2,500	The Volunteer Income Tax Assistance (VITA) program supports resources and supplies for the tax season and volunteer recruitment.	Logo on marketing materials and VITA website pages and a social media mention



“The client was in tears and explained her refund would let her get needed tires for her car, pay back rent, and catch up on her electric bill, plus presents for her children who went without presents at Christmas. In a span of 15-20 minutes, we made a connection, and she asked if she could request to work with me again when she comes in next year. She hugged me on her way out and thanked me over and over again.”

—2025 TAX SEASON VITA VOLUNTEER

SUPPORT OUR IMPACT

By sponsoring one of UWECI's core focus areas, your company is positioned as a thought leader that is passionate about the areas of greatest need throughout East Central Iowa. Through this sponsorship, companies are able to align their sponsorship dollars with meaningful investment into the work United Way does throughout the community.

TYPE	AMOUNT	BENEFIT
Leadership - Impact	\$10,000	Logo on all focus sheets, UWECI website, social media storytelling opportunity, and two tickets to United We Thrive event
Financial Security	\$2,500	Logo on financial security focus sheet and website and a social media mention
Youth Opportunity	\$2,500	Logo on youth opportunity focus sheet and website and a social media mention
Healthy Community	\$2,500	Logo on healthy community focus sheet and website and a social media mention
Community Resiliency	\$2,500	Logo on community resiliency focus sheet and website and a social media mention

JOIN US IN MAKING AN IMPACT - TOGETHER



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