UNITED WAY

2020-21

Sponsorship Opportunities

OPPORTUNITIES TO ACCELERATE YOUR COMPANY’S IMPACT.

For over a century, United Way for Southeastern Michigan has served Wayne, Macomb, and Oakland counties. Community impact opportunities bring in contributions that allow us to continue to address our community’s top needs. As a United Way sponsor, your company will receive recognition at public and private events, and help us fund vital programs.
OPPORTUNITIES TO ACCELERATE YOUR COMPANY’S Impact

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COLOR KEY

- $0-999
- $1,000-2,499
- $2,500-4,999
- $5,000-9,999
- $10,000-19,999
- $20,000-49,999
- $50,000+

For more information, please contact Michael Miller at Michael.Miller@LiveUnitedSEM.org.
ANNUAL FUNDRAISING Sponsorships
AUCTION
Attendees will include members of the Alexis de Tocqueville Society and United Way executive staff.

LOCATION
ZOOM

DATE
MONDAY, NOVEMBER 30, 2020
4:30 - 6:30 PM

EXECUTIVE PRODUCER SPONSOR
SPONSORSHIP COMMITMENT: $5,000
FAIR MARKET VALUE: $750 · 1 AVAILABLE · 1 SOLD TO HOOYMAN
- Recognition during event program
- Speaking role during event program
- Recognition on promotional materials, registration page, and invitation
- Representation on electronic program
- Executive producer title on movie
- Opportunity to include branded item in gift boxes

LEADING ACTOR SPONSOR
SPONSORSHIP COMMITMENT: $2,500
FAIR MARKET VALUE: $3,000 · 3 AVAILABLE
- Recognition in gift boxes
- Recognition during event program
- Recognition on promotional materials, registration page, and invitation
- Representation on electronic program
- Opportunity to include branded item in gift boxes

SUPPORTING ACTOR SPONSOR
SPONSORSHIP COMMITMENT: $1,000
3 AVAILABLE
- Recognition during event program
- Recognition on promotional materials, registration page, and invitation
- Representation on electronic program
- Representation in movie

STAGE CREW SPONSOR
SPONSORSHIP COMMITMENT: $500
UNLIMITED
- Representation on registration page
- Representation on electronic program
The Women of Influence Summit is hosted by United Way’s Women United, which mobilizes the power of women to elevate awareness about the importance of early childhood development throughout the Greater Detroit community. The event will raise funds to support United Way’s early education work, funding certifications for child care providers, and helping to assure children have access to high-quality care and won’t be left behind.

PRESENTING SPONSOR
SPONSORSHIP COMMITMENT: $25,000 SOLD DTE
4 + 0 AVAILABLE
- 10 invitations to a VIP event plus 10 Women United gifts for VIP attendees
- Unlimited event invites to employees
- Customizable vendor page where attendees are taken to before, during, and after event
- Presentation of “Heart of Gold Award”
- Corporate speaking role during event program
- Corporate recognition in press release
- Corporate recognition during event program
- Logo recognition on rolling sponsorship reel during networking hour
- Logo recognition on rolling sponsorship reel during program
- Logo recognition on promotional materials, registration website, invitation, and all event signage
- Logo recognition in post-event highlight email distributed to all event attendees
- Logo representation on RSVP page
- Logo representation on electronic program
- Complimentary advertisement or special offer in post-event virtual giftbag
- Corporate recognition on applicable United Way social media channels

KEYNOTE SPONSOR
SPONSORSHIP COMMITMENT: $15,000
1 AVAILABLE
- 10 invitations to a VIP event plus 10 Women United gifts for VIP attendees
- Unlimited event invites to employees
- Customizable vendor page where attendees are taken to before, during, and after event
- Corporate recognition in press release
- Corporate recognition during keynote speaker
- Logo recognition on rolling sponsorship reel during networking hour
- Logo recognition on rolling sponsorship reel during program
- Logo recognition on promotional materials, registration website, invitation, and all event signage
- Logo recognition in post-event highlight email distributed to all event attendees
- Logo representation on RSVP page
- Logo representation on electronic program
- Complimentary advertisement or special offer in post-event virtual giftbag
- Corporate recognition on applicable United Way social media channels
AUDIENCE

Last year, more than 500 attendees celebrated International Women’s Day at our annual Women of Influence Summit. This year’s event may look a little different, but the need is more important than ever. Join us in 2021 for a hybrid approach to our annual celebration.

DATE

FRIDAY, MARCH 5, 2021
7:30–9:30 AM

LOCATION

VIRTUAL

NETWORKING HOUR SPONSOR

SPONSORSHIP COMMITMENT: $10,000
1 AVAILABLE

- 8 invitations to a VIP event plus 8 Women United gifts for VIP attendees
- Unlimited event invites to employees
- Customizable vendor page where attendees are taken to before, during, and after event
- Corporate recognition during networking hour
- Logo recognition on rolling sponsorship reel during networking hour
- Logo recognition on rolling sponsorship reel during program
- Logo recognition on promotional materials, registration website, and invitations
- Logo recognition in post-event highlight email distributed to all event attendees
- Logo representation on RSVP page
- Logo representation on electronic program
- Complimentary advertisement or special offer in post-event virtual giftbag
- Corporate recognition on applicable United Way social media channels

VIRTUAL VENDOR PASSPORT SPONSOR

SPONSORSHIP COMMITMENT: $5,000
2 AVAILABLE

- 5 invitations to a VIP event plus 5 Women United gifts for VIP attendees
- Unlimited event invites to employees
- Customizable vendor page where attendees are taken to before, during, and after event
- Corporate recognition during networking hour
- Logo recognition on Virtual Vendor Passport, which will encourage participants to visit all corporate vendor pages
- Logo recognition on rolling sponsorship reel during networking hour
- Logo recognition on rolling sponsorship reel during program
- Logo representation on RSVP page
- Logo representation on electronic program
- Complimentary advertisement or special offer in post-event virtual giftbag

REGISTRATION SPONSOR

SPONSORSHIP COMMITMENT: $5,000
2 AVAILABLE

- 5 invitations to a VIP event plus 5 Women United gifts for VIP attendees
- Unlimited event invites to employees
- Customizable vendor page where attendees are taken to before, during, and after event
- Corporate recognition during networking hour
- Logo recognition on rolling sponsorship reel during networking hour
- Logo recognition on rolling sponsorship reel during program
- Logo representation on RSVP page
- Logo representation on electronic program
- Complimentary advertisement or special offer in post-event virtual giftbag
AUDIENCE
Last year, more than 500 attendees celebrated International Women’s Day at our annual Women of Influence Summit. This year’s event may look a little different, but the need is more important than ever. Join us in 2021 for a hybrid approach to our annual celebration.

DATE
FRIDAY, MARCH 5, 2021
7:30–9:30 AM

LOCATION
VIRTUAL

CHILD DEVELOPMENT ASSOCIATE SPONSOR
SPONSORSHIP COMMITMENT: $5,000
5 AVAILABLE
• 5 invitations to a VIP event plus 5 Women United gifts for VIP attendees
• Unlimited event invites to employees
• Customizable vendor page where attendees are taken to before, during, and after event
• Corporate recognition during networking hour
• Logo recognition on rolling sponsorship reel during networking hour
• Logo recognition on rolling sponsorship reel during program
• Corporate recognition for 1 year with any Child Development Associate volunteer opportunities through Women United
• Logo representation on RSVP page
• Logo representation on electronic program
• Complimentary advertisement or special offer in post-event virtual giftbag

VENDOR PAGE SPONSOR
SPONSORSHIP COMMITMENT: $2,000
UNLIMITED
• 2 invitations to a VIP event plus 2 Women United gifts for VIP attendees
• Unlimited event invites to employees
• Customizable vendor page where attendees are taken to before, during, and after event
• Logo recognition on rolling sponsorship reel during program
• Logo representation on RSVP page
• Logo representation on electronic program

RSVP SPONSOR
SPONSORSHIP COMMITMENT: $500
UNLIMITED
• Logo representation on RSVP page
• Logo representation on electronic program
Our end-of-year campaign brings in nearly 80 percent of our annual online-donated dollars. Your company would commit to making a $10,000 gift to sponsor our end-of-year fundraising efforts. This holiday season, our communications focus is on United Way’s basic needs work, including our 2-1-1 helpline, which connects nearly 200,000 people with resources like food, shelter, child care, and utility assistance each year.

COMMUNITY FUNDRAISING SPONSOR
SPONSORSHIP COMMITMENT: $10,000
1 AVAILABLE
• Corporate branding on United Way homepage and custom year-end donation page
• Corporate branding in appeal email series distributed to our subscriber list of 60,000+ email records
• Corporate branding on select United Way social media channels throughout the campaign
Since 2012, the Tuesday following Thanksgiving has been recognized as #GivingTuesday, a day of philanthropy celebrated all over the world. Beginning Nov. 24, United Way will host an eight-day online fundraising event where we’ll ask our supporters to make a donation to our Community Resilience Fund to help us close the digital divide.

In Detroit, 70 percent of households struggle to afford basic needs, including internet access and computers. As the pandemic continues, we’re working to connect families with the tools and technology they need to help their children learn from home. Every $200 raised provides a laptop to one student.

Our 2020 #GivingTuesday sponsor would commit to matching the first $25,000 donated to the fund, to be used as a matching incentive for online donors. Ex. “For every dollar you give today, [company] will generously match your gift, doubling your impact in Wayne, Oakland and Macomb counties.”

#GIVINGTUESDAY COMMUNITY FUNDRAISING MATCH SPONSOR
SPONSORSHIP COMMITMENT: $25,000 - SOLD MASCO

+ 0 AVAILABLE
- Corporate recognition in marketing campaign press release.
- Corporate branding on United Way homepage and custom donation page.
- Corporate branding in email communication series distributed to our subscriber list of 60,000 records.
- Corporate branding on select United Way social media channels.
DONOR RECOGNITION AND ENGAGEMENT
Sponsorships
PHILANTHROPIC GROUPS

MONTHLY E-NEWSLETTERS

AUDIENCE
ALEXIS DE TOCQUEVILLE SOCIETY
MEMBERSHIP: 500+
The Alexis de Tocqueville Society recognizes distinguished donors whose gifts create large-scale impact in our community. This group is part of a national network of leaders devoted to creating lasting change.

EMERGING PHILANTHROPISTS
MEMBERSHIP: 100+
A group of passionate professionals, our Emerging Philanthropists combine socializing and networking with volunteerism and community impact. Members have unique opportunities to learn from and connect with a network of leading professionals and business leaders.

ALUMNI UNITED
United Way’s newest affinity group, Alumni United, was formed in 2019 to help retirees and those approaching retirement connect, collaborate, and contribute to United Way’s mission. Members recognize the important role volunteerism and philanthropy play in strengthening our community.

WOMEN UNITED
MEMBERSHIP: 500+
Women United is a dynamic group dedicated to promoting our early childhood education work through professional expertise, volunteerism, and financial contributions. Its devotion to this cause helps us ensure that parents and caregivers have the resources they need to encourage children to meet developmental milestones.

DATE
2021

LOCATION
EMAIL

Our philanthropic group members look forward to receiving their monthly e-newsletters. They use this resource to learn about the direct impacts of their giving through personal stories of those in the community who benefit from United Way’s services. In addition, our society committee chairs share news of exciting progress, volunteer opportunities, and updates to the calendar of upcoming events.

SPONSORSHIP COMMITMENT: $5,000/YEAR
1 AVAILABLE

ALEXIS DE TOCQUEVILLE SOCIETY MONTHLY E-NEWSLETTER
- Corporate branding on monthly e-newsletter header graphic
- Custom content in sponsored issue featuring company/individual

EMERGING PHILANTHROPISTS MONTHLY E-NEWSLETTER
- Corporate branding on monthly e-newsletter header graphic
- Custom content in sponsored issue featuring company/individual

ALUMNI UNITED MONTHLY E-NEWSLETTER
- Corporate branding on monthly e-newsletter header graphic
- Custom content in sponsored issue featuring company/individual

WOMEN UNITED MONTHLY E-NEWSLETTER
- Corporate branding on monthly e-newsletter header graphic
- Custom content in sponsored issue featuring company/individual
AUDIENCE
ALEXIS DE TOCQUEVILLE SOCIETY
MEMBERSHIP: 500+
The Alexis de Tocqueville Society recognizes distinguished donors whose gifts create large-scale impact in our community. This group is part of a national network of leaders devoted to creating lasting change.

SPRING CELEBRATION
APRIL 2021
LOCATION TBD

FALL CELEBRATION
NOVEMBER 2021
LOCATION TBD

PRESENTING SPONSOR
SPONSORSHIP COMMITMENT: $25,000/EVENT
1 AVAILABLE PER EVENT
• 10 passes to invite special guests to this exclusive invitation-only event
• Corporate branding on invitations
• Corporate branding on RSVP page
• Corporate branding on post-event thank-you communication
• Corporate branding on all appropriate event signage
• Acknowledgement in event remarks by United Way representative and/or AdT leadership
• Corporate speaking role during live event program for representative to talk about their personal connection to United Way
• Corporate recognition on select United Way social media channels
• Opportunity to distribute branded gift to event attendees (sponsor provided)

BILL OF FARE SPONSOR
SPONSORSHIP COMMITMENT: $10,000/EVENT
2 AVAILABLE PER EVENT
• 5 passes to invite special guests to this exclusive invitation-only event
• Corporate branding on food station signage
• Signature appetizers named after company
• Acknowledgement in event remarks by United Way representative and/or AdT leadership

COCKTAIL SPONSOR
SPONSORSHIP COMMITMENT: $5,000/EVENT
2 AVAILABLE PER EVENT
• 2 passes to invite special guests to this exclusive invitation-only event
• Corporate branding at cocktail station signage
• Signature cocktail named after company
• Acknowledgement in event remarks by United Way representative and/or AdT leadership

CELEBRATION SPONSOR
SPONSORSHIP COMMITMENT: $2,500/EVENT
2 AVAILABLE PER EVENT
• 2 passes to invite special guests to this exclusive invitation-only event
• Corporate branding on select event signage
AUDIENCE
EMERGING PHILANTHROPISTS
MEMBERSHIP: 100+
A group of passionate professionals, our Emerging Philanthropists combine socializing and networking with volunteerism and community impact. Members have unique opportunities to learn from and connect with a network of leading professionals and business leaders.

DATE
2021

LOCATION
TBD

ANNUAL EP AFFINITY GROUP ACTIVITIES
SPONSORSHIP COMMITMENT: $25,000
(1 YEAR)
Set the stage for the next generation of thought leaders and philanthropists as they gather to solve the community’s toughest issues through innovation and teamwork. Help EP expand personal and professional networks that build connections and advance the common good.

- Invitation to participate in year-round VIP networking events alongside EP members
- Corporate recognition on United Way’s EP landing page
- Corporate branding on monthly e-newsletter to members
- Corporate branding on all appropriate event signage
- Corporate branding on annual EP vs. CEO softball game T-shirts players wear
- Corporate recognition on United Way’s EP Facebook and LinkedIn groups (exclusive to members)
The annual United Way Emerging Philanthropists golf outing will raise funds to support our work to help families in our region meet their basic needs, access quality education, and receive job training to ensure a meaningful future. In addition to enjoying a day on the links, you'll have a chance to network with other like-minded philanthropists.

The estimated cost is $115 per golfer or $450 per foursome. A dinner-only option will be available.

**PRESENTING SPONSOR**
SPONSORSHIP COMMITMENT: $5,000  
1 AVAILABLE  
- 12 golfers in the tournament  
- Corporate branding on golf hole signage and RSVP page  
- Recognition included in the fall EP e-newsletter  
- Corporate branding/recognition on the visor of each golf cart

**DINNER RECEPTION SPONSOR**
SPONSORSHIP COMMITMENT: $3,000  
1 AVAILABLE  
- 8 golfers in the tournament  
- Corporate branding on event signage near lunch and reception areas  
- Corporate branding on event RSVP page

**BEVERAGE CART SPONSOR**
SPONSORSHIP COMMITMENT: $2,000  
1 AVAILABLE  
- 8 golfers in the tournament  
- Corporate branding on event signage near lunch and reception areas  
- Corporate branding on event RSVP page

**RSVP SPONSOR**
SPONSORSHIP COMMITMENT: $500  
- 4 golfers in the tournament  
- Corporate branding on event RSVP page

**HOLE SPONSOR**
SPONSORSHIP COMMITMENT: $200  
- Corporate branding on golf hole signage

**AUDIENCE**
**EMERGING PHILANTHROPISTS**
MEMBERSHIP: 100+
A group of passionate professionals, our Emerging Philanthropists combine socializing and networking with volunteerism and community impact. Members have unique opportunities to learn from and connect with a network of leading professionals and business leaders.

**DATE**
SPRING 2021

**LOCATION**
TBD
BRAND RECOGNITION

Sponsorships
UNITED WAY
COST OF LIVING SIMULATION

AUDIENCE
Participants include United Way staff, corporate and community partners, donors, volunteers, community leaders, and advocates.
In 2019, 5,000+ constituents experienced The Cost of Living.

DATE
2021

LOCATION
The Cost of Living can be facilitated virtually, at the United Way office, offsite at partner locations, or at pre-determined events.

The experience is moderated by United Way team members and it is made to be accessible on most devices running a Chrome web browser. Similar to a video game, the experience is hosted virtually via Zoom or in-person on a large display, and participants use their personal devices (such as a smartphone, tablet, or laptop) as their controller.

COST OF LIVING SIMULATION SPONSOR
SPONSORSHIP COMMITMENT: $25,000/YEAR
1 AVAILABLE
MUST BE PAID IN FY 2020-21 FOR THE LENGTH OF THE SPONSORSHIP.
- Corporate logo and “Powered By” recognition on home screen of the simulator
- Corporate logo on post-experience thank-you email to participants
- Verbal corporate recognition by United Way team member leading each experience
- Corporate logo placement on all applicable promotional materials (virtual and in-person)
COMMUNITYWIDE VOLUNTEER PROJECT Sponsorships
Vello is an online tutoring and literacy resource for children that connects volunteers with students who use Raz Kids as the reading platform. United Way is partnering with Vello to engage students virtually in response to COVID-19. Vello opportunities will begin in spring 2021.

**SPONSORSHIP NAME**

**SPONSORSHIP COMMITMENT:** $5,000/YEAR

4 AVAILABLE

- Corporate branding on the United Way volunteer portal for Vello
- Corporate branding on all Vello collateral distributed to volunteers and for partner recruitment
- Corporate recognition on select United Way social media channels
- Ability to engage 20 corporate volunteers as tutors
In response to the COVID-19 pandemic, United Way for Southeastern Michigan has begun to offer volunteer background checks for opportunities listed on our volunteer portal. This resource is offered to agencies with volunteers who will be connecting directly with vulnerable populations remotely and in person.

**VOLUNTEER PORTAL BACKGROUND CHECKS**

**SPONSORSHIP COMMITMENT: $10,000/YEAR**

1 AVAILABLE

- Corporate branding on appropriate United Way volunteer portal project landing page(s) that require background checks. On average, 5+ opportunities a month.
- Corporate branding on all collateral related to the volunteer portal and background checks
- Corporate recognition on select United Way social media channels tied to virtual volunteer opportunities with required background checks
- Corporate recognition in volunteer e-newsletter that is sent monthly to over 6,000 subscribers
COMMUNITY IMPACT

Sponsorships
Even before the pandemic, 44 percent of Southeastern Michigan households struggled to afford basic needs like food and shelter. Unemployment rose sharply due to COVID-19, and we know there are more households struggling now. Students in every community in Wayne, Oakland, and Macomb counties faced returning to school, virtually or in person, without the school supplies they needed to succeed.

Our goal is to raise $250,000 to provide full backpacks to 6,400 students across Southeastern Michigan.

The backpacks will be distributed to students in Detroit’s charter and district schools, where more than 70 percent of households struggle to make ends meet, as well as Eastpointe, Ecorse, Hazel Park, Pontiac, Redford, River Rouge, Southfield, Wayne, and Westland.

Parents who are already struggling have so many things to worry about as COVID-19 continues to disrupt our daily lives. They may be out of work and/or caring for ill family members. Health, food, and safety have been at the forefront of our minds for months. Imagine the fear those parents must feel, worrying that their children might be at risk of falling behind in the classroom.

This is an emergency, and our community is calling on us to help. Let’s team up to take one worry off its list. Your gift will ensure that more children will have the supplies they need.

Regardless of where it goes from here, the 2020-21 school year will be a challenging one.

DATE
2020 – 2021 SCHOOL YEAR

Please make a gift to help support the students who are struggling the most due to COVID-19.

**BUCKET #1: 3,000 BACKPACKS**
SPONSORSHIP COMMITMENT: SOLD
0 AVAILABLE
- For Detroit Public Schools Community District 9th graders

**BUCKET #2: 100 BACKPACKS**
SPONSORSHIP COMMITMENT: SOLD
0 AVAILABLE
- For parents/caregivers who attend the literacy fair

**BUCKET #3: 500 BACKPACKS**
SPONSORSHIP COMMITMENT: $22,500
1 AVAILABLE
- For 5 community schools (four K-5, one K-8) in River Rouge, Pontiac, Southfield, and Hazel Park (100 backpacks per school)

**BUCKET #4: 17,000 BACKPACKS**
SPONSORSHIP COMMITMENT: $78,000
1 AVAILABLE
- For 17 Detroit charter school 6th graders, at Cornerstone, Detroit Academy of Arts & Science, Detroit Achievement Academy, Detroit Prep, Detroit Leadership Academy, DEPSA, Escuela Avancemos, Hope of Detroit, University Prep Science & Math, and University Prep. (100 backpacks per school)

**BUCKET #5: 600 BACKPACKS**
SPONSORSHIP COMMITMENT: $27,000
1 AVAILABLE
- For 6 Detroit charter high school 9th graders, at Detroit Leadership Academy, Hope of Detroit, Cornerstone, University Prep, University Prep Science & Math, and DEPSA (100 backpacks per school)

**BUCKET #6: 300 BACKPACKS**
SPONSORSHIP COMMITMENT: $13,500
1 AVAILABLE
- For 3 outlier public high school 9th graders, in Ecorse, Wayne, Westland, and Eastpointe (100 backpacks per school)

**BUCKET #7: 200 BACKPACKS**
SPONSORSHIP COMMITMENT: $9,000
1 AVAILABLE
- For 2 outlier charter high school 9th graders, at Crescent Academy of Southfield and Westford Academy in Redford (100 backpacks per school)
SPONSOR COMMITMENT FORM

Name: ____________________________________________________________

Company Name: ___________________________________________________

Address: __________________________________________________________

City, State, ZIP: ____________________________________________________

Phone: _____________________________________________________________

Email: _____________________________________________________________

Contact Person (if different): __________________________________________

Selected sponsorship(s): __________________________________________________________________________________________

☐ Sorry, I cannot sponsor but wish to make a tax-deductible gift of $ __________________________

☐ My check for $ _________ is enclosed.
   (Please make checks payable to United Way for Southeastern Michigan.)

☐ Please bill my credit card in the amount of $ _________________________
   ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover
   Credit Card # ________________________ Exp. Date ________________
   Name (exactly as it appears on card) ______________________________________
   Billing Address (if different than above) ______________________________________

IF YOU HAVE ANY QUESTIONS, OR WOULD LIKE TO MAKE A PAYMENT ONLINE
     please contact Michael Miller at Michael.Miller@UnitedWaySEM.org or 734-351-1851.