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 brand will gain 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 COMMUNITY GIVING CAMPAIGN SPONSORSHIPS
AUDIENCE
A cross section of our community, such as political and philanthropic leaders; donors, advocates and volunteers who support United Way’s work; and those who have used United Way’s services.

EVENTS OVERVIEW

FY2019-20 CAMPAIGN REPORT-OUT AND COMMUNITY CELEBRATION
JUNE 2020
Brings together all our stakeholders for a review of the previous year’s campaign successes and offers a first look at what’s to come. Led by campaign Chair Joe Hinrichs, executive vice president and president of Global Operations for Ford Motor Co., the event welcomes the local community and celebrates a year of positive impact.

FY2020-21 CAMPAIGN KICKOFF AND COMMUNITY VOLUNTEER PROJECT
SEPT 2020
Hosted at our new headquarters in Detroit’s New Center, this event serves as a kickoff for our FY20-21 Community Giving Campaign. This exciting, media-friendly event will offer food, games, music and more for approximately 300 guests. Guests will be invited to participate in an on-site volunteer project where they can make a difference in real time.
UNITED WAY
ANNUAL COMMUNITY GIVING CAMPAIGN

CELEBRATION SPONSOR

Sponsorship Commitment: $20,000/event
2 AVAILABLE FOR EACH EVENT

• 20 passes to invite special guests to this invitation-only event (June event only)
• Opportunity to invite corporate employees to participate in volunteer project on site (first right of refusal)
• Corporate recognition in event press release
• Corporate branding on volunteer project T-shirts (September event only)
• Corporate branding on invitations
• Corporate branding on RSVP page and volunteer portal sign-up page (if applicable)
• Corporate branding on post-event thank-you communication
• Corporate branding on all appropriate event signage
• Acknowledgement in event remarks by United Way representative
• Corporate recognition on select United Way social media channels
• Opportunity to distribute branded gift to event attendees (sponsor provided)

VOLUNTEER PROJECT SPONSOR

Sponsorship Commitment: $10,000
2 AVAILABLE, SEPTEMBER EVENT ONLY

• Corporate branding on volunteer project T-shirts
• Corporate branding on all appropriate event signage
• Corporate branding on/within volunteer project materials distributed to the community
• Acknowledgement in event remarks by United Way representative
• Corporate recognition on select United Way social media channels
• Opportunity to distribute branded gift to event attendees (sponsor provided)

PARTNERING SPONSOR

Sponsorship Commitment: $5,000/event
4 AVAILABLE FOR EACH EVENT

• 10 passes to invite special guests to this invitation-only event (June event only)
• Opportunity to invite corporate employees to participate in volunteer project on site (first right of refusal)
• Corporate branding on invitations
• Corporate branding on RSVP page and volunteer portal sign-up page (if applicable)
• Corporate branding on post-event thank-you communication
• Corporate recognition in post-event video promo
• Corporate branding on all appropriate event signage
• Acknowledgement in event remarks by United Way representative
• Corporate recognition on select United Way social media channels

AUDIENCE
A cross section of our community, such as political and philanthropic leaders; donors, advocates and volunteers who support United Way’s work; and those who have used United Way’s services.

FY2019-20 CAMPAIGN REPORT-OUT AND COMMUNITY CELEBRATION
JUNE 2020

FY2020-21 CAMPAIGN KICKOFF AND COMMUNITY VOLUNTEER PROJECT
SEPT. 2020

UNITED WAY 2020 SPONSORSHIP OPPORTUNITIES
ANNUAL COMMUNITY GIVING CAMPAIGN
ANNUAL FUNDRAISING SPONSORSHIPS
AUDIENCE
More than 300 attendees who will celebrate International Women’s Day at our fourth annual Women of Influence Summit in 2020. This event is hosted by United Way’s Women United, a group of 360 corporate and community leaders dedicated to improving the lives of children. The event will raise funds to support our early childhood work.

DATE
FRIDAY, MARCH 6, 2020
7:30-9:30 a.m.
MGM Grand Casino

PRESENTING SPONSOR
Sponsorship Commitment: $25,000 - SOLD
1 AVAILABLE
• 4 tables or 40 tickets to event
• Corporate speaking role during event program
• 1 company executive seated at speaker table (networking opportunity)
• Brand recognition in press release
• Brand recognition during event program
• Brand recognition on promotional materials, registration website, invitation and all event signage
• Brand recognition in post-event highlight video distributed to all event attendees
• Brand representation on RSVP page
• Brand representation on electronic program
• Brand recognition on applicable United Way social media channels

BREAKFAST SPONSOR
Sponsorship Commitment: $10,000 - SOLD
1 AVAILABLE
• 2 tables or 20 tickets to event
• 1 company executive seated at speaker table (networking opportunity)
• Brand recognition during event program
• Brand recognition on signage near coffee stations and pre-event scrolling visuals on or near stage
• Brand recognition in post-event highlight video distributed to all event attendees
• Brand representation on RSVP page
• Brand representation on electronic program
• Brand recognition on United Way’s social media channels

COFFEE & CONVERSATION NETWORKING HOUR SPONSOR
Sponsorship Commitment: $10,000 - SOLD
2 AVAILABLE
• 2 tables or 20 tickets to event
• 1 company executive seated at speaker table (networking opportunity)
• Brand recognition during event program
• Brand recognition on signage near coffee stations and pre-event scrolling visuals on or near stage
• Brand representation on RSVP page
• Brand representation on electronic program
• Brand recognition in post-event highlight video distributed to all event attendees
• Brand recognition on United Way’s social media channels
UNITED WAY
ANNUAL WOMEN OF INFLUENCE SUMMIT

AUDIENCE
More than 300 attendees who will celebrate International Women’s Day at our fourth annual Women of Influence Summit in 2020. This event is hosted by United Way’s Women United, a group of 360 corporate and community leaders dedicated to improving the lives of children. The event will raise funds to support our early childhood work.

DATE
FRIDAY, MARCH 6, 2020
7:30-9:30 a.m.
MGM Grand Casino

REGISTRATION SPONSOR
Sponsorship Commitment: $5,000 - SOLD
1 AVAILABLE
• 10 tickets to event
• Brand recognition during event program
• Brand recognition signage at registration table
• Brand representation on RSVP page
• Brand representation on electronic program
• Branded promotional item (provided by sponsor) placed in guest cards by registration
• Brand recognition on United Way’s social media channels

CHILD DEVELOPMENT ASSOCIATE (CDA) SPONSOR
Sponsorship Commitment: $3,000
10 AVAILABLE
• 10 tickets to event
• Each sponsorship provides an opportunity for CDAs to attend this event free of charge
• Brand recognition during presentation of CDAs
• Brand representation on RSVP page
• Brand representation on electronic program
• Brand recognition on United Way’s social media channels

TABLE SPONSOR
Sponsorship Commitment: $2,000
UNLIMITED
• 10 tickets to event
• Brand representation on table signage
• Brand representation on scrolling pre-event PowerPoint
• Brand representation on RSVP page
• Brand representation on electronic program

RSVP SPONSOR
Sponsorship Commitment: $500
UNLIMITED
• 2 tickets to event
• Brand representation on RSVP page
UNITED WAY RUN UNITED: DETROIT MARATHON

AUDIENCE
An expected 200+ runners on the United Way Run United team. In 2018, more than 20,000 people participated in the marathon or associated races, with thousands more spectators lining the streets.

DATE
OCTOBER 2020
In 2019, 283 runners combined raised more than $84,000 to support United Way during the Detroit Free Press/Chemical Bank Marathon. Participating runners and their families receive race weekend perks, such as free parking and pre-race support.

RACE WEEKEND SPONSOR
Sponsorship Commitment: $15,000
2 AVAILABLE
Pre- and post-race food and beverages, parking for runners, activities for runner families, massages/physical therapy for runners.
• Corporate branding on event RSVP page
• Corporate branding on pre- and post-race communications
• Corporate branding on all appropriate event signage
• Corporate branding displayed near food, activity and message areas
• Corporate recognition on select United Way social media channels
• Corporate branding on team shirts Run United runners wear
• Opportunity to include branded literature in runner bags (sponsor provided)
• Opportunity to distribute branded swag to runners (sponsor provided)

SWAG SPONSOR
Sponsorship Commitment: $2,500
2 AVAILABLE
• Corporate branding on signage near swag bag distribution table(s)
• Corporate branding on co-branded swag item distributed to runners
• Corporate recognition on select United Way social media channels
• Opportunity to include branded literature in runner bags (sponsor provided)
• Opportunity to distribute branded swag to runners (sponsor provided)

VOLUNTEER CHEER STATION SPONSOR
Sponsorship Commitment: $1,000
1 AVAILABLE
• Corporate branding on select signage within volunteer cheer station
• Corporate branding on pre- and post-race communications
• Opportunity to include branded literature in runner bags (sponsor provided)
• Opportunity to distribute branded swag to runners (sponsor provided)

RUN UNITED EXPO SPONSOR
Sponsorship Commitment: $500
1 AVAILABLE
• Corporate branding on signage near United Way expo table (Friday – Saturday on race weekend)
• Opportunity to include branded literature in runner bags (sponsor provided)
UNITED WAY
END-OF-YEAR
FUNDRAISING

AUDIENCE
Each year, United Way kicks off its end-of-year fundraising campaign on Giving Tuesday and encourages community members of Macomb, Oakland and Wayne counties to show their support for our services by making a donation.

DATE
NOV. 2019 – DEC. 2019

END-OF-YEAR COMMUNITY FUNDRAISING MATCH DONATION

Our end-of-year campaign brings in nearly 80 percent of our annual online-donated dollars. Sponsor would commit to making a $25,000 gift to be used as a matching incentive to non-workplace donors. **Ex. “For every dollar you give today, [company] will generously match your gift, doubling your impact in Wayne, Oakland and Macomb counties.”**

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.

Sponsorship Commitment: $25,000
- Corporate recognition in marketing campaign press release
- Corporate branding on United Way website homepage and custom donation page
- Corporate branding in email communication series distributed to our subscriber list of 20,000 records
- Corporate branding in direct mail solicitation sent to over 1,000 households
- Corporate branding on select United Way social media channels
- Corporate recognition in paid media marketing activities, which can include*:
  - In-theater
  - Social media
  - Broadcast
  - Digital
  - Out-of-home

*Paid media plan is dependent on allocated marketing budget and tentative media negotiations.
DONOR RECOGNITION AND ENGAGEMENT SPONSORSHIPS
UNITED WAY
ALEXIS DE TOCQUEVILLE ANNUAL CELEBRATIONS

AUDIENCE
Members of the Alexis de Tocqueville Society are part of a national program recognized as comprising America’s leading philanthropists. The society’s nearly 500 members demonstrate the highest level of commitment to improving their community through an annual investment of $10,000 or more. Exclusive events help members connect with leaders of progress in our community who are passionate about our work.

SPRING CELEBRATION EVENT
APRIL 2020
An annual gathering of AdT Society members in a fun setting for mixing and mingling. This event serves as an opportunity to thank AdT members and update them on the impact their dollars have in the community.

FALL NEW MEMBER RECEPTION
NOVEMBER 2020
Celebrates AdT’s newest members by offering an introduction to the society and a chance to network with other members, and corporate and community leaders.

PRESENTING SPONSOR
Sponsorship Commitment: $25,000/event
2 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
ALEXIS DE TOCQUEVILLE SOCIETY QUARTERLY NEWSLETTER

Sponsorship Commitment: $5,000
4 AVAILABLE

Our Alexis de Tocqueville Society members look forward to receiving their quarterly newsletter. 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 chairs share news of exciting progress, and members can review recaps of exclusive AdT events, and stay current on the calendar of upcoming events.

- Corporate branding on quarterly newsletter
- Custom content in sponsored issue featuring corporation/individual

AUDIENCE
Members of the Alexis de Tocqueville Society are part of a national program recognized as comprising America’s leading philanthropists. The society’s nearly 500 members demonstrate the highest level of commitment to improving their community through an annual investment of $10,000 or more. Exclusive events help members connect with leaders of progress in our community who are passionate about our work.

QUARTERLY PUBLICATION
UNITED WAY
EMERGING
PHILANTHROPISTS
ANNUAL GROUP
ACTIVITIES

AUDIENCE
Emerging Philanthropists are young professionals committed to Southeastern Michigan’s future. Our over 200 members donate their dollars to fund the work, their voices to build awareness around our impact and their time to volunteer in the community.

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 enewsletter 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 Emerging Philanthropists 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 Emerging Philanthropists newsletter

**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
COMMUNITYWIDE
VOLUNTEER PROJECT
SPONSORSHIPS
UNITED WAY 2020 SPONSORSHIP OPPORTUNITIES
COMMUNITYWIDE VOLUNTEER PROJECT SPONSORSHIPS

UNITED WAY
VOLUNTEER UNITED

AUDIENCE
1,000 to 1,200 volunteer participants including United Way staff, and corporate and community partners.

DATE
SPRING 2020
United Way for Southeastern Michigan’s mission is to mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways. Volunteer United is a week of service hosted by United Way in partnership with our dedicated corporate and community partners to drive that mission forward. Volunteers will contribute over 1,000 hours during more than six events across Wayne, Oakland and Macomb counties.

VOLUNTEER FOOD/BEVERAGE SPONSOR
Sponsorship Commitment: $10,000
2 AVAILABLE
- Corporate logo on project T-shirts that volunteers wear - SOLD
- Corporate logo near food station signage
- Acknowledgement in event remarks by United Way representative
- Corporate recognition on select United Way social media channels

VOLUNTEER T-SHIRT SPONSOR
Sponsorship Commitment: $5,000 - SOLD
1 AVAILABLE
- Corporate logo on project T-shirts that volunteer wear
- Corporate recognition on select social media channels

VOLUNTEER KIT PROJECT
Sponsorship Commitment: Starting at $750 per project
UNLIMITED
Our kit projects offer an easy way to make a big impact. These kits contain vital resources that our friends and neighbors need. We have a variety of options that address different needs (personal care, early literacy, school supplies, etc.). All kits include an encouragement card written and decorated by volunteers during the project. Generally, groups of 10 can complete 200 to 300 kits per hour. This should help you plan the size of your group, the time frame for the project and how many kits you’d like to complete. For more information, please contact Volunteer@LiveUnitedSEM.org.
- Corporate branding on kit project encouragement card

UNITED WAY FOR SOUTHEASTERN MICHIGAN'S MISSION IS TO MOBILIZE THE CARING POWER OF DETROIT AND SOUTHEASTERN MICHIGAN TO IMPROVE COMMUNITIES AND INDIVIDUAL LIVES IN MEASURABLE AND LASTING WAYS. VOLUNTEER UNITED IS A WEEK OF SERVICE HOSTED BY UNITED WAY IN PARTNERSHIP WITH OUR DEDICATED CORPORATE AND COMMUNITY PARTNERS TO DRIVE THAT MISSION FORWARD. VOLUNTEERS WILL CONTRIBUTE OVER 1,000 HOURS DURING MORE THAN SIX EVENTS ACROSS WAYNE, OAKLAND AND MACOMB COUNTIES.
UNITED WAY
SEASONS OF CARING

AUDIENCE
United Way’s Seasons of Caring connects individuals, professional teams, school and church groups, and entire organizations to meaningful volunteer work. Each season, we’ll focus on one area where they can make a difference. Our goal is to engage 40,000 hours of meaningful volunteer projects.

WINTER: PREPARE FAMILIES FOR A PROSPEROUS YEAR
JANUARY – MARCH 2020

SPRING: GUIDE CHILDREN FROM BIB TO BACKPACK
APRIL – JUNE 2020

SUMMER: GIVE STUDENTS A BETTER BACK-TO-SCHOOL
JULY – SEPTEMBER 2020

AUTUMN: BUILD A STRONGER SAFETY NET
OCTOBER – DECEMBER 2020

SEASONAL VOLUNTEER OPPORTUNITY EXAMPLES

WINTER
• Volunteer Tax Preparer
• Life Skills Mentor
• Senior Grocery Shopping Assistant
• Adult Literacy Tutoring
• Financial Coach

SPRING
• Child Mentor
• Preschool Classroom Volunteer
• Story Time Reader
• Child Care Volunteer
• Game Night Host

SUMMER
• Youth Mentor
• Homework Helper
• Male Leaders as Readers
• Literacy Tutor
• Volunteer Bus Driver

AUTUMN
• Senior Shopping Assistant
• Culinary Instructor
• English as a Second Language (ESL) Tutor
• Family Meal Service volunteer
• Girls Enrichment and Mentor Volunteer

WINTER, SUMMER AND AUTUMN SEASONS

PRESENTING SPONSOR

Sponsorship Commitment: $500,000 - SOLD
4-YEAR COMMITMENT
• First right of refusal to fill volunteer slots with corporate employees and their families
• Corporate recognition in seasonal press release and in conjunction with project-based media exposure (not guaranteed)
• Corporate logo on Seasons of Caring landing page and volunteer portal seasonal landing page
• Corporate logo on T-shirts volunteers wear during monthly and large-scale seasonal projects
• Corporate recognition on monthly volunteer enewsletter distributed to our subscriber list of 5,600+ records
• Corporate logo on all appropriate on-site volunteer project signage
• Corporate recognition on select United Way social media channels
• Corporate promotional item (provided by sponsors) included in kit projects

Find the full list of volunteer projects by season at UnitedWaySEM.org/Volunteer.
UNITED WAY 2020 SPONSORSHIP OPPORTUNITIES

DONOR RECOGNITION AND ENGAGEMENT SPONSORSHIPS

OVERVIEW

Students at five elementary schools in Pontiac will take part in the My Home Library program. During a Scholastic book fair in May, students can choose five books free of charge and add them to their home library. They’ll also receive a library card for the Pontiac Public Library, and their schools will receive a $4,000 credit from Scholastic to purchase books and supplies like paper and pencils. During our first book fair in December, 4,540 books were distributed at three Pontiac elementary schools, and more than $10,000 in Scholastic credit was returned to the schools. Visit UnitedWaySEM.org/2019BookFair to learn more.

MAY 2020 SINGLE EVENT SPONSOR

Sponsorship Commitment: $10,000 per event

5 AVAILABLE

• First right of refusal to fill 7 volunteer slots with corporate employees and their families. Opportunities can include registration, wayfinding, helping children choose books, helping children personalize their books and registering each received book from the site.
• Corporate recognition in event press release and in conjunction with project-based media exposure (not guaranteed)
• Corporate branding on all appropriate event signage
• Corporate branding placed on a sticker that will be attached to each book distributed at the event
• Corporate recognition on select United Way social media channels
• Opportunity to distribute branded age-appropriate/school-approved gift to event attendees (sponsor provided)

MAY 2020 SCHOLASTIC BOOK FAIR SPONSOR

Sponsorship Commitment: $50,000 for all five Pontiac school events

1 AVAILABLE

• First right of refusal to fill 35 volunteer slots with corporate employees and their families. Opportunities can include registration, wayfinding, helping children choose books, helping children personalize their books and registering each received book from the site.
• Exclusive corporate recognition as presenting sponsor in event press release and in conjunction with project-based media exposure (not guaranteed)
• Recognition in United Way online blog post
• Corporate recognition on monthly volunteer e-newsletter distributed to our subscriber list of 5,600+ records
• Corporate branding on all appropriate event signage
• Corporate branding placed on a sticker that will be attached to each book distributed at the event
• Corporate recognition on select United Way social media channels
• Opportunity to distribute branded age-appropriate/school-approved gift to event attendees (sponsor provided)

AUDIENCE

Parents of the more than 1,600 students enrolled at Alcott, Herrington, Owen, Rogers and Whitman elementary schools, as well as school staff, event volunteers and possible media coverage.

DATES

MAY 2020

DECEMBER 2020
UNITED WAY 2020 SCHOLASTIC BOOK FAIR

AUDIENCE
Parents of the more than 1,600 students enrolled at Alcott, Herrington, Owen, Rogers and Whitman elementary schools, as well as school staff, event volunteers and possible media coverage.

DATES
MAY 2020
DECEMBER 2020

DECEMBER 2020 SINGLE EVENT SPONSOR
Sponsorship Commitment: $10,000 per event
5 AVAILABLE
- First right of refusal to fill 7 volunteer slots with corporate employees and their families
- Opportunities can include registration, wayfinding, helping children choose books, helping children personalize their books and registering each received book from the site.
- Corporate recognition in event press release and in conjunction with project-based media exposure (not guaranteed)
- Corporate branding on all appropriate event signage
- Corporate branding placed on a sticker that will be attached to each book distributed at the event
- Corporate recognition on select United Way social media channels
- Opportunity to distribute branded age-appropriate/school-approved gift to event attendees (sponsor provided)

DECEMBER 2020 SCHOLASTIC BOOK FAIR SPONSOR
Sponsorship Commitment: $50,000 for all five Pontiac school events
1 AVAILABLE
- First right of refusal to fill 35 volunteer slots with corporate employees and their families
- Opportunities can include registration, wayfinding, helping children choose books, helping children personalize their books and registering each received book from the site.
- Exclusive corporate recognition as presenting sponsor in event press release and in conjunction with project-based media exposure (not guaranteed)
- Recognition in United Way online blog post
- Corporate recognition on monthly volunteer e-newsletter distributed to our subscriber list of 5,600+ records
- Corporate branding on all appropriate event signage
- Corporate branding placed on a sticker that will be attached to each book distributed at the event
- Corporate recognition on select United Way social media channels
- Opportunity to distribute branded age-appropriate/school-approved gift to event attendees (sponsor provided)
UNITED WAY CONFERENCE ROOMS IN THE FISHER BUILDING

AUDIENCE

Our new location inside the historic Fisher Building, in the heart of New Center, builds on our more than 100-year history of serving as a hub for agencies that offer care to underserved and vulnerable communities. Thousands of visitors including donors, volunteers, partners, community leaders, advocates and those who use United Way services visit our headquarters annually.

OVERVIEW

Conference rooms and experiential areas are where internal and external stakeholders unite to learn and share ideas, forge relationships and pave the way for positive impact. Each room sponsorship covers a term of 11 years, offering a unique opportunity to increase your brand’s visibility over time and showcase your ongoing commitment to helping United Way fill social service gaps and build a stronger Southeastern Michigan.

LEARN UNITED EXPERIENCE ROOM SPONSOR

Sponsorship Commitment: $100,000 - SOLD

- Corporate name and/or logo displayed prominently outside the room
- Dedication or memorial message available on signage outside the room
- Corporate recognition on Learn United experience handout
- Invitation to attend United Way-planned gathering to dedicate conference room with photo opportunities
- Opportunity to host annual corporate or team meeting in the main boardroom or sponsored room (available dates pending). United Way will cover parking and light refreshments for your meeting.
- Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)
- Corporate recognition on select social media channels via custom blog spotlight
UNITED WAY CONFERENCE ROOMS IN THE FISHER BUILDING

AUDIENCE
Our new location inside the historic Fisher Building, in the heart of New Center, builds on our more than 100-year history of serving as a hub for agencies that offer care to underserved and vulnerable communities. Thousands of visitors including donors, volunteers, partners, community leaders, advocates and those who use United Way services visit our headquarters annually.

MAIN BOARDROOM SPONSOR
Sponsorship Commitment: $100,000 - SOLD
• Corporate branding displayed prominently outside the room
• Dedication or memorial message available on signage outside the room
• Invitation to attend United Way planned gathering to dedicate conference room with photo opportunities
• Opportunity to host annual corporate or team meeting in the main boardroom or sponsored room (available dates pending)
• Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)
• Corporate recognition on select social media channels via custom blog spotlight

LARGE CONFERENCE ROOM SPONSOR (SEATS 8-16)
Sponsorship Commitment: $50,000
9 AVAILABLE. MAY BE PAID IN 4 ANNUAL INSTALLMENTS BEGINNING IN 2020.
• Corporate branding displayed prominently outside the room
• Dedication or memorial message available on signage outside the room
• Invitation to attend United Way-planned gathering to dedicate conference room with photo opportunities
• Opportunity to host annual corporate or team meeting in the main boardroom or sponsored room (available dates pending)
• Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)
UNITED WAY 2020 SPONSORSHIP OPPORTUNITIES

BRAND RECOGNITION SPONSORSHIPS

UNITED WAY CONFERENCE ROOMS IN THE FISHER BUILDING

AUDIENCE
Our new location inside the historic Fisher Building, in the heart of New Center, builds on our more than 100-year history of serving as a hub for agencies that offer care to underserved and vulnerable communities. Thousands of visitors including donors, volunteers, partners, community leaders, advocates and those who use United Way services visit our headquarters annually.

SMALL CONFERENCE ROOM SPONSOR (SEATS 4-6)
Sponsorship Commitment: $25,000
4 AVAILABLE. MAY BE PAID IN 2 ANNUAL INSTALLMENTS BEGINNING IN 2020.
• Corporate branding displayed prominently outside the room
• Dedication or memorial message available on signage outside the room
• Invitation to coordinate intimate conference room dedication with photo opportunities
• Opportunity to host annual corporate or team meeting in the main boardroom (available dates pending)
• Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)

EMPLOYEE WELLNESS ROOM SPONSOR
Sponsorship Commitment: $10,000
3 AVAILABLE. MUST BE PAID IN 2020 FOR THE LENGTH OF THE SPONSORSHIP.
• Corporate branding displayed prominently outside the room
• Dedication or memorial message available on signage outside the room
• Invitation to coordinate intimate room dedication with photo opportunities
• Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)

PRIVACY/RESPITE ROOM SPONSOR
Sponsorship Commitment: $10,000
6 AVAILABLE. MUST BE PAID IN 2020 FOR THE LENGTH OF THE SPONSORSHIP.
• Corporate branding displayed prominently outside the room
• Dedication or memorial message available on signage outside the room
• Invitation to coordinate intimate room dedication with photo opportunities
• Opportunity to provide 5 employee volunteers from your company to participate in quarterly United Way Seasons of Caring projects (see full list of opportunities)
UNITED WAY COST OF LIVING

OVERVIEW
The Cost of Living is a digital empathy-building simulation tool that allows participants to experience current community issues though "life events" - including housing shortages, rising child care costs and food insecurity - while learning about United Way’s role to improve them. The goal of the simulator is to increase engagement and revenue through empathy-building and experiential learning.

The experience is moderated by United Way team members and it is to accessible on most devices running a Chrome web browser. Similar to a video game, the experience is hosted via a TV, projector, or 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
1 AVAILABLE. 2 YEAR COMMITMENT AS PRESENTING SPONSOR.
• Corporate logo/sponsorship recognition on home screen of the simulator
• Verbal corporate recognition by United Way team member leading each experience
• Corporate recognition on select social media channels

AUDIENCE
Participants include United Way staff, corporate and community partners, donors, volunteers, community leaders, and advocates.

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

TIER 1 SURVIVAL
The absolute bare minimum to get by.

TIER 2 STABLE
Enough to be comfortable, with some flexibility.

TIER 3 THRIVING
Ideal situation: greater support and comfort.
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 $______________

Credit card (check one)  □ Visa  □ MasterCard  □ AMEX  □ Discover

Credit Card # ___________________________  Exp. Date _______

Name (exactly as it appears on card) ________________________________

Billing Address ________________
(if different than address listed above)

To make a payment online, please visit: UnitedWaySEM.org/Sponsorship