

SPONSORSHIP OPPORTUNITIES

Sponsoring a United Way event or initiative is a great way to highlight your business' commitment to our region.

Sponsors can receive brand recognition on marketing materials, event collateral, emails, press releases and social media posts. This exposure lets tens of thousands of Metro Detroit households know that your company helps Light the Way to a better future for local children and families. Packages vary to meet any budget.

BACKPACK PROJECTS

SUMMER 2023 & 2024

ANTICIPATED AUDIENCE

Elementary & high school students in Metro Detroit

ABOUT THE EVENT

Sponsor our backpack project to set students up for success! United Way programs help provide books, backpacks, technology and more to Students, helping ensure that they have the tools they need to thrive at school and learn at home.

POWER OF THE PURSE

MARCH 2024

ANTICIPATED AUDIENCE

200+ attendees from across Washtenaw County, including volunteers, community partners, corporate partners, business owners, executives, & thought leaders.

ABOUT THE EVENT

Join us in supporting the financial stability of women by sponsoring the 2023 Power of the Purse event at Washtenaw Community College's Morris Lawrence Building. In 2023, the POP event raised over \$65,000. For its 16th installment in 2024, we'll be celebrating our Woman of the Year and our famous purse auction, food and drinks! We invite you and your business to show support for the women in our community and help United Way sustain the wellbeing of women in Southeastern Michigan.

21-DAY EQUITY CHALLENGE

MAY 2024

ANTICIPATED AUDIENCE

General public, individuals, community & corporate partners.

ABOUT THE EVENT

Show your company's commitment to diversity, equity, and inclusion by sponsoring United Way for Southeastern Michigan's 21-Day Equity Challenge. In 2022, the second annual challenge reached more than 8,000 people. By sponsoring, you help promote DEI work in our community and provide resources for your organization's efforts in this area of work. Together, we can create meaningful, lasting change in Southeastern Michigan. The challenge is designed to increase our understanding of equity and develop our willingness to confront racism, sexism, and other forms of inequity.

EDUCATION & LITERACY

FALL 2023 & SPRING 2024

ANTICIPATED AUDIENCE

Elementary school aged children, grades K-6

ABOUT THE EVENT

United Way programs help provide books, backpacks, technology and more to children, helping ensure that they have the tools they need to thrive at school and learn at home. Sponsor our Literacy and Education efforts and set students up for success.

SEASONS OF CARING: VOLUNTEER ENGAGEMENT

JANUARY - DECEMBER 2023-2024

ANTICIPATED AUDIENCE

Volunteers, community partners, corporate partners

ABOUT THE EVENT

United Way works to advance equitable communities of stable households and thriving children. Volunteers are critical to this mission. United Way's Seasons of Caring connects individuals, corporate teams and community groups to meaningful volunteer work. Seasons of Caring gives every person a way to give back year-round in ways that fit their lives and are meaningful to our mission. From packing and delivering backpacks for students to helping Southeastern Michigan families file taxes and much more, there are so many easy and rewarding ways to give back to your community.



SPONSORSHIP OPPORTUNITIES

A MORE
EQUITABLE FUTURE
STARTS WITH YOU

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SUMMER SUPPORT FOR FOOD PROGRAMS

SUMMER 2024

ANTICIPATED AUDIENCE

Families & children in Southeastern Michigan

ABOUT THE EVENT

Students and families in our community rely on food pantries and child nutrition programs throughout the year, but for more than 740,000 Michigan students that depend on school breakfast and lunch programs, summer vacation can be the hungriest time of year. By sponsoring, you can help strengthen the food network in our region and make sure children and families have the nutrition they need in the summer months.



TOCQUEVILLE SOCIETY ANNUAL EVENTS

FALL 2023 & SPRING 2024

ANTICIPATED AUDIENCE

Local philanthropic leaders

ABOUT THE EVENT

The Tocqueville Society recognizes distinguished donors whose gifts create large-scale impact in our community. This group is part of a national network of dynamic leaders devoted to creating lasting change. Tocqueville members come from diverse backgrounds with various skillsets. They share a passion to support United Way's efforts to make a difference in our region.

UNITED FOR ACTION SUMMIT

DECEMBER 2023

ANTICIPATED AUDIENCE

Community Partners, Government leaders, corporate partners, community leaders

ABOUT THE EVENT

The inaugural United for Action Summit, hosted by United Way for Southeastern Michigan. We'll host interactive sessions on how we, along with the support of our partners, are working to create sustainable systems change across the region and how you can be part of the solution. Discover innovative programs that engage community members and contribute to our ongoing efforts in building equitable communities for all.

WOMEN OF INFLUENCE SUMMIT

MARCH 2024

ANTICIPATED AUDIENCE

More than 500 attendees across the region, including business owners, executives, thought leaders, community and corporate partners.

ABOUT THE EVENT

The Women of Influence Summit is hosted by United Way's Women United, a group of women who are community leaders, executive partners & advocates focused on elevating awareness about the importance of early childhood development throughout Southeastern Michigan. This annual event raises funds to support United Way's work including a focus on early education, aimed to make quality childcare more accessible and affordable.



SPONSORSHIP EVENTS LIST

BASIC NEEDS

ADOPT-A-PANTRY

SUMMER 2024

- Pantry Champion
\$25,000 · 4 AVAILABLE
- Summer Stock
\$15,000 · 4 AVAILABLE

MEET UP & EAT UP

SUMMER 2024

- Summer Food Access
\$10,000 · 7 AVAILABLE
- Meal Kit
\$5,000 · 5 AVAILABLE

DIVERSITY, EQUITY & INCLUSION

21-DAY EQUITY CHALLENGE

MAY 2024

- Presenting
\$20,000 · 1 AVAILABLE
- Storytelling
\$15,000 · 1 AVAILABLE
- Weekly Roundtable
\$10,000 · 3 AVAILABLE
- Equity Changemaker
Champion
\$7,500 · 5 AVAILABLE
- Equity Advocate Champion
\$5,000 · 10 AVAILABLE
- New Equity Partner
\$2,500 · 10 AVAILABLE

EDUCATION & LITERACY

BACKPACKS

SUMMER 2023 & 2024

- Gold Backpack
\$10,000 · 5 AVAILABLE
- Silver Backpack
\$5,000 · 5 AVAILABLE
- Bronze Backpack
\$2,500 · 5 AVAILABLE

BACKPACK PACKING

SUMMER 2023 & 2024

- Presenting
\$25,000 – \$50,000
1 AVAILABLE
- Transportation
\$7,500 · 1 AVAILABLE
- Location
\$7,500 · 1 AVAILABLE
- Volunteer Engagement
\$5,000 · 1 AVAILABLE
- Bookmarks
\$2,500 · 1 AVAILABLE

MY HOME LIBRARY

FALL 2023 – SPRING 2024

- Gold Book Fair
\$10,000 · 10 AVAILABLE
- Silver Book Fair
\$5,000 · 10 AVAILABLE
- Bronze Book Fair
\$2,500 · 10 AVAILABLE

GIVE, ADVOCATE, VOLUNTEER

UNITED FOR ACTION SUMMIT

DECEMBER 2023

- Presenting
\$15,000 · 1 AVAILABLE
- Keynote
\$10,000 · 1 AVAILABLE
- Breakout Session
\$10,000 · 2 AVAILABLE
- Networking Hour
\$5,000 · 1 AVAILABLE
- Registration
\$3,500 · 1 AVAILABLE
- Media
IN KIND

COMMUNITY GIVING

WINTER 2023/SPRING 2024

- Matching Gift
\$35,000 · 1 AVAILABLE

ORGANIZED LABOR

UCANN

SPRING 2024

- Various
\$500 – \$2,500

BIKE UNITED

SPRING 2024

- Race Day
\$5,000 · 1 AVAILABLE
- Mile Marker
\$2,500 · 5 AVAILABLE
- Swag
\$1,500 · 1 AVAILABLE
- Food & Beverage
\$1,000 · 1 AVAILABLE
- Friends of Riders
\$500 · 10 AVAILABLE

CONTACT

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United Way
for Southeastern Michigan



SPONSORSHIP EVENTS LIST

101 YEARS OF LIVING UNITED



WOMEN UNITED

WOMEN OF INFLUENCE MARCH 2024

- Presenting
\$40,000 · 1 AVAILABLE
- Empower Hour
\$35,000 · 1 AVAILABLE
- Keynote
\$30,000 · 1 AVAILABLE
- Video
\$25,000 · 1 AVAILABLE
- Matching Gift
\$20,000 · 1 AVAILABLE
- Economic Mobility:
Supporting Women-Owned
Businesses
\$10,000 · 3 AVAILABLE
- Entertainment
\$10,000 · 1 AVAILABLE
- Registration
\$7,500 · 1 AVAILABLE
- Early Education Champion
\$5,000 · 10 AVAILABLE
- Table
\$3,000 · 10 AVAILABLE
- Media
IN KIND

VOLUNTEER ENGAGEMENT

SEASONS OF CARING JANUARY - DECEMBER

- Yearly Sponsor
\$125,000 · 1 AVAILABLE

SE MICHIGAN TRUCKING JANUARY - DECEMBER

- Supporting
\$5,000 · 1 AVAILABLE

VOLUNTEER PORTAL JANUARY - DECEMBER

- Galaxy Digital
\$60,000 · 1 AVAILABLE

POWER OF THE PURSE MARCH 2024

- Presenting
\$5,000 · 2 AVAILABLE
- Platinum
\$2,500 · 1 AVAILABLE
- Spotlight Purse
\$1,500 · 2 AVAILABLE
- Gold
\$1,000 · 1 AVAILABLE
- Silver
\$500 · 1 AVAILABLE

MEMBERSHIP ANY TIME

- SPONSOR-A-MEMBER
\$500 · UNLIMITED

QUARTERLY EVENTS Q1, Q2, Q3 & Q4

- Presenting
\$2,500 · 4 AVAILABLE

NEWSLETTER Q1, Q2, Q3 & Q4

- Quarterly
\$1,000 · 4 AVAILABLE

RUN UNITED

RUN UNITED FALL 2023 & 2024

- Ultimate Presenting
\$25,000 · 1 AVAILABLE
- Race Day
\$10,000 · 1 AVAILABLE
- Marathon Milestones
\$5,000 · 4 AVAILABLE
- Why I Run
\$2,500 · 1 AVAILABLE

TOCQUEVILLE SOCIETY

CELEBRATION EVENT FALL 2023 & 2024

- Presenting
\$10,000 · 1 AVAILABLE
- Entertainment
\$7,500 · 1 AVAILABLE
- Signature Cocktail
\$5,000 · 1 AVAILABLE
- Atmosphere
\$5,000 · 1 AVAILABLE
- Celebratory Fare
\$5,000 · 1 AVAILABLE
- Awards Showcase
\$2,500 · 1 AVAILABLE
- Light The Way
\$2,500 · 5 AVAILABLE
- Friends of Honorees
\$1,000 · UNLIMITED

TOCQUEVILLE MIXER EVENT WINTER/SPRING 2023/2024

- Presenting
\$5,000 · 2 AVAILABLE

TOCQUEVILLE SOCIETY VS. EMERGING PHILANTHROPIST EVENT WINTER/SPRING 2023/2024

- Presenting
\$5,000 · 1 AVAILABLE

EMERGING PHILANTHROPISTS

BEYOND THE BOARDROOM Q1, Q2, Q3 & Q4

- Quarterly
\$2,500 · 4 AVAILABLE

HAPPY HOUR NETWORKING Q1, Q2, Q3 & Q4

- Event
\$1,500 · 4 AVAILABLE

NEWSLETTER Q1, Q2, Q3 & Q4

- Quarterly
\$1,000 · 4 AVAILABLE

MEMBERSHIP ANY TIME

- SPONSOR-A-MEMBER
\$500 · UNLIMITED

CONTACT

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