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.

**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.

**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.

**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.

**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.

**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

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.

UNITED WAY FOR SOUTHEASTERN MICHIGAN
2023-24 SPONSORSHIP OPPORTUNITIES
# 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

## 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

## 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

## 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

## 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

- **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

- **Community Giving**
  - Winter 2023/2024
  - Matching Gift: $35,000 · 1 Available

## Basic Needs
- **Bronze Book Fair**
  - Fall 2023 – Spring 2024
  - $2,500 · 10 Available

- **Silver Book Fair**
  - Fall 2023 – Spring 2024
  - $5,000 · 10 Available

- **Gold Book Fair**
  - Fall 2023 – Spring 2024
  - $10,000 · 10 Available

## My Home Library
- **Meal Kit**
  - $5,000 · 4 Available

- **Summer Food Access**
  - $10,000 · 7 Available

- **Pantry Champion**
  - $25,000 · 4 Available

- **Summer Stock**
  - $15,000 · 4 Available

- **Equity Changemaker Champion**
  - $7,500 · 5 Available

- **Equity Advocate Champion**
  - $5,000 · 10 Available

- **New Equity Partner**
  - $2,500 · 10 Available
# Sponsorship Events List

## 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

### 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

## Season 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

## 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

## 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

## Run United Events

### 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

## 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

## 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

## 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

## 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

## 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

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- 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

## Women of Influence
- March 2024
  - Presenting: $40,000 - 1 available
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  - Registration: $7,500 - 1 available
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- 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

## Tocqueville Society
- 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 Society vs. Emerging Philanthropist Event
- Winter/Spring 2023/2024
  - Presenting: $5,000 - 1 available

## 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

## Run United
- Fall 2023 & 2024
  - Ultimate Presenting: $25,000 - 1 available
  - Race Day: $10,000 - 1 available
  - Marathon Milestones: $5,000 - 4 available
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