



UNITED WAY FOR SOUTHEASTERN MICHIGAN

EVENT SPONSORED BY

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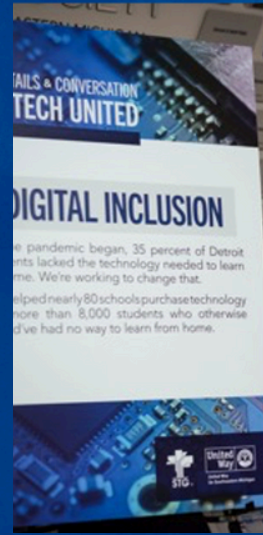
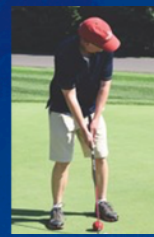
United Way  
for Southeastern Michigan

# 2024-25 SPONSORSHIP OPPORTUNITIES

## CONTACT

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# A MESSAGE TO OUR PARTNERS

Every day, United Way for Southeastern Michigan drives change, Lighting The Way to a brighter future for families in Wayne, Oakland and Macomb Counties. Several community impact opportunities throughout the year make it all possible, bringing in contributions that help us continue to address our community's top needs.

As a United Way sponsor, your company will receive recognition at public and private events, and in special publications. Better yet, you'll help us fund vital programs that help households reach stability and help children thrive.

Thank you,

*Darlene D. Hudson*

**Dr. Darlene Hudson**

CEO & PRESIDENT, UNITED WAY FOR SOUTHEASTERN MICHIGAN



# ABOUT US

## OUR MISSION

To mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.

## OUR VISION

Southeastern Michigan is united in advancing equitable communities of stable households and thriving children.

## OUR VALUES



### PEOPLE-FIRST

Community-oriented, impact focused, accountable to households, children, stakeholders & staff.



### EQUITY & INCLUSION

Committed to practices that disrupt unfair systems & provide access to opportunity for all.



### COLLABORATION

Focused on continuous & active partnership.



### INNOVATION

Taking the lead, challenging the status quo, focused on continuous improvement.





# 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.

## 21-DAY EQUITY CHALLENGE MAY 2025

### 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. In 2023 that number increased to 9,252 and again to 13,202 in 2024. 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.



## SEASONS OF CARING: VOLUNTEER ENGAGEMENT JANUARY - DECEMBER

### 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

## TOCQUEVILLE SOCIETY ANNUAL EVENTS

FALL 2024 & SPRING 2025

### 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.



## BACKPACK PROJECTS

SUMMER 2024 & 2025

### 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 2024 & SPRING 2025

### 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.



# SPONSORSHIP OPPORTUNITIES



## STEMPossible

FALL 2024

### ANTICIPATED AUDIENCE

4th grade students, teachers, family members, community partners, corporate partners, community leaders

### ABOUT THE EVENT

STEMPossible is an annual event celebrating students and STEM education.

This event invites over 400 4th grade students to explore a STEM rich environment of innovation, inspiration and education. This is all supported by business owners, executives, thought leaders, community and corporate partners.

## POWER OF THE PURSE

SPRING 2025

### ANTICIPATED AUDIENCE

More than 300 attendees across the region, including business owners, executives, thought leaders, community and corporate partners.

### ABOUT THE EVENT

Power of the Purse annual purse auction event proceeds fund grants to support community agencies and initiatives that increase the financial capability of people who identify as women. Since its inception, Power of the Purse has granted over \$400,000 to organizations focused on advancement and economic stability of women.



## WOMEN OF INFLUENCE

MARCH 2025

### 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

## DIVERSITY, EQUITY & INCLUSION

### 21-DAY **EQUITY** CHALLENGE

MAY 2025

- Presenting  
\$20,000 · 1 AVAILABLE
- Storytelling  
\$15,000 · 1 AVAILABLE
- Community Action Days  
\$10,000 · 3 AVAILABLE
- Equity Changemaker  
Champion  
\$7,500 · 5 AVAILABLE
- Equity Advocate Champion  
\$5,000 · 5 AVAILABLE
- Equity Partner Champion  
\$2,500 · 5 AVAILABLE
- Culture Creator Champion  
\$1,000 · 10 AVAILABLE
- Individual Equity Champion  
\$500 · 10 AVAILABLE

## EDUCATION & LITERACY

### BACKPACKS

SUMMER 2024 & 2025

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

### BACKPACK PACKING

SUMMER 2024 & 2025

- 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 2024 – SPRING 2025

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

## GIVE, ADVOCATE, VOLUNTEER

### COMMUNITY GIVING

WINTER 2024/SPRING 2025

- Matching Gift  
\$35,000 · 1 AVAILABLE

## ORGANIZED LABOR

### UCANN

SPRING 2025

- Various  
\$500 – \$2,500

## RUN UNITED

### RUN UNITED

FALL 2024 & 2025

- 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

## EDUCATION

### STEMPossible

FALL 2024

- Presenting  
\$30,000 · 1 AVAILABLE
- Video  
\$25,000 · 1 AVAILABLE
- Food & Beverage  
\$20,000 · 1 AVAILABLE
- Keynote  
\$15,000 · 1 SOLD
- STEM Workshop  
\$10,000 · 3 AVAILABLE
- Panel  
\$10,000 · 1 AVAILABLE
- Swag  
\$10,000 · 1 AVAILABLE
- Registration  
\$7,500 · 1 AVAILABLE
- Transportation  
\$5,000 · 10 AVAILABLE
- STEM Career Booth  
\$2,500 · 10 AVAILABLE
- Photography  
\$1,500 · 1 AVAILABLE

## CONTACT

Sponsorship@UnitedWaySEM.org



**UNITED WAY**  
Southeastern  
Michigan



# SPONSORSHIP EVENTS LIST

101 YEARS OF LIVING UNITED

## WOMEN UNITED

### WOMEN OF INFLUENCE MARCH 2025

- Presenting  
\$35,000 · 1 AVAILABLE
- Empower Hour  
\$30,000 · 1 AVAILABLE
- Keynote  
\$25,000 · 1 AVAILABLE
- Video  
\$20,000 · 1 AVAILABLE
- Matching Gift  
\$20,000 · 1 AVAILABLE
- Economic Mobility:  
Supporting Women-Owned  
Businesses  
\$15,000 · 3 AVAILABLE
- Entertainment  
\$10,000 · 1 AVAILABLE
- Registration  
\$10,000 · 1 AVAILABLE
- Tote Bag  
\$7,500 · 1 AVAILABLE
- Early Education Champion  
\$5,000 · 15 AVAILABLE
- Table  
\$3,000 · 15 AVAILABLE

### QUARTERLY EVENTS Q1, Q2, Q3 & Q4

- Presenting  
\$2,500 · 4 AVAILABLE

### NEWSLETTER Q1, Q2, Q3 & Q4

- Quarterly  
\$1,000 · 4 AVAILABLE

### MEMBERSHIP ANY TIME

- SPONSOR-A-MEMBER  
\$500 · UNLIMITED

## 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

### POWER OF THE PURSE SPRING 2025

- Presenting  
\$10,000 · 1 AVAILABLE
- Platinum  
\$5,000 · 3 AVAILABLE
- Gold  
\$2,500 · 5 AVAILABLE
- Silver  
\$1,000 · 10 AVAILABLE
- Bronze  
\$500 · 10 AVAILABLE
- Spotlight Purse (In Kind)  
\$1,500 VALUE  
2 AVAILABLE

## TOCQUEVILLE SOCIETY

### CELEBRATION EVENT FALL 2024 & 2025

- Presenting  
\$10,000 · 1 AVAILABLE
- Scoreboard  
\$7,500 · 1 AVAILABLE
- Gold  
\$5,000 · 5 AVAILABLE
- Silver  
\$2,500 · 5 AVAILABLE
- Bronze  
\$1,500 · 5 AVAILABLE

### TOCQUEVILLE MIXER EVENT WINTER/SPRING 2024/2025

- Presenting  
\$5,000 · 2 AVAILABLE

## VOLUNTEER ENGAGEMENT

### SEASONS OF CARING JANUARY - DECEMBER

- Yearly Sponsor  
\$500,000 · 1 AVAILABLE

### SUPPORT SE MICHIGAN TRUCK SPONSOR JANUARY - DECEMBER

- In-Kind Equivalent  
\$5,000 - 10,000  
1 AVAILABLE

### VOLUNTEER PORTAL JANUARY - DECEMBER

- Galaxy Digital  
\$60,000 · 1 AVAILABLE

### UNITED WAY FULFILLMENT CENTER JANUARY - DECEMBER

- Naming Rights  
\$100,000 · 1 AVAILABLE

### CATCHAFIRE JANUARY - DECEMBER

- Annual Sponsor  
\$60,000 · 1 AVAILABLE

## CONTACT

[Sponsorship@UnitedWaySEM.org](mailto:Sponsorship@UnitedWaySEM.org)



**UNITED WAY**  
Southeastern  
Michigan





## WITH GRATITUDE

On behalf of the communities we serve, thank you for your generosity and for your belief in the work we do. Your unrestricted support has made a meaningful and lasting difference for individuals and families in our region. From ensuring a family has food for the next few days, to providing enhanced educational opportunities for children, to connecting a household to the internet for the first time, you helped make it all possible.

**Together, we are building a brighter future for all children,  
families and communities in Southeastern Michigan!**



**GIVE. ADVOCATE. VOLUNTEER.**  
 **UNITEDWAYSEM.ORG**



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Michigan

