



UNITED WAY
Southeastern
Michigan

SPONSORSHIP OPPORTUNITIES

Sponsoring a United Way for Southeastern Michigan event or initiative demonstrates your organization's commitment to strengthening our region. Sponsors receive recognition across marketing materials, event collateral, emails, press releases and social media, connecting your brand with United Way's work throughout Southeastern Michigan. Through this partnership, tens of thousands of local households see your organization's investment in creating greater opportunity and a stronger future for children and families.

SPECIAL EVENTS

ANNUAL WOMEN OF INFLUENCE SUMMIT

Presented by **walker•miller**
Energy Services

March 12, 2027 | 8–11 am
Detroit Marriott at the Renaissance Center

AUDIENCE

More than 900 influential attendees from across the region, including business owners, executives, thought leaders, community and corporate partners.

ABOUT THE EVENT

The Women of Influence Summit is United Way for Southeastern Michigan's premier fundraising event drawing sold-out crowds year after year. Bringing together community leaders, partners and supporters, the Summit features inspiring speakers, networking opportunities and a women-owned business marketplace, all in support of women and children across our region. **Sponsorship opportunities range from \$3,500 to \$50,000.**



UMS PRE-CONCERT DONOR RECEPTION

March 3, 2027 | Hill Auditorium, Ann Arbor

AUDIENCE

Tocqueville Society members and friends.

ABOUT THE EVENT

This exclusive evening at the University Musical Society brings together Tocqueville Society donors and prospective supporters to enjoy the arts while celebrating the impact of their generosity across our community. **Sponsorship opportunities range from \$500 to \$2,500.**



SNEAKER BALL

Spring 2027

AUDIENCE

Labor community and supporters.

ABOUT THE PROGRAM

Step into style and help uplift the labor community through impactful initiatives. Each year, this evening of dance, cuisine, cocktails, and celebration raises funds supporting Labor of Love, as well as, Union Community Activist Network (UCAN), Youth Skilled Trades Education (YSE), and the Varsity Letter Scholarship Award. Proceeds empower youth and families throughout Southeastern Michigan, turning one night of celebration into a full season of impact. **Sponsorship opportunities range from \$2,500 to \$10,000.**



LABOR ON THE LINKS ANNUAL GOLF OUTING

Summer 2027

AUDIENCE

Labor community and supporters.

ABOUT THE PROGRAM

United Way's Labor on the Links Annual Golf Outing, supports labor initiatives across Southeastern Michigan. This event raises funds for programs including the Union Community Activist Network (UCAN), Labor of Love, Youth Skilled Trades Education (YSE), and the Varsity Letter Scholarship Award. Proceeds also benefit union members who do not qualify for assistance through the 2-1-1 Helpline. **Sponsorship opportunities range from \$100 to \$3,500.**



RUN UNITED

Summer - Fall 2027

AUDIENCE

Donors, volunteers, fitness enthusiasts, community and corporate partners.

ABOUT THE EVENT

Run United is an annual virtual marathon that invites participants to run, walk or ride toward a personal goal throughout the month while raising funds to support Youth Opportunity programs in our community. Groups are also invited to participate in the initiative by bringing together teams of runners, walkers, and riders. **Sponsorship opportunities range from \$2,500 to \$25,000.**



REV UNITED

September 2027 | 6-10 pm | M1 Concourse

AUDIENCE

Automotive suppliers, dealers, local car enthusiasts, community leaders and members of the M1 community.

ABOUT THE EVENT

Hosted by Ford and Stellantis, this exclusive event at M1 Concourse brings together the thrill of automotive innovation with arts, food and entertainment. Guests have the opportunity to network with industry executives, experience hot laps around the M1 Concourse racetrack in Ford and Stellantis vehicles, and participate in a special auction. **Sponsorships opportunities range from \$2,500 to \$25,000.**



TECH UNITED STEMPOSSIBLE

Fall 2027 | 9 am–2 pm | Michigan Science Center

AUDIENCE

Educators, executives, technology leaders, volunteers, community and corporate partners.

ABOUT THE EVENT

This event offers students an interactive STEM experience centered on Science, Technology, Engineering and Math. Students will take part in large-scale demonstrations, museum-led exhibits and career exploration opportunities designed to spark curiosity, build awareness of STEM pathways and encourage interest in STEM education and careers. Proceeds support STEM-based initiatives across Southeast Michigan. **Sponsorship opportunities range from \$2,500 to \$25,000.**



POWER OF THE PURSE

Fall 2027 | 5–7:30 pm

AUDIENCE

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

ABOUT THE EVENT

Power of the Purse brings individuals together to kick off the holiday season with purpose and community. Guests enjoy a curated purse auction, raffle and strolling dinner, while proceeds support programs that help women build greater financial stability. Since its inception, the event has contributed more than \$450,000 to local programs advancing women's economic opportunity. **Sponsorship opportunities range from \$500 to \$10,000.**



WI-FI SPONSOR

Year-Long Event Series

ABOUT THE EVENT

As our Year-Long Event Wi-Fi Sponsor, your company will help keep guests connected and engaged across United Way for Southeastern Michigan's signature events and gatherings throughout the year. From check-in and social sharing to accessing event information and engaging with digital experiences, reliable connectivity helps create a seamless experience for our guests.

- Year-long recognition as UWSEM's Event Wi-Fi Sponsor across eligible events throughout the year
- Branded Wi-Fi access with your company name incorporated into the network name and/or landing page
- On-site recognition at participating UWSEM events, including signage and digital event materials
- Social media recognition highlighting your support and partnership
- Guest tickets or event access to select UWSEM events, based on sponsorship level

Sponsorship opportunity is for \$15,000.



IMPACT SPONSORSHIPS

MY HOME LIBRARY

Spring & Fall 2027 | Various Schools

AUDIENCE

Elementary school children, administrators, teachers, school partners, parents and guardians.

ABOUT THE PROGRAM

United Way for Southeastern Michigan is committed to putting more books in the homes of children across our region and encouraging students and families to read together. Through My Home Library Scholastic Book Fairs elementary school students can select five new books for their home library, at no cost. **Sponsorship opportunities range from \$1,000 to \$15,000.**



BACKPACKS FOR BRIGHT FUTURES

Summer 2027

AUDIENCE

More than 300 volunteers, corporate and community partners.

ABOUT THE PROGRAM

Each summer, United Way for Southeastern Michigan and our partners help students across the region start the school year prepared to learn. Thousands of backpacks filled with essential school supplies are packed and distributed through schools and nonprofit organizations throughout Southeastern Michigan. Sponsorship support helps expand this effort and ensure more students have the tools they need for a successful start to the school year. **Sponsorship opportunities range from \$1,000 to \$20,000.**



WITH GRATITUDE

On behalf of the communities we serve, thank you for considering sponsorship of United Way for Southeastern Michigan's events and programs. Your partnership makes it possible to deliver essential resources, expand opportunities and create lasting impact for individuals and families across our region. Together, we can ensure that more of our neighbors have the support they need to thrive.



SPECIAL EVENTS

CONTACT

Sponsorship@UnitedWaySEM.org

WOMEN OF INFLUENCE

- ☐ Presenting **SOLD**
\$50,000 • Exclusive
- ☐ Keynote
\$40,000 • Exclusive
- ☐ Empower Hour
\$30,000
- ☐ Matching Gift
\$25,000 • Exclusive
- ☐ Video **SOLD**
\$20,000 • Exclusive
- ☐ Economic Mobility
\$15,000
- ☐ Gold
\$10,000
- ☐ Silver
\$7,500
- ☐ Tote Bag **SOLD**
\$7,500 • Exclusive
- ☐ Education Champion
\$5,000
- ☐ Table
\$3,500

UMS PRE-CONCERT DONOR RECEPTION

- ☐ Gold
\$2,500
- ☐ Silver
\$1,000
- ☐ Bronze
\$500

SNEAKER BALL

- ☐ Presenting
\$10,000
- ☐ Platinum
\$2,500
- ☐ Gold
\$1,500
- ☐ Silver
\$1,000
- ☐ Bronze
\$500

LABOR ON THE LINKS GOLF OUTING

- ☐ Gold
\$3,500
- ☐ Silver
\$2,500
- ☐ Bronze
\$1,500
- ☐ Dinner
\$1,000
- ☐ Beverage Cart
\$750
- ☐ Hole
\$100

RUN UNITED

- ☐ Presenting
\$25,000 • Exclusive
- ☐ Why I Run
\$5,000 • Exclusive
- ☐ Marathon Milestones
\$2,500

REV UNITED

- ☐ Presenting
\$25,000
- ☐ Diamond
\$15,000
- ☐ Gold
\$10,000
- ☐ Silver
\$7,500
- ☐ Bronze
\$5,000
- ☐ Copper
\$2,500

STEMPOSSIBLE

- ☐ Presenting
\$25,000 • Exclusive
- ☐ Platinum
\$15,000
- ☐ Gold
\$10,000
- ☐ Silver
\$5,000
- ☐ Bronze
\$2,500

POWER OF THE PURSE

- ☐ Presenting
\$10,000
- ☐ Diamond
\$7,500
- ☐ Platinum
\$5,000
- ☐ Gold
\$2,500
- ☐ Silver
\$1,000
- ☐ Bronze
\$500

WI-FI SPONSOR

- ☐ Package
\$15,000



IMPACT SPONSORSHIPS

CONTACT

Sponsorship@UnitedWaySEM.org

MY HOME LIBRARY

- ☐ Diamond
\$15,000
- ☐ Platinum
\$10,000
- ☐ Gold
\$5,000
- ☐ Silver
\$2,500
- ☐ Bronze
\$1,000

BACKPACKS FOR BRIGHT FUTURES

- ☐ Presenting
\$20,000 • Exclusive
- ☐ Safe Start Sponsor
\$15,000
- ☐ Platinum
\$10,000
- ☐ Gold
\$5,000
- ☐ Registration
\$3,500 • Exclusive

BACKPACKS FOR BRIGHT FUTURES CONT.

- ☐ Silver
\$2,500
- ☐ Snack Table
\$2,500 • Exclusive
- ☐ Bronze
\$1,000

- ☐ **Youth Opportunity Package \$15,000 (\$20,000 VALUE)**
Includes the Platinum benefits for both **My Home Library**
and **Backpacks for Bright Futures**

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Total Due \$ _____

Payment Method

- ☐ Check Enclosed
- ☐ Please Invoice
- ☐ To pay online or initiate an ACH transfer, please
contact **Sponsorship@UnitedWaySEM.org**

If you want to learn about sponsorship opportunities,
contact Tina Kafantaris, **Sponsorship@UnitedWaySEM.org**.

