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 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.

READ UNITED
MARCH 2024

ANTICIPATED AUDIENCE
5,000+ students in Southeastern Michigan

ABOUT THE EVENT
Read United is an event that takes place in March (Reading Month). This program encourages students and their families to meet reading goals and participate in literacy activities. With over 135 classrooms participating with 30 students each at 15 schools throughout Southeastern Michigan, this event helps to further our work in literacy with the main goal of getting books in the hands of kids and helping to add to their home libraries.

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

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
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.