



2018 EVENT SPONSORSHIP PROPOSAL

MAKE A DIFFERENCE ...and have *fun* doing it.

ELEVATING LOCAL AWARENESS

Since 1921, United Way of Pierce County, has served as a unifying force, mobilizing the resources of community leaders, businesses and employees to meet the most important needs of tens of thousands of local residents. We have evolved from solely a funding raising federation to a social change organization, where we help the community define the issues it faces and address them together.



THE RIGHT FIT

We produce a number of prestigious events that are available for sponsorship annually. They consistently attract strong audiences and excellent exposure that including branding, media placement and access to top leaders. We look forward to helping you explore the right opportunities to align your products and services with one of the area's most impactful organizations.

Our events bring corporate social responsibility to life and will uniquely position your company as a community leader.



BRAND ALIGNMENT

United Way impacts up to 50 million lives across the globe each year. We have a brand presence in nearly 1,800 communities across 40 countries, and our brand is recognized throughout the world and carries tremendous value.



MAKE A GREAT IMPRESSION

When you put your company's name in front of audiences that range from millennials to established philanthropists to local leaders of Pierce County's largest companies, you'll enjoy an array of networking and promotional



Celebrate Community

When: April 17, 2018 at the McGavick Conference Center, Clover Park Technical College

Who: 450 business and community leaders, board members.

What: This annual event features an inspiring keynote speaker and educates attendees about the issues affecting our community. We also honor local outstanding individuals working in our community.

		Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
2018 Hometown Hero Sponsor	# of tickets or tables	1 table	6 tickets	3 tickets	2 tickets
	Recognition on event page	logo	logo	name	name
2018 Media Sponsor	Recognition in program	logo	logo	name	name
	Recognition on signage	✓	✓	1-2 X	1X
	Recognition on social media	✓	✓	✓	
	Inclusion in presentation	✓	mention	mention	mention
	Recognition in press releases	✓	✓		

Premier Partners

When: September 2018

What: The event is the culmination of our annual community campaign and a celebration of the work done by the temporary staff known as Campaign Executives. We recognize our generous corporate partners that have built long-term relationships with United Way to connect their companies and employees to socially responsible programs and activities.

Who: Leaders from United Way's coveted corporate partners that include dozens of Pierce County's leading businesses and organizations.

Where: Locations vary each year, but past locations have included the Ruston Ferry, hotels and other centrally located gathering spaces.

		Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
2018 Media Sponsor	Recognition on event page		logo	name	name
	Recognition in program		logo	name	name
	Recognition on signage		✓	1-2 X	1X
	Recognition on social media		✓	✓	
	Inclusion in presentation		mention	mention	mention
	Recognition in press releases		✓		

From Poverty to Possibilities

When: November 2018

What: To close the poverty gap, it takes a comprehensive, countywide approach to tackle critical issues like unemployment, transportation, health, hunger, early literacy development, housing and childcare. Inaugural Keynote Speaker, Mia Birdsong shared real world examples that are working to help individuals and families become more self-sufficient.

Who: 150-200 community leaders, elected officials, non-profit organizations, businesses and educational institutions

Where: The 2017 poverty summit was held at the Hotel Murano.

		Hometown Hero \$10,000	Champion \$5,000	Game Changer \$2,500	Advocate \$1,000
2018 Media Sponsor	# of tickets or tables	1 table	logo	name	name
	Recognition on event page	logo	logo	name	name
	Recognition in program	logo	✓	1-2 X	1X
	Recognition on signage	✓	✓		
	Recognition on social media	✓	mention	mention	mention
	Inclusion in presentation	✓	✓		
	Recognition in press releases	✓			



United Way of Pierce County

To learn more about these signature events and other offerings, please contact Stephen Deal at 206.506.4140 or StephenD@UWPC.org