

UNITED WAY OF GREATER AUGUSTA SPONSORSHIP PACKET



LIVE UNITED Campaign SPONSOR-\$5,000

The United Way of Greater Augusta is pleased to announce the "key" sponsorship opportunity for the 2011-2012 Program/Campaign year. The LIVE UNITED sponsorship is a unique opportunity for a company to have their logo featured on all materials, media, website and at all events. Public recognition at our Annual Awards Event

We will only take two (2) companies at this level for the 2011-2012 Programs/Campaign year.

CAMPAIGN SUPPORT

Donations to the United Way annual Campaign supports our Community Investment Allocations to local health and human service agencies. They also help support our internal projects and initiatives. Our 2011-2012 goal is \$700,000

BUSINESS PARTNERS/SPONSORSHIP

Donations support expenses of the 2011-2012 campaign and count towards business donation. Sponsorship levels: \$250-\$4,999

Recognition: On website, campaign materials and news releases at financial level of support. Donations of \$500 or more entitle businesses membership in our Leadership Circle.

LIVE UNITED CORPORATE CUP

It's time to get healthy and building organizational teamwork - and there's no better way to do it than by participating in the inaugural LIVE UNITED Corporate Cup! A new signature event for the United Way of Greater Augusta, it's a great way to improve your healthy life style and have a great time along the way. The event is open to area employee groups. **Recognition:** Same as levels for the Business Partners/Sponsorship PLUS (can be used in place of your annual corporate sponsorship)

\$500-\$999: Up to 50 participants in Corporate Cup Events

\$1000-\$1,499: Unlimited participants in Corporate Cup Events

\$1,500 and up: Events Sponsorship with Banner and Unlimited participants in the Corporate Cup Events

(unlimited participants is limited to One Organizational team per event and up to 5 individuals in the individual events)

UNITED WAY OF GREATER AUGUSTA SPONSORSHIP PACKET

CAMPAIGN SUPPORT

Donations to the United Way annual Campaign supports our Community Investment Allocations to local health and human service agencies. They also help support our internal projects and initiatives. Our 2011-2012 goal is \$700,000

WORKPLACE PARTNERS/COMPANY CAMPAIGNS

Local businesses conduct workplace campaigns, providing their employees the opportunity to support United Way through donations at work – payroll deductions, and direct gifts

Recognition: *Listing on our website and Awards Video.*

IN-KIND GIVING

Many businesses donate by providing goods and services to the United Way. In-Kind gifts count towards your business donation.

Recognition: *On website, campaign materials and news releases at financial level of support.*

EVENTS

United Way events thank donors and volunteers for their accomplishments. Sponsorship of United Way events enables us to devote our Campaign proceeds to direct services.

o VOLUNTEER ACTION DAY – SEPTEMBER 9-11, 2011

Donations support expenses of this free event, Live United Logo wear for volunteers, etc.

Sponsorship levels: \$500 (Event) \$350 (Lunch) \$200 (General)

Recognition: News release, posters, T-shirts and Lunch packaging

o ANNUAL MEETING/AWARDS LUNCHEON – APRIL 2012

Donations support expenses of this free event and campaign awards.

Sponsorship levels: \$500 (Event) \$350 (Table) \$200 (Awards)

Recognition: Listing in event programs, presentations, and display at event. News release.

UNITED WAY OF GREATER AUGUSTA SPONSORSHIP PACKET

MEDIA

Help raise awareness of United Way and our work and encourage support for our 2011-2012 annual Campaign.

O CAMPAIGN VIDEO – SUMMER THROUGH FALL 2011

Locally-produced video shown at campaign kickoff & campaign presentations. Also posted on our website, YouTube and Facebook. See our website for this year's video.

Sponsorships = 10 at \$500 each.

Recognition: Closing credits.

O CAMPAIGN ADS – FALL 2011

Ads run weekly in New Virginian-and Staunton News Leader Sept.— Oct. featuring local people.

One sponsorship for each.

\$150 B & W, \$225 Color.

Recognition: Business name and logo included.

O DIRECT MAIL POSTCARD – SEPTEMBER 2011

Colorful postcard encouraging year-end donations, mailed to 25,000 prospective donors.

Sponsorships—10 at \$200 each.

Recognition: Business name and logo on card.

O UWGA WEBSITE

The UWGA website is a communication tool to inform and educate and communicate the programs and services of the United Way. The website is used to provide materials and documents to agencies in the community. The website provides an effective tool to connect with the community. It provides us the utilization of online access to Give, Advocate and Volunteer.

Minimum donation \$250

Recognition: Website, news releases, events.

UNITED WAY OF GREATER AUGUSTA SPONSORSHIP PACKET

INITIATIVES/PROGRAMS

United Way is coordinating several initiatives and programs to meet community needs. Support for these programs comes from the United Way programs fund, sponsorships, designations and grant funding

O DOLLY PARTON IMAGINATION LIBRARY

The Imagination Library is a preschool literacy program that provides children with a new, free, age-appropriate, hardcover book each month by mail. Those eligible include every child from birth to age five in a participating community whose parents sign up for the program

Minimum donation \$500

Recognition: Website, news releases, events.

O GREATER AUGUSTA VOLUNTEER CENTER

Our “virtual volunteer center” links agencies needing help with people wanting to give it. Support is needed to fund staffing, communication, promotion, and volunteer recognition.

Minimum donation \$500

Recognition: On website, marketing materials, news releases.

O STUFF THE BUS – AUGUST 2011

United Way coordinates the marketing, collection, organization and distribution of school supplies to children of need in the region. Children receive school supplies through this program,

Sponsorship of live radio broadcast. \$250.

Recognition: radio spots in advance and during the event; and logo on all print materials and press releases

O YOUTH VENTURE

Youth Venture is a global community of young change makers that encourages young people (ages 12-20) to start and lead their own organizations for the betterment of their communities.

Minimum donation \$250

Recognition: Website, news releases, events.

UNITED WAY OF GREATER AUGUSTA SPONSORSHIP PACKET FORM

Our Business is interested in participating in the following sponsorship opportunities. Please contact us with more information.

Business name: _____

Contact name: _____

Address: _____

City, State Zip: _____

Phone: _____ Fax: _____

Email: _____

We already do a workplace campaign! ***(Thank you!)***

Our business is interested in learning how we can conduct a workplace campaign.

We pledge \$_____ Sponsorship for the 2010/2012 Campaign
(please select option below)

CAMPAIGN SPONSOR

- LIVE UNITED Corporate Cup _____
- Business Partner/Sponsorship _____

EVENTS SPONSOR

- Volunteer Action Day _____
- Annual Meeting/Awards Lunch _____

MEDIA SPONSOR

- Campaign Video _____
- Campaign Ads _____
- Direct Mail Postcard _____
- UWGA Website _____

INITIATIVES SPONSOR

- Greater Augusta Volunteer Center _____
- Dolly Parton Imagination Library _____
- Stuff the Bus _____
- Youth Venture _____

MAIL TO:

United Way of Greater Augusta
C/O 2011-2012 Campaign
P O Box 1166
Fishersville, VA

FAX: 540-213-1948

EMAIL:

uwga@unitedwayga.org

For more information call: