

WHY PARTNER WITH UNITED WAY OF NORTHWEST GEORGIA

Enhance your company's philanthropic image and visibility in the community and support investments that help solve our community's most pressing needs. When your company joins the ranks of United Way corporate partners and supporters, you are aligning with companies committed to improving lives in the community where your employees live and work. United Way's sponsorship opportunities are strategically tied to our impact areas of education, basic needs, and health.

Please the events you would like to sponsor:

SIGNATURE EVENT SPONSORS



Kick-Off Block Party & CEO Trike Race

September 14, 2021 6:00 p.m. in Downtown Dalton

- \$10,000 - Lead Event Sponsor
- \$5,000 - Co-Sponsor
- \$1,000 - Trike Sponsor (5 available)
- \$ TBD - Campaign T-Shirt



Annual Meeting

March 14, 2022 3:30 p.m. in Downtown Dalton

- \$10,000 - Lead Event Sponsor
- \$5,000 - Co-Sponsor
- \$2,000 - Media Sponsor - Annual Meeting Video
- \$TBD - Live United T-Shirt

ENGAGEMENT SPONSORS



Alexis de Tocqueville Society

Help us recognize philanthropists who contribute at the \$10,000+ annual level.

- \$10,000 - ADT Membership Event
- \$5,000 - Junior ADT Membership Event



Women's Leadership Council

Inspires women to grow as leaders, volunteers, and philanthropists.

- \$10,000 - Fall Symposium 2021 at Walnut Hill
- \$1,000 - Holiday Social Sponsor (December)
- \$500 - Volunteer Project Sponsor
- \$500 - Impact Tour Sponsor



Young Leaders Society

Mobilize the next generation of volunteers and philanthropists!

- \$5,000 - Signature YLS Sponsor
- \$3,000 - Back to School Supply Drive
- \$1,000 - Per event, choice of: volunteer project, Lunch With Leaders, or networking

IMPACT SPONSORS



- \$1,000 - Leaders United Nonprofit Board Training (Fall 2021)
- \$TBD - Little Free Library
- \$500 - Resource Guide
- \$2,500 - Custom Volunteer Day choice (up to 100 volunteers. Contact us for custom pricing.)
- \$10,000 - Power Lunch - Summer 2022 Reading Program
- \$5,000 - Youth United Leader Week (2022)
- \$1,000 - Day of Action (June 2022)
- \$2,000 - Media Sponsor - Volunteer Awards Video (March 2022)

BENEFITS FOR YOUR COMPANY

- Visibility as a strong community supporter with exposure to our entire donor base.
- Year-round co-branding with the #1 non-profit in the world.
- An excellent use of your marketing dollars. Your corporate sponsorship is a single, comprehensive annual gift, beyond the corporate pledge made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to enhance the lives of nearly 47,000 people in the Northwest Georgia.
- Company recognition at United Way events that attract the most influential members of our local community – including top business leaders, professionals and philanthropists.
- Reinforce your company's reputation as a good corporate citizen to your customers, employees and local residents.
- Branding on United Way of Northwest Georgia's website and social media.

SPONSORSHIP COMMITMENT CARD

- YES!** My company is proud to sponsor the United Way of Northwest Georgia events and programs checked in this brochure.

Total of all sponsorships: \$ _____

Check enclosed

Bill me at this address: _____

City/ State/ Zip: _____

Authorized Representative Name: _____

Signature: _____

Email: _____

Contact for logos and marketing questions?

Name: _____

Email: _____

Phone: _____

All sponsorship payments are due 60 days prior to the event/program.

You can remit payment with this form, or we can invoice you.

Visit ourunitedway.org to pay electronically.

Questions? Contact Amy Ross at 706.876.2552 or amy.ross@ourunitedway.org.

Mail completed form: United Way, P.O. Box 566, Dalton, GA 30722

2021 SPONSORSHIPS OPPORTUNITIES

LOCAL COMPANIES IMPACTING LOCAL LIVES.



**YOUR COMPANY
+ OUR COMMUNITY
= A WISE LOCAL INVESTMENT**



United Way
of Northwest Georgia