

Sponsorship Opportunities

Events

- Groovefest - (August 7, 2009)
- Youth Summit - (August 22, 2009)
- Youth Volunteer Corps Celebration - (August 2009)
- Day of Action Kick-off & Blood Drive - (August 28, 2009)
- Day of Action - (August 29, 2009)
- Women's Leadership Council Annual Luncheon - (Fall 2009)
- Success By 6 Annual Event (Fall 2009)
- Women's Leadership Council Twilight Events
- leadershipNEXT Induction Ceremony - (November 19, 2009)
- leadershipNEXT Enrichment Sessions
- United Way Campaign Mid-Point Breakfast - (December 2009)
- Martin Luther King, Jr. Day of Service - (January 16, 2010)
- Communitarian - (January 2010)
- Soup on Sunday - (February 7, 2010)
- Black History Program - (February 2010)
- Power of the Purse - (March 2010)
- Volunteer Celebration - (April 20, 2010)
- United Way Annual Meeting - (May 2010)

Initiatives

- African American Leadership Council
- Center for Non Profit Excellence
- Imagine A Neighborhood
- leadershipNEXT
- Success By 6
- Volunteer Center
- Women's Leadership Council
- Youth Volunteer Corps



United Way of Anderson County

907 North Main St. - Suite 202
Anderson, SC 29621

PO Box 2067
Anderson, SC 29622

864.226.3438
864.226.3430 fax
www.unitedwayofanderson.org

BENEFITS:

The benefits to sponsoring YOUR United Way of Anderson County's events and initiatives include:

- Alignment of your business with the leading community non profit organization in Anderson County.
- Sponsorship demonstrates to your customers and employees that you are good corporate citizens.
- Community leaders are involved in United Way and your presence indicates shared values.
- The dollars raised here, stay here in YOUR community.

There is VALUE in your partnership with United Way of Anderson County.

United Way of Anderson County

Corporate Sponsorship Program



United Way
of Anderson County
864.226.2438

LIVE UNITED™ 

United Way of Anderson County Corporate Sponsorship Program

United Way of Anderson County is proud to offer a way to show commitment to improving our local community. United Way of Anderson County Corporate Sponsorship Program is an additional way for corporations to give above and beyond the general campaign.

The program offers corporations the ability to sponsor multiple United Way of Anderson County events with a single contribution. The program was created to eliminate having to approach corporations to sponsor every separate special event hosted by United Way of Anderson County. Instead, the Corporate Sponsorship donations are broken down and a portion is distributed to all special events. Or you may sponsor an individual event exclusively. Each sponsorship level offers member benefits that are expanded as the donation levels increase.

The 2004 Cone Corporate Citizenship Study shows that 8 in 10 Americans say that corporate support of causes wins their trust in that company, a 21% increase since 1997.

Additionally, an independent evaluation conducted by Interbrand at the request of United Way of America, places the value of the United Way brand at \$34.7 billion. While United Way's brand value is not directly comparable to the brands ranked in the Interbrand/Business Week global Brands League Table due to the differences in business models between nonprofits and corporations, the calculated brand value of United Way would place it in the top ten of the World's Most Valuable Brands – in the company of brand giants such as GE, Disney, and McDonald's.

Sponsorships are an important part of our business. Because of generous corporate partners, United Way is able to thank, recognize, educate and train donors and volunteers, without incurring additional expenses.

Sponsoring a United Way event feels good, but makes good business sense too. Studies show consumers are more likely to support organizations that are involved in the local community. Community support also helps build a positive brand image in the eyes of the consumer.

And, it doesn't hurt that your company is highlighted as a community leader in front of hundreds of potential customers - individuals and organizations.

How it Works

Our Corporate Sponsors provide a single donation that supports United Way's 2009-10 activities, eliminating multiple sponsorship requests.

In return, your organization is promoted throughout the year (July 1, 2009 - June 30, 2010).

\$500

Company **name** on **lower** portion of sponsorship banner which is present at all United Way of Anderson County events.

Company **name** on United Way of Anderson County website.

Company **name** on United Way of Anderson County e-newsletter.

Company **name** on United Way of Anderson County Annual Meeting program.

Company **name** in the United Way of Anderson County Annual Report.

Company **name** on campaign video credits.

Verbal recognition at all major United Way of Anderson County events.

\$1000 - \$2000

Company **logo** on **middle** portion of sponsorship banner which is present at all United Way of Anderson County events.

Company **name** on United Way of Anderson County website with link to your company's website.

Company **name** on United Way of Anderson County e-newsletter.

Company **name** on United Way of Anderson County Annual Meeting program.

Company **name** in the United Way of Anderson County Annual Report.

Company **name** on campaign video credits.

Verbal recognition at all major United Way of Anderson County events.

\$2500 & up

Company **logo** on **top** portion of sponsorship banner which is present at all United Way of Anderson County events.

Company **logo** on United Way of Anderson County website with link to your company's website.

Company **name** on United Way of Anderson County e-newsletter with link to your company's website.

Company **logo** on United Way of Anderson County Annual Meeting program.

Company **logo** in the United Way of Anderson County Annual Report.

Company **name** on campaign video credits.

Verbal recognition at all major United Way of Anderson County events.

Secure Your Sponsorship Now!

_____ Yes, our organization is committed to the sponsorship opportunities checked below.

_____ No, our organization will not be able to commit to a sponsorship opportunity at this time; however, please keep us informed on other ways we can support United Way of Anderson County.

Events

- \$ _____ Groovefest - General Event (*August 7, 2009*)
- \$ _____ Youth Summit – African American Leadership Council (*August 22, 2009*)
- \$ _____ Youth Volunteer Corps Celebration - (*August 2009*)
- \$ _____ Day of Action Kick-off & Blood Drive – General Event (*August 28, 2009*)
- \$ _____ Day of Action – General Event (*August 29, 2009*)
- \$ _____ Women’s Leadership Council Annual Luncheon - (*Fall 2009*)
- \$ _____ Success By 6 Annual Event (*Fall 2009*)
- \$ _____ Women’s Leadership Council Twilight Events
- \$ _____ leadershipNEXT Induction Ceremony - (*November 19, 2009*)
- \$ _____ leadershipNEXT Enrichment Sessions
- \$ _____ United Way Campaign Mid-Point Breakfast - (*December 2009*)
- \$ _____ Martin Luther King, Jr. Day of Service – African American Leadership Council (*January 16, 2010*)
- \$ _____ Communitarian – General Event (*January 2010*)
- \$ _____ Soup on Sunday – Youth Volunteer Corps (*February 7, 2010*)
- \$ _____ Black History Program – African American Leadership Council (*February 2010*)
- \$ _____ Power of the Purse – Women’s Leadership Council (*March 2010*)
- \$ _____ Volunteer Celebration – Volunteer Center (*April 20, 2010*)
- \$ _____ United Way Annual Meeting – General Event (*May 2010*)
- \$ _____ **General United Way of Anderson County sponsorship to be distributed to all special events as needed.**

Total Sponsorship \$ _____

Company Information

Name: _____ Position: _____

Company: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Billing Information

Payment Enclosed

Please Bill Me

Please return this form no later than July 31, 2009

If you have further questions, contact Lynn Scott at lynn.scott@unitedway.org

Please fax or mail this form to:

United Way of Anderson County
PO Box 2067
Anderson, SC 29622
PH: 864.226.3438
FX: 864.226.3430