

2024-25 United Way Social Impact Sponsorships



LIVE UNITED®

Together we can end local poverty

*As a community UNITED in equity and lasting solutions,
3,000 households in greater Greensboro will leave poverty by 2030.*



**United Way
of Greater Greensboro**

THANK YOU FOR MAKING AN IMPACT!

United Way creates, connects, and leads community partnerships that equip and empower people to leave poverty. Thanks to supporters like you, thousands of local people are on pathways out of poverty, and some are leaving poverty behind for good! In fact, with your continued support, as a community UNITED, we will help 3,000 households leave poverty by 2030.

When you sponsor a United Way event, your support:

- Helps youth transition from cradle to career
- Helps adults land jobs and increase income
- Provides access to basic needs and healthcare
- Bundles services and removes barriers at Family Success Centers and Guilford Success Network
- Facilitates innovative strategic partnerships that helped over 50,000 people last year alone.

As a Social Impact Partner, your individual and/or Corporation's dedication to ending poverty will be showcased in many ways including:

- In print and digital communications, and media coverage that will reach thousands of local consumers eager to support local companies that give back to the community.
- At diversely attended events that create true impact AND attract influential community members – including top business leaders, professionals and philanthropists – giving you a premier venue for networking.

Social Impact Partner BONUS

- Ticketed access to impact partner-sponsored events - attend with employees or clients!
- Special invites to volunteer throughout the year.



MORE THAN A SPONSORSHIP

- **Our community has the resources to end poverty - with your support, we can bring them together!**
- **Your Impact Partnership will stay local and will help children and families.**
- **You can also feel good about your investment because thriving communities are good for business.**



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HANDBAGS FOR HOPE



ARTWORK BY: ASHLEY VANORE

AN EVENING OF FASHION & PHILANTHROPY WHERE WOMEN UNITE TO
SUPPORT LOCAL FAMILIES ON THE PATHWAY OUT OF POVERTY.

EVENT CO-CHAIRS

NANCY BRENNER
MOLLY BRENNER HARBAUGH

OCT. 28, 2024 • 5:30 - 8:30 P.M.
GRANDOVER RESORT & SPA

INDIVIDUAL TICKETS (\$150) & SPONSORSHIPS AVAILABLE

HOSTED BY



UNITED WAY
WOMEN UNITED

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of Greater Greensboro

HANDBAGS FOR HOPE, an evening of fashion & philanthropy where women unite to support local families on the pathway out of poverty. Guests enjoy dinner, wine, a holiday fashion show, and bidding on new and vintage designer handbags, jewelry, clothing, art, and unique experiences! **Net funds raised support United Way's BOLD goal to move 3,000 households in greater Greensboro out of poverty by 2030.**

When: Monday, October 28 from 5:30 to 8:30 p.m. at Grandover Resort & Spa, 1000 Club Road

SPONSORSHIP PARTNERSHIP OPPORTUNITIES

COUTURE PRESENTING SPONSOR \$20,000 – 30 TICKETS (3 TABLES)

Premier presenting sponsor recognition on invitations, program, press release, sponsor boards, social media, electronic registration portal, and event materials. Name/logo on screen throughout the event. Front row seating, premier guest swag bags, invitation to speak during the program, name/logo on United Way's Corporate Sponsorship web page, and ten United Way raffle tickets, (\$100 each).

VOGUE DINNER SPONSOR \$10,000 – 20 TICKETS (2 TABLES)

Prominent sponsor recognition on invitations, program, sponsor boards, social media, electronic registration portal, and event materials. Name/logo on screen during event opening, top VIP seating at the event, premier guest swag bags, name/logo on United Way's Corporate Sponsorship web page, and eight United Way raffle tickets, (\$100 each).

GLAMOUR COCKTAIL HOUR SPONSOR \$7,500 – 20 TICKETS (2 TABLES)

Prominent sponsor recognition on invitations, program, sponsor boards, social media, electronic registration portal, and event materials. Name/logo on screen during event opening, VIP seating at the event, premier guest swag bags, name/logo on United Way's Corporate Sponsorship web page, and six United Way raffle tickets, (\$100 each).

CHIC RUNWAY SPONSOR \$5,000 – 10 TICKETS (1 TABLE)

Sponsorship recognition on invitations, programs, sponsor boards, social media, and electronic registration portal. Name/logo on screen during event opening and United Way's Corporate Sponsorship web page, select seating at the event, guest swag bags, and four United Way raffle tickets, (\$100 each).

FASHION LIGHTING SPONSOR \$2,500 – 10 TICKETS (1 TABLE)

Sponsorship recognition on invitations, programs, sponsor boards, social media, and electronic registration portal. Name/logo on screen during event opening and Corporate Sponsorship web page, guest swag bags, and two United Way raffle tickets, (\$100 each).

DESIGNER VINTAGE SPONSOR \$1,500 – 10 TICKETS (1 TABLE)

Sponsorship recognition on invitations, program, sponsor boards, and electronic registration portal. Name/logo on screen during event opening and United Way's Corporate Sponsorship web page, guest swag bags, and one United Way raffle ticket, (\$100 each).

INDIVIDUAL TICKETS ARE \$150 EACH

Audience: Hundreds of diverse and compassionate community and business leaders helping local families move from poverty to prosperity. Contact Julie Longmire, Senior Director, Development, New Business & Corporate Relations, at United Way of Greater Greensboro, 336.708.0378, Julie.Longmire@unitedwaygso.org.



TRUNK-OR-TREAT



Saturday, October 26, 2024 • 2 - 4 p.m.

United Way Parking Lot

1500 YANCEYVILLE STREET, GREENSBORO

HOSTED BY

**UNITED WAY
YOUNG LEADERS**



SIGN UP TO HOST A TRUNK or VOLUNTEER:

www.UnitedWayGSO.org/Calendar



Join United Way of Greater Greensboro's Young Leaders and decorate your trunk in a festive way and share candy/healthy treats with children in our community! VOLUNTEERS ARE NEEDED to host and decorate trunks & support the event!



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TRUNK-OR-TREAT

Oct., 26, 2024 | 2-4 p.m. | United Way's Parking Lot

SPONSORSHIP RECOGNITION BENEFITS

PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE
\$2,500	\$1,000	\$750	\$500	\$250

Premier sponsorship on event materials and signage	✓				
Prominent sponsorship on event materials and signage		✓			
Sponsorship on event materials and signage			✓	✓	✓
Opportunity to have a display table at event and/or utilize a United Way internal room to offer one-on-one outreach/education to attendees	✓				
Opportunity to place promotion item in bags given to every attendee	✓	✓			
VIP volunteer experience - your organizational volunteers will receive complementary food and refreshments	✓	✓			
Press release recognition	✓	✓	✓	✓	✓
Name/logo displayed at sponsor registration station at event	✓	✓	✓	✓	✓
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓

Free event | Average attendance: 1,500+ people
Audience: Local children and families seeking a fun, safe Halloween experience

For more information, please contact Julie Longmire, Senior Director, Development, New Business & Corporate Relations at United Way of Greater Greensboro at 336.708.0378 or Julie.Longmire@unitedwaygso.org.



September 13, 2024
7:30- 9 a.m. | The Terrace

Greensboro Coliseum Complex

Join hundreds of local community leaders as
United Way officially begins the 2024 Campaign
and enjoy a complimentary breakfast!

RSVP required





September 13, 7:30 - 9 a.m. | The Terrace, Greensboro Coliseum Complex

SPONSORSHIP RECOGNITION BENEFITS

	PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE	PAY IT FORWARD
	\$5,000	\$2,500	\$1,500	\$1,000	\$500	All levels
Premier sponsorship on invitations, event materials and signage	✓					😊
Prominent sponsorship on invitations, event materials and signage		✓				
Sponsorship on invitations, event materials and signage			✓	✓	✓	
Press release recognition	✓	✓	✓	✓	✓	
Name/logo on screen throughout event	✓					
Name/logo on screen during event opening		✓	✓	✓	✓	
Opportunity to introduce event	✓					
Verbal recognition from stage during event opening	✓	✓				
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓	
Social media recognition	✓	✓	✓	✓	✓	
VIP seating at event	✓	✓				
Opportunity to have a display table at event and place materials at seats	✓					
Opportunity to place materials at seats		✓	✓			
LIVE UNITED 😊 "Pay it Forward" by offering your table/tickets to local children, adults, and families receiving supports and services						😊

Free community event | Average attendance: 200 people
Audience: Community leaders and civic-minded advocates

For more information, please contact Julie Longmire, Senior Director, Development, New Business & Corporate Relations at United Way of Greater Greensboro at 336.708.0378 or Julie.Longmire@unitedwaygso.org.



SIGNATURE CELEBRATIONS

CELEBRATE & REACH LOCAL INVESTORS & VOLUNTEERS

United Way's local impact
is made possible with the support
of thousands of caring investors and volunteers.

This is your chance to help us thank them
throughout the year at special celebrations...

**Signature Events to thank our Tocqueville Society and
Leadership Circles Investors, local CEOs and Companies,
Key Volunteers, and United Way Affinity Groups!**

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United Way
of Greater Greensboro



SPONSORSHIP RECOGNITION BENEFITS

INVESTMENT OPPORTUNITIES	
\$5,000	Tocqueville Women's Celebration - Spring 2025 Event honoring Tocqueville Women who invest \$10,000+ annually
\$7,500	Tocqueville Society Celebration - Fall 2024 Event honoring Tocqueville Society members who invest \$10,000+ annually
\$10,000	Leadership Circles Celebration - Sept. 18 Event honoring investors who give \$1,000 - \$9,999 annually
What You Get	
Sponsorship on event materials and signage	✓
Opportunity to give away promotion items to attendees	✓
Press release recognition	✓
Verbal recognition at event	✓
Name/logo displayed at sponsor thank you station at event	✓
Name/logo on United Way's Corporate Sponsorship web page	✓
Social media recognition	✓

Free events | Average attendance: 100+ people
Audience: United Way investors \$500, \$1,000, \$10,000+,
Volunteers, and local corporate leaders and employees

For more information, please contact Julie Longmire, Senior Director, Development, New Business & Corporate Relations at United Way of Greater Greensboro at 336.708.0378 or Julie.Longmire@unitedwaygso.org.



UNITED WAY OF GREATER GREENSBORO

2025 COMMUNITY SPEAKER SERIES

Spring 2025 • 11 a.m. to 1 p.m.
Koury Convention Center

Stay tuned as we announce our next inspirational speaker...

Previous speakers include:



Stephanie Land



Naomi Tutu



Misty Copeland



Ernie Hudson



Leigh Anne Tuohy



Dr. Sampson Davis



Liz Murray



Spike Lee



Lauren Bush Lauren



Dr. Maya Angelou



Soledad O'Brien



Karen Wallrond



Dr. Ben Carson



Dr. Johnnetta Cole

Individual Tickets (\$100) & Sponsorships available



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UNITED WAY OF GREATER GREENSBORO



Spring 2025 TBD • 11 a.m. to 1 p.m. | Koury Convention Center

SPONSORSHIP RECOGNITION BENEFITS

	PRESENTING	SIGNATURE	GOLD	PLATINUM	SILVER	BRONZE	TABLE SPONSOR	PAY IT FORWARD
	\$50,000	\$20,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500	All levels
Co-billing sponsorship on invitations, event materials and signage	✓							😊
Prominent sponsorship on invitations, event materials and signage		✓						
Sponsorship on invitations, event materials and signage	✓	✓	✓	✓	✓	✓		
Press release recognition	✓	✓	✓	✓	✓	✓	✓	
Name/logo on screen throughout event	✓							
Name/logo on screen during event opening		✓	✓	✓	✓	✓	✓	
Opportunity to introduce speaker	✓							
Verbal recognition during event opening	✓	✓	✓	✓				
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓	✓		
Social media recognition	✓	✓	✓	✓	✓			
VIP seating	✓	✓	✓					
Information/display table and place materials at seats	✓	✓						
Prominent seating			✓	✓				
Number of tickets to meet Keynote speaker at post-event reception. Includes group photo opportunity!	40	30	20	20	10	5	2	
LIVE UNITED 😊 "Pay it Forward" by offering your table/tickets to local children, adults, and families receiving supports and services								😊

Average attendance: 500-600 people

Audience: Diverse caring residents, corporate & community leaders

For more information, please contact Julie Longmire, Senior Director, Development, New Business & Corporate Relations at United Way of Greater Greensboro at 336.708.0378 or Julie.Longmire@unitedwaygso.org.

Individual Tickets (\$100) & Sponsorships available

IMPACT INVESTMENT SPONSORSHIP AGREEMENT AND INVOICE

Please use this form as your invoice - PO: _____ United Way of Greater Greensboro EIN: 56-0668555

STEP 1

SPONSOR INFORMATION

SPONSOR NAME

AUTHORIZED CONTACT

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

STEP 2

SPONSORSHIP COMMITMENTS

☐

Handbags for Hope

AMOUNT

☐

Trunk-or-Treat

AMOUNT

☐

Tocqueville Women's Celebration

AMOUNT

☐

Campaign Kickoff

AMOUNT

☐

Leadership Circles Celebration

AMOUNT

☐

Tocqueville Society Celebration

AMOUNT

☐

Community Speaker Series

AMOUNT

☐

Other

AMOUNT

☐

Other

AMOUNT

TOTAL AMOUNT:

STEP 3

PAYMENT

☐

CHECK

Attached, or send direct to UWGG:
1500 Yanceyville, St., Greensboro, NC 27405

☐

CREDIT CARD

Click/visit here: www.UnitedWayGSO.org/Donate

STEP 4

AUTHORIZED REPRESENTATIVE SIGNATURE

NAME: _____ TITLE: _____

SIGNATURE: _____ DATE: _____

Internal use: Andar Acct: _____ Subm. by: _____ Date: _____

No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W-2 or other employer document showing the amount withheld and paid to a charitable organization. Consult your tax advisor for more information. (Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400 or 888-830-4989 for NC Residents. The license is not an endorsement by the State.)