

# UNITED WAY OF HENDERSON COUNTY

## 2024 Sponsorship Opportunities

### **Community Champion - \$10,000**

- Includes All Gold Level Benefits in the 2024 Sponsor Package

### **Live United**

- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

### **Days of Caring**

- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

### **Women United**

- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- GEM Backpack Sponsor - \$1,000
- Food Sponsor - \$500

### **Rising Leaders**

- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

### **Day of Action**

- Sponsor - \$1,000

**C H A N G E  
C A N ' T H A P P E N  
W I T H O U T Y O U  
B E C O M E A  
S P O N S O R  
A N D B E T T E R  
O U R C O M M U N I T Y  
T O D A Y .**

**United  
Way**



**United Way  
of Henderson County**

**#LiveUnited**

# UNITED WAY OF HENDERSON COUNTY

## 2024 Community Champion Sponsor



Community Champion Sponsorship provides all the Gold benefits included in the 2024 Sponsor Package. A \$20,000 value for only \$10,000!

United Way of Henderson County believes in making our community stronger. By working together on critical issues, we can move forward together to ensure everyone has a safe place to live, work, and play.

United Way brings together partners from business, education, government, faith-based, and nonprofit organizations to work toward common goals, resulting in a better quality of life for all.

The Community Champion Sponsor is a year-long opportunity to demonstrate to all of Henderson County that investment in community resources improves the lives of residents and is a catalyst for change.

Community Champion sponsorship provides representation through marketing placement on the website, social media, e-news, video, radio, campaign brochure, annual report, press release, impact day t-shirts, and recognition at events. The Community Champion Sponsor is committed to improving the health, education, financial stability, and basic needs of every Henderson County resident.



### Community Champion Sponsorship Benefits & Opportunities

**\$10,000**

Community Champion Sponsorship provides all of the Gold Level Benefits described within 2024 Sponsor Package.

*A \$20,000 value for only \$10,000!*

GIVE. ADVOCATE. VOLUNTEER.  
[liveunitedhc.org](http://liveunitedhc.org)

United Way  
of Henderson County



# UNITED WAY OF HENDERSON COUNTY

## 2024 Live United Sponsor



The Live United Sponsor is committed to making a positive impact in our community and maximizing that impact throughout Henderson County.

Since 1953, we have been partnering with local businesses, individuals, and nonprofits to organize and mobilize community resources to improve the health, education, financial stability and basic needs of every person in Henderson County. With thanks to incredible community support, our work helps to provide over 35,000 services to Henderson County neighbors each year.

United Way speaks to a broad audience and promotes sponsors through a combined campaign of e-newsletters, social media, print, press, electronic, and outdoor advertising throughout the year.

Live United Sponsorship Benefits & Opportunities	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Guest on United Way Moment radio show	✓		
Recognition in the Community Impact Video	✓w/ logo		
Recognition on the Campaign Billboard	✓w/ logo		
Recognition in the Campaign Brochure (5,000)	✓w/ logo	✓w/ logo	
Recognition in a newspaper ad	✓w/ logo	✓w/ logo	✓w/ logo
Recognition in the Annual Report (1,000)	✓w/ logo	✓w/ logo	✓
Recognition on the website	✓w/ logo	✓w/ logo	✓
Recognition in an e-newsletter (5,500+)	✓w/ logo	✓	✓
Recognition at the Annual Celebration	✓	✓	✓
Recognition in a social media post	✓	✓	✓

# UNITED WAY OF HENDERSON COUNTY

## 2024 Days of Caring Sponsor (May 10-11, 2024)



Days of Caring is one of United Way of Henderson County’s signature community-wide volunteer events that appeals to a wide array of businesses, community members, and nonprofits.

The two-day event, scheduled for Friday, May 10 and Saturday, May 11, 2024, focuses on volunteer opportunities. On Friday, community volunteers give time to local nonprofit organizations to provide hands-on support in the form of outdoor and indoor maintenance and organizational projects. On Saturday volunteers assist with the National Association of Letter Carriers’ Stamp Out Hunger® Food Drive, through food collection and packing donations to local food pantries.

Days of Caring is an eagerly anticipated occasion that engages many sectors of our community. The event has long been a popular initiative that demonstrates the good that can be accomplished when the community works together. Traditionally, this event brings together over 400 volunteers working on 30 at nonprofit locations throughout Henderson County.

Days of Caring Sponsorship Benefits & Opportunities	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Guest on United Way Moment radio show	✓		
Recognition in a social media post	✓	✓	
Recognition on the website	✓ w/ Logo	✓w/ Logo	
Recognition in an e-newsletter (5,500+)	✓ w/ Logo	✓ w/ Logo	
Recognition in the Annual Report (1,000)	✓ w/ Logo	✓ w/ Logo	✓
Recognition on event t-shirts (400)	✓ w/ Logo	✓ w/ Logo	✓ w/ Logo

# UNITED WAY OF HENDERSON COUNTY

## 2024 Women United Sponsor



Women United connects and engages women who want to make a significant impact in our community. Members make an annual leadership gift to United Way of Henderson County to support the education, health, financial stability and basic needs of everyone in our County and support unique initiatives to address the needs of women and children.

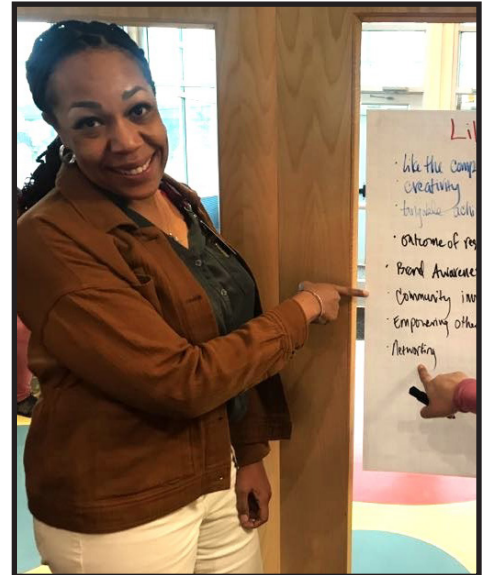
Members enjoy networking and education events and participate in volunteer projects, including United Way impact days and the Girls EMpowered (GEM) initiative. GEM volunteers assist teachers in creating and implementing an after school program designed to increase self-esteem and school success in girls in fifth grade, as well as in middle school. Women United members also organize downtown women-owned business tours and end-of-year celebrations at which each GEM girl receives a personalized backpack filled with school supplies for the next grade level.

The membership of 80+ women makes this a vibrant affinity group within United Way, combining social connection and philanthropic passion to make a positive impact in the community.

Women United Sponsorship Benefits & Opportunities	Gold \$5,000	Silver \$2,500	Backpack \$1,000	Food \$500 4 available
Invitation (+ a guest) to a Women United event	✓			
Guest on United Way Moment radio show	✓			
Recognition in Women United Brochure (1,000)	✓ w/ Logo	✓ w/ Logo		
Recognition at an event	✓ Sponsor Sign	✓ Sponsor Sign	✓ Sponsor Sign	✓ Buffet Sign
Recognition in an e-newsletter (5,500+)	✓ w/ Logo	✓ w/ Logo	✓	✓
Recognition in the Annual Report (1,000)	✓ w/ Logo	✓ w/ Logo	✓	
Recognition on the website	✓ w/ Logo	✓ w/ Logo	✓	
Recognition in a social media post	✓	✓	✓	

# UNITED WAY OF HENDERSON COUNTY

## 2024 Rising Leaders Sponsor



Rising Leaders is a seven-month program designed to provide education and training to 20 prospective nonprofit board candidates who want to get involved and give back to their community. Participants attend monthly sessions from August through March on topics such as board member roles and responsibilities, fundraising and marketing, nonprofit life cycles, and diversity, equity and inclusion in nonprofits.

The program culminates in a graduation and speed-dating styled event where graduates meet and talk with representatives from approximately 20 local nonprofits. Past participants are currently serving as board members and key volunteers at many Henderson County nonprofits.

Rising Leaders Sponsorship Benefits & Opportunities	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Speaking opportunity at the March graduation	✓		
Recognition on class t-shirt	✓ w/ Logo		
Reserved space in class for one employee	✓	✓	
Recognition in a social media post	✓	✓	✓
Recognition in the Annual Report (1,000)	✓ w/ Logo	✓ w/ Logo	✓
Recognition on the website	✓ w/ Logo	✓ w/ Logo	✓
Recognition on the Sponsor Sign	✓ w/ Logo	✓ w/ Logo	✓ w/ Logo

# UNITED WAY OF HENDERSON COUNTY

## 2024 Day of Action Sponsor August 1, 2024 (Rain Date August 2, 2024)



Day of Action is a highly anticipated and impactful community-wide event serving Henderson County Public Schools. Each August, hundreds of volunteers spread across the county to support our local schools. This year, our school leaders have told us that they would love help with the outside landscaping and beautification projects that create a welcoming environment for children who are coming to campus for a new school year. Whether it is mulching, trimming bushes, or planting flowers, outdoor projects are available for volunteers of all ages.

Day of Action showcases community support for our students and families as well as HCPS teachers and staff by sprucing up our wonderful schools for a fresh school year. It mobilizes hundreds of volunteers every year who want to make a difference.

Day of Action Sponsorship Benefits & Opportunities	\$1,000
Name/Logo on the United Way website	✓
Name/Logo in an e-newsletter (5,500+)	✓
Name/Logo in the Annual Report (1,000)	✓
Name/Logo in a newsprint advertisement	✓
Name/Logo on event signs at schools	✓
Name in a social media post	✓