



2025 Sponsorship Opportunities

Platinum - \$10,000

- Includes All Gold Level Benefits in the 2025 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
- Bronze Sponsor - \$1,000

Girls EMpowered

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

Rising Leaders

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

Born Learning Trail - Oklawaha Greenway

- Exclusive Sponsor - \$5,000



2025 Platinum Sponsor



The Platinum Sponsorship provides all the Gold benefits included in the 2025 Sponsor Package. A \$25,000 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. Platinum Sponsor is a year-long opportunity to demonstrate to all of Henderson County that investing in community resources improves the lives of residents and is a catalyst for change.

Platinum Sponsorship provides representation through marketing placement on the website, social media, e-news, radio, campaign brochure, annual report, press release, impact day t-shirt, and recognition at events.

SPONSOR BENEFITS & OPPORTUNITIES

\$10,000

Platinum Sponsorship provides all of the Gold Level Benefits described within 2025 Sponsor Package.

A \$25,000 value for only \$10,000!



2025 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 40,000 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 Campaign Brochure (5,000)	✓w/ logo		
Recognition in a newspaper ad	✓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	✓	✓	✓



2025 Days of Caring Sponsor (May 9 - 10, 2025)



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 9 and Saturday, May 10, 2025, 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 hundreds of volunteers working at various nonprofits 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 on event t-shirts (400)	✓ w/ Logo	✓w/ Logo	✓ w/ Logo



2025 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 support United Way of Henderson County and initiatives to address the needs of women and children.

Members enjoy networking and education events and participating in volunteer projects, including giveback events and the Girls EMpowered (GEM) initiative. Women United members generously participate in a gift drive during the holidays and other supply drives throughout the year benefiting vulnerable women and children.

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	Bronze \$1,000
Invitation and Speaking Opportunity at a WU event	✓		
Guest on United Way Moment radio show	✓		
Recognition in Women United Brochure (1,000)	✓ w/ Logo	✓ w/ Logo	
Recognition on Sponsor Sign (posted at events)	✓ w/ Logo	✓ w/ Logo	✓ w/ Logo
Recognition in a Women United e-newsletter	✓ w/ Logo	✓ w/ Logo	✓
Recognition on the website	✓ w/ Logo	✓ w/ Logo	✓
Recognition in a social media post	✓	✓	✓



2025 Girls EMpowered Sponsor



Girls EMpowered (GEM), is high-quality afterschool programming for 5th grade and 8th grade girls designed to increase self-esteem and school success. GEM is a homegrown program that was started by Women United members in 2017 and expanded to serve a total of three schools before the pandemic. We are in the process of expanding the GEM program to 12 locations across Henderson County by the end of 2026, and we have a goal of reaching 900 girls over the next five years.

A key feature of the GEM sessions is a guest speaker program that recruits local women in leadership roles as speakers. Each session features a particular character trait or topic as a theme, such as empowerment, confidence, and perseverance. Local women representing a variety of backgrounds and professions share their personal stories with the girls, including how they overcame obstacles to meet their goals.

Girls EMpowered Sponsorship Benefits & Opportunities	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Guest on United Way Moment radio show	✓		
Recognition in an e-newsletter (5,500+)	✓	✓	
Recognition in a social media post	✓	✓	✓
Recognition on the website	✓ w/ Logo	✓ w/ Logo	✓
Recognition on the WU Sponsor Sign	✓ w/ Logo	✓ w/ Logo	✓ w/ Logo



2025 Rising Leaders Sponsor



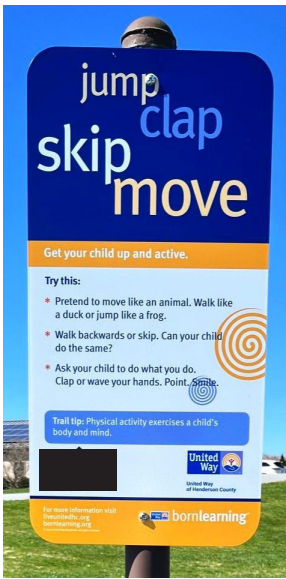
Rising Leaders is a seven-month program designed to provide education and training to 20 prospective nonprofit board candidates who want to get involved and give back to their community. Participants attend monthly sessions from August through March on topics such as board member roles and responsibilities,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

The program culminates in a graduation and speed-dating style 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 on the website	✓ w/ Logo	✓ w/ Logo	✓
Recognition on the Sponsor Sign	✓ w/ Logo	✓ w/ Logo	✓ w/ Logo



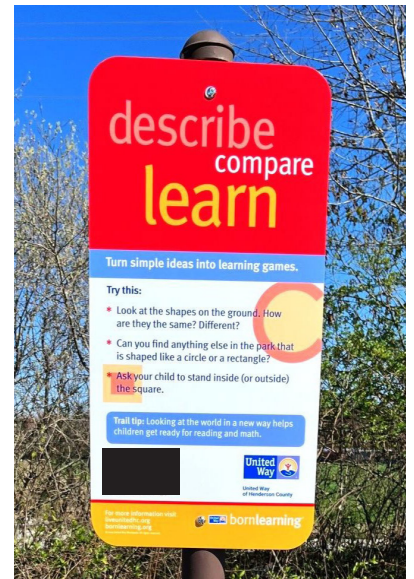
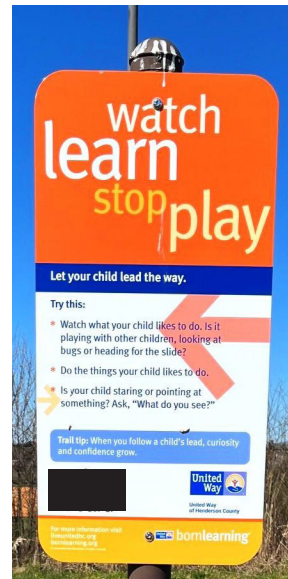
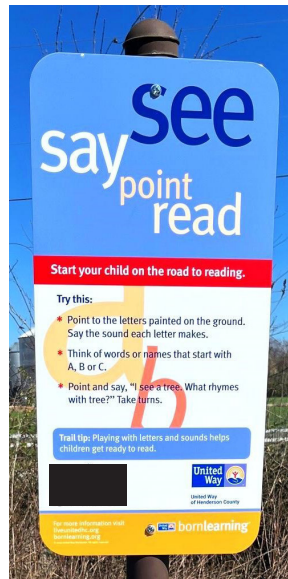
Born Learning Trail - Oklawaha Greenway



Born Learning Trail is a series of 10 interactive signs that offers fun learning activities for young children and their families. Each sign suggests outdoor games designed to boost children’s language and literacy skills while helping families get active together. These trails are a long-standing resource used across the United Way network.

The two Born Learning Trails in Henderson County are located at Mills River Park and the Oklawaha Greenway near Berkley Mills. This sponsorship opportunity is to update the trail at the Oklawaha Greenway.

The 2025 update to the Born Learning Trail at the Oklawaha Greenway includes replacement of the activity signs with new signs printed in both English and Spanish and painting of the learning activities along the trail. The term of the sponsorship is five-years minimum, or until the signs need to be replaced.



Born Learning Trail - Mills River Benefits & Opportunities	Gold \$5,000
Business logo on each trail sign	✓
Recognition in a social media post	✓
Recognition in an e-newsletter (5,500+)	✓ w/ Logo
Recognition on the UWHC website	✓ w/ Logo