



Sponsoring United Way feels good, but it also makes good business sense. United Way's brand is recognized worldwide and carries tremendous value. In 2010, Forbes placed United Way on the list of the world's most valuable brands with a worth of \$14.3 billion.

United Way California Capital Region offers local businesses an opportunity to align their products and services with our well respected brand and positions your company as a community leader. As a sponsor, your company will be in front of hundreds of potential customers, both individuals and organizations. By partnering with United Way California Capital Region you are a part of a community-wide movement that creates lasting change in the areas of local education, income and health.

We invite you to join leading corporate citizens and go beyond traditional giving and also invest in sponsorship with United Way.

Website hits: Average 2,500 visits per month
e-Newsletter: Sent to 7,000 contacts bi-weekly
Facebook fans: 480+
Twitter followers: 529+

LIVE UNITEDTM



WOMEN IN PHILANTHROPY

e-Newsletter: Sent to 300+ contacts

Facebook fans: 300+

United Way's Women in Philanthropy brings women together to foster the future, preparing foster youth for a successful adulthood. Each year this dynamic group of businesswomen, homemakers and community leaders host several events to cultivate the lives of local foster youth. Their efforts include a series of life skills workshops on topics to better their lives and two successful drives to collect items for local foster youth. The spring drive collects towel sets, toiletry items and luggage and the holiday drive collects holiday stockings and gifts.

Audience demographic: Women in Philanthropy members, high profile women leaders and community leaders

Member Celebration Sponsor

- Exclusive opportunity for one sponsor
- Company logo listed as event sponsor on group page of website
- Company logo placement within online invitations sent out in e-newsletter
- Company banner at event
- Recognition at event as sponsor
- Opportunity to speak at the event
- Company mentioned on group's Facebook page
- Possibility of press coverage at event

INVESTMENT: \$1,000

Spring Drive Sponsor

- Exclusive opportunity for one sponsor
- Company logo listed as event sponsor on group page of website
- Company logo placement within online invitations sent out in e-newsletter
- Company banner at event
- Recognition at event as sponsor
- Opportunity to speak at the event
- Company mentioned on group's Facebook page
- Possibility of press coverage at event

INVESTMENT: \$1,000



Holiday Drive Sponsor

- Exclusive opportunity for one sponsor
- Company logo listed as event sponsor on group page of website
- Company logo placement within online invitations sent out in e-newsletter
- Company banner at event
- Recognition at event as sponsor
- Opportunity to speak at the event
- Company mentioned on group's Facebook page
- Possibility of press coverage at event

INVESTMENT: \$1,000

Premier Sponsor

- Exclusive opportunity for one sponsor
- Company logo listed as premier sponsor on group page of website
- Company banner at all events
- Recognition at event as Premier Sponsor
- Company logo included in United Way's Women in Philanthropy Newsletter
- Company mentions on group's Facebook page

*This investment excludes United Way's Women in Philanthropy Luncheon

INVESTMENT: \$5,000





WOMEN IN PHILANTHROPY LUNCHEON

October 15, 2012

United Way's Women in Philanthropy are making a positive impact on the lives of local foster youth. Our annual celebration will commemorate past accomplishments, future goals, a fashion show featuring local foster youth! This event has and always will be, one of the most unique opportunities in our region, offering the chance to network with other caring philanthropists and explore the benefits of becoming involved. Most importantly, this event thrives on creating lasting change in our region. Proceeds from the event will benefit programs that support local foster youth.

Audience demographic: Women in Philanthropy members, high profile women leaders and community leaders

Audience reach: 275+

Invitation: Sent to 500+

Premier

Advertising & Recognition

- Exclusive opportunity for one sponsor
- Sponsor to serve as co-emcee of event
- Company logo displayed at tables
- Company name and logo listed as Premier Sponsor on printed invitation
- Company name and logo listed as Premier Sponsor on event program
- Prominently displayed signage with company logo at the event
- One full-page, color advertisement on inside cover of event program



- Recognition in the Women in Philanthropy e-newsletter
- Recognition on event page of United Way's website and e-newsletter
- Social media promotion

Ticket & VIP Package

- Three reserved tables of eight with priority placement
- Twenty-four luncheon tickets

INVESTMENT: \$15,000

Gold

Advertising & Recognition

- Exclusive opportunity for one sponsor
- Sponsor to serve as co-emcee of event
- Company logo displayed at tables
- Company name and logo listed as Gold Sponsor on event program
- Prominently displayed signage with company logo at the event
- One half-page, color advertisement on inside cover of event program
- Recognition in the Women in Philanthropy e-newsletter
- Recognition on event page of United Way's website and e-newsletter
- Social media promotion

Ticket & VIP Package

- Two reserved tables of eight with priority placement
- Sixteen luncheon tickets

INVESTMENT: \$7,500

Silver

Advertising & Recognition

- Exclusive opportunity for one sponsor
- Sponsor to serve as co-emcee of event
- Company logo displayed at table
- Company name and logo listed as Silver Sponsor on event program
- One business card size, color advertisement on inside cover of event program
- Recognition in the Women in Philanthropy e-newsletter
- Recognition on event page of United Way's website

Ticket & VIP Package

- One reserved table of eight with priority placement
- Eight luncheon tickets



INVESTMENT: \$3,750

Table Sponsor

Advertising & Recognition

- Company logo displayed at tables
- Company name and logo listed as Gold Sponsor on event program

Ticket & VIP Package

- One reserved table of eight with priority placement
- Eight luncheon tickets

INVESTMENT: \$2,000

Individual Tickets
\$100 per ticket

