



SPONSORSHIP OPPORTUNITIES

2023-2024

At United Way, we believe ending poverty starts at Square One:
Helping every child succeed in school so they can graduate
from high school prepared for a successful adulthood.
Become a sponsor and help us in our commitment
to end poverty in the Capital Region.



VIEW OUR EVENT PHOTO STREAM

[Flickr.com/unitedwayccr](https://www.flickr.com/photos/unitedwayccr/)

SPONSORSHIP REACH

ANNUAL DIGITAL IMPRESSIONS
JULY 2022-JUNE 2023

WEBSITE  **70,797** USERS


FACEBOOK  **497,003** IMPRESSIONS

INSTAGRAM  **107,802** IMPRESSIONS

TWITTER  **50,668** IMPRESSIONS

LINKEDIN  **40,814** IMPRESSIONS

NEWSLETTER  **32,413** SUBSCRIBERS


Are you interested in a customizable
annual sponsorship package designed
to reach your specific goals?

CONTACT STACY TO DISCUSS OPTIONS

Stacy Wolfenberger stacy.wolfenberger@uwccr.org



United Way
California Capital Region

YourLocalUnitedWay.org

2023-2024 CALENDAR OF EVENTS



2023

JULY

YOLO FAMILY FESTIVAL

JULY 15, 2023 | 9:00 A.M. - 12:00 P.M.
T.L. WHITEHEAD ELEMENTARY
(WOODLAND, CA)

Celebrating weeks of hard work, growth and achievement for KinderCamp participants, along with family fun activities and nonprofit booths.

OCTOBER

OUR PROMISE KICKOFF

OCTOBER 5, 2023 | 11:00 A.M. - 1:00 P.M.
CAPITOL MALL
(WEST STEPS)

State employees and nonprofits connect at the State Capitol to launch the Our Promise initiative, celebrate successes, and commit to making a difference across the state.

ROBLA FAMILY FESTIVAL

OCTOBER 7, 2023 | TIME TBA
ROBLA COMMUNITY PARK
(SACRAMENTO, CA)

Fun activities for families in North Sacramento and an opportunity to connect with resources available to them through community nonprofits.

DECEMBER

HOLIDAY RECEPTION

TIME & LOCATION TBA

An annual celebration honoring outstanding local leaders, passionate volunteers and dedicated donors who are helping us to create lasting change in the Capital Region.

2024

SPRING

ANNUAL GALA

APRIL 2024 | 5:00 - 10:00 P.M.
MEMORIAL AUDITORIUM
(SACRAMENTO, CA)

Our signature black-tie event bringing individuals together in support of our work to help kids excel in school and end poverty for local families.

YOLO KIDS READ

DATE TBA | MID-DAY
LOCATION TBA

Inspiring the love of reading and supporting childhood literacy with this event for first-grade students in Yolo County. Children are treated to interactive storytelling by local celebrity authors and receive a personalized book to take home.

YOLO FAMILY FESTIVAL

JULY 15, 2023

9:00 a.m. to 12:00 p.m.
TL WHITEHEAD ELEMENTARY
(WOODLAND, CA)

Celebrate weeks of hard work, growth and achievement for Kindercamp participants! Cheer on our pre-kindergarten students as they graduate from the program with a special graduation ceremony, signifying their readiness for Kindergarten. Plus, we'll throw a graduation party complete with family fun activities and community nonprofit booths highlighting organizations doing amazing work in our community.



SPONSOR BENEFITS	PRESENTING	COMMUNITY	BOOTH
Opportunity to speak during program	.		
Pass out diplomas to graduates	.		
Logo placement on:			
- Event Emails	logo	logo	name
- Event Webpage	logo	logo	
Verbal recognition during program	.	.	
Hosted booth opportunity	.	.	.
Social media post	.	.	
Access to post-event photos	.	.	.
	\$5,000	\$2,500	\$500



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



OUR PROMISE KICKOFF

OCTOBER 5 2023

11:00 a.m. - 1:00 p.m.
CAPITOL MALL
(WEST STEPS)

With more than 200 state employees and over 100 statewide nonprofits connect at the State Capitol to launch the Our Promise initiative, celebrate successes, and commit to making a difference in communities across the state. This event builds excitement for Our Promise and educates state employees and the public about the resources our nonprofit community provides.



SPONSOR BENEFITS

	PRESENTING SPONSOR	BOOTH SPONSOR
Opportunity to speak at event	*	
Opportunity to distribute materials	*	
Logo placement on:		
- Event signage	*	
- Emails	*	
- Event map	*	*
Verbal recognition during program	*	
Social media post	*	
Booth at event	*	*
Printed materials deadline: September 1, 2023	\$5,000	\$500

FOR MORE INFORMATION
PLEASE CONTACT
STACY WOLFENBERGER
Stacy.Wolfenberger@uwccr.org



ROBLA FAMILY FESTIVAL

OCTOBER 7, 2023

TIME TBD

ROBLA COMMUNITY PARK
625 BELL AVE, SACRAMENTO

Experience fun in the fall as we invite Robla School District attendees and their families, along with the North Sacramento community for a family festival! Families will enjoy fun activities and connect with important resources available to them through community nonprofits who will also be in attendance!

**Printed Material Deadline: September 7*



SPONSOR BENEFITS	PRESENTING	COMMUNITY	BOOTH
Opportunity to speak during program	.		
Pass out diplomas to graduates	.		
Logo placement on:			
- Event Emails	logo	logo	name
- Event Webpage	logo	logo	
Verbal recognition during program	.	.	
Hosted booth opportunity	.	.	.
Social media post	.	.	
Access to post-event photos	.	.	.
	\$5,000	\$2,500	\$500



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



UNITED WAY DONORS HOLIDAY RECEPTION

DECEMBER 2023
TIME & LOCATION TBA

Join the best of the best as the sponsor of this annual celebration honoring outstanding local leaders, passionate volunteers and dedicated donors who are creating lasting change in the Capital Region.

**Printed materials deadline: November 1, 2023*



SPONSOR BENEFITS

	PRESENTING	COMMUNITY
Speaking opportunity	•	
Gift to guests	•	
Logo placement on:		
- Event presentation	•	•
- Event invite	•	
- Signage	•	•
- Webpage	•	•
Verbal Recognition during event	•	•
Mention on social media	•	
Tickets	8	4
	\$5000	\$2500



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



United Way
California Capital Region

UNITED IN PURPOSE GALA

APRIL 20, 2024

5:00 p.m. - 10:00 p.m.
MEMORIAL AUDITORIUM
(SACRAMENTO, CA)

Be part of this milestone event as we come together to celebrate our work to help local kids excel in school and ultimately end poverty for families in the Capital Region. We'll recognize our present impact and look forward to building a future where all people have the opportunities and resources they need to thrive.

**Printed materials deadline: March 1, 2024*

— **100TH ANNIVERSARY GOAL** —
**HELP US RAISE \$3 MILLION TO HELP
10,000 KIDS EXCEL IN SCHOOL**



FOR MORE INFORMATION
PLEASE CONTACT
STACY WOLFENBERGER

916.856.3994

stacy.wolfenberger@uwccr.org



United Way
California Capital Region

UNITED IN PURPOSE SPONSORSHIPS

SPONSOR BENEFITS	PRESENTING	GOLD	SILVER	VIP RECEPTION	BAR	AFTER PARTY	PADDLE	BRONZE	GOLDEN TICKET	COMMUNITY	TABLE
Exclusivity	•			•	3	•	•				
Speaking opportunity	•			•							
Logo in print ad (if applicable)	•										
Guest gift	•	•	•	•	•	•	•				
Logo on cocktail napkin					•						
Specialty cocktail naming rights					•						
Logo on wine bottles					•						
After party Signage						•					
Ad in event program	2 pages	1 page	½ page	½ page	½ page	½ page	½ page				
Logo on bid paddles							•				
Logo on Event invite	•										
Listed on Event signage	logo	logo	logo	logo	logo	logo	logo	name	name		
Listed on Event emails	logo	logo	logo	logo	logo	logo	logo	name	name	name	name
Listed on Event webpage	logo	logo	logo	logo	logo	logo	logo	name	name	name	name
Listed on print program	logo	logo	logo	logo	logo	logo	logo	name	name	name	name
Recognition during program	•	•	•	•	•	•	•	listed	logo	listed	listed
Social media post	2	1				1					
Tables	3	2	2	1	1	1	1	1	1	1	1
VIP Reception tickets	24	16	8	8	4	4	2				
Access to photos after event	•	•	•	•	•	•	•	•	•	•	•
	\$30,000	\$20,000	\$15,000	\$15,000	\$15,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000	\$2,500

CAPITAL REGION'S BIG DAY OF GIVING

May 2, 2024
24 HOURS OF GIVING
(VIRTUAL EVENT)

This annual community-wide movement unites the region's nonprofit sector in a 24-hour online fundraising campaign. Become the United Way matching donor to maximize impact and help end poverty in the Capital Region.



SPONSOR BENEFITS

MATCHING

Logo placement on:

- Email promotion
- Webpage
- Donation page

Company spotlight in newsletter

Social media

\$5000



May 2, 2024



FOR MORE INFORMATION
PLEASE CONTACT

Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



United Way
California Capital Region

YOLO KIDS READ

SPRING 2024
MID-DAY
LOCATION TBA

Inspire the love of reading and support childhood literacy with Yolo Kids Read, a celebration of reading for first-grade students in Yolo County. Children will be treated to interactive storytelling by a local celebrity author and will receive a personalized book to take home.

Printed materials deadline: February 15, 2024

SPONSOR BENEFITS

	PRESENTING	SCHOOL	CLASSROOM
Book for 1st graders	•	•	•
Logo on bookplate	•		
Bookbag for students	•		
Logo placement on:	•		
- Webpage	logo	logo	name
- Signage	logo	logo	name
Opportunity to be a celebrity reader	•		
Mention on social media	•	•	
Recognition in press release	•		
Recognition during school board meeting	•		
	\$5000	\$1500	\$500



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



NON-EVENT SPONSORSHIP OPPORTUNITIES

There are lots of ways you can show that your business, family or group supports the important programs offered by United Way California Capital Region including non-event sponsorships. These non-event sponsorship opportunities are completely customizable and can harmonize with what you value most and what impact you want to make. We encourage you to contact Senior Director, Resource Development Stacy Wolfenberger to discuss these and other opportunities that exist to synergize your brand, family or group with the vital work being done at United Way.

BUILDING NAMING RIGHTS

Show the Capital Region your commitment to building stronger, healthier and more compassionate communities by sponsoring the name of United Way's Headquarters in Sacramento off Old Placerville Road. Prospective sponsors and UWCCR will come to a mutually agreeable name which could harmonize with your brand, or be named in honor of an individual whose commitment to community deserves recognition.



SPONSOR BENEFITS

Exclusive Sponsorship for 10-Years

Building Naming Rights

Logo Outside of Building

Logo Inside of Building

Opportunity to Host Off Site Meetings on Site

Reference to Name in *ALL* Instances of United Way Headquarters including but not limited to: emails, print collateral, website, social media and events.

Three (3) Social Media Posts Per Year

\$10,000,000 Investment



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



NON-EVENT SPONSORSHIP OPPORTUNITIES

CONFERENCE ROOM

Sponsor one of the conference rooms located at the UWCCR Headquarters in Sacramento.

The Gold Conference Room can host large groups and is often used by UWCCR for events held at the building.

The Silver Conference Room is a meeting space that can seat 15 people and is utilized by UWCCR for important donor meetings.

The Bronze Conference Rooms can seat 10 people and also hosts outside meetings.

SPONSOR BENEFITS

Exclusive Sponsorship for One (1) Conference Room for 1-Year

Logo and Name Attached to One (1) Conference Room

Opportunity to Hold Off-Site Meetings in Your Sponsored Conference Room

One (1) Social Media Post

\$50,000 Investment for Gold Conference Room
\$25,000 Investment for Silver Conference Room
\$10,000 Investment for Bronze Conference Rooms

PIC OF UPS

PIC OF SACRAMENTO

PIC OF OTHER
CONFERENCE ROOM

COMMUNICATION

In this highly visible sponsorship, your brand syncopates with ours in all facets of our communication efforts to our constituents.

This includes social media, phone and email, reaching anyone searching out information on United Way programs or other sponsors and donors.

SPONSOR BENEFITS

Exclusive Sponsorship for One (1) for 1-Year

Presenting Sponsor with Logo at the Top of All 12 United Way Newsletters

Mention on Phone Tree Within the First Seven (7) Seconds of Answering

Logo on All Social Media Cover Photos

One (1) Social Media Post

\$50,000 Investment

FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



NON-EVENT SPONSORSHIP OPPORTUNITIES

PROGRAMS

At the heart of what we do are the programs UWCCR offers the Greater Sacramento Community. Through this opportunity, you would be named the Presenting Sponsor of a program and appear in all instances of the program's name.

We currently have six programs that can be sponsored including:

- Literacy Tutoring
- Foster Youth Support
- Guaranteed Income
- Housing Navigation
- Digital Devices & Connection
- Community Schools

SPONSOR BENEFITS

Exclusive Sponsorship for One (1)
UWCCR Program for 1-Year

Name appears in any and all mentions with Program including but not limited to social media, emails, website and press releases

Opportunity to Engage with Program Delivery

Quarterly Program Updates with Success Stories

Three (3) Social Posts

\$20,000 Investment Per Program



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



NON-EVENT SPONSORSHIP OPPORTUNITIES

ACTION GROUPS

People from across the Greater Sacramento Area get involved in our Action Groups, and now you can too!

Women United members commit to the Capital Region's Foster youth by advocating, educating, giving and volunteering for the cause.

Young Leaders Society (YLS) is a group of passionate, emerging leaders make an impact by volunteering in the region, building their professional network and developing leadership skills alongside dynamic local community leaders.

Membership in the Tocqueville Society identifies those in our community who make a leadership gift and commitment to improving lives in the Capital Region through the shared bond of philanthropy and improving lives.



UNITED WAY
TOCQUEVILLE SOCIETY

SPONSOR BENEFITS

Exclusive Sponsorship for One (1)
Action Group for 1-Year

Name appears in any and all mentions with Action Group including but not limited to social media, emails, website and press releases

Logo Lockup Created with Your Logo,
Action Group Logo and UWCCR Logo

Signage at Action Group Events

	WOMENS UNITED	YOUNG LEADERS SOCIETY (YLS)	TOCQUEVILLE
Membership(s)	1 Platinum 2 Gold	10	1

\$15,000 Investment Per Action Group



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



United Way
California Capital Region

NON-EVENT SPONSORSHIP OPPORTUNITIES

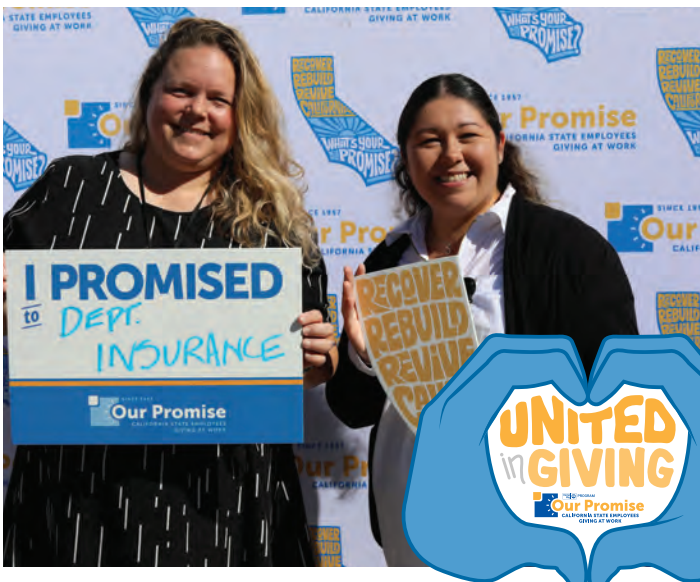
OUR PROMISE

Our Promise is the state of California's giving campaign where over \$4.5 million is raised and donated to help the mission of more than 4,700 different nonprofits across the state.

Through sponsoring Our Promise, you can get your brand in front of more than 300,000 state employees who are ready to give to the causes that mean the most to them.

The campaign kicks off on Thursday, October 5 every year with a kick off at the Capital Building in Sacramento.

In honor of the spirit of giving, a portion of each sponsorship sold will be given to enrich additional causes you care about, allowing you and your business to not only help UWCCR's program delivery, but other nonprofits in the city, region or state that you care about!



SPONSOR BENEFITS	PRESENTING	GOLD	SILVER
Exclusive Sponsorship for 1-Year	•		
Logo at the Top of All 12 Our Promise Newsletters	•		
Opportunity to Speak at Kickoff	•		
Logo on Our Promise Social Media Cover Photos	•		
Signage at all Our Promise Events Including Kickoff	LOGO	LOGO	NAMED
Mention on OurPromiseCa.org	LOGO	LOGO	NAMED
Listed as Sponsor in All Our Promise Emails	LOGO	LOGO	NAMED
Social Media Posts	5	3	1
Investment	\$20,000	\$7,500	\$5,000



FOR MORE INFORMATION
PLEASE CONTACT
Rebecca Duffey
rebecca.duffey@uwccr.org



NON-EVENT SPONSORSHIP OPPORTUNITIES

ADOPT A PILLAR

If your goal is to make a large impact on the community through our mission, Adopt A Pillar may be the right choice for you.

At UWCCR, we have three pillars that guide our mission delivery:

- Help Kids Excel in School
- Invest in Families
- Strengthen Schools

Your gift will go directly to the programs offered within those pillars to build upon and strengthen our program offerings to deserving individuals and families within our community.

DONATION MATCH

Donations are vital to the success of our mission delivery and by offering a donation match to rally the community's support, you can make your dollars go double!

Match dollar-for-dollar for the general public and watch the donations pour in to help improve and build upon the program offerings United Way has for the community!

SPONSOR BENEFITS

Opportunity to Engage with Program Delivery

Quarterly Program Updates with Success Stories

Mention on YourLocalUnitedWay.com

\$7,500 Investment Per Program



SPONSOR BENEFITS

Name on Donation Page

Opportunity to provide Donation Matching Dollars

One (1) Social Media Post

\$2,500+ Investment Per Program



FOR MORE INFORMATION
PLEASE CONTACT
Stacy Wolfenberger
stacy.wolfenberger@uwccr.org



**United
Way**



**United Way
California Capital Region**

THANK YOU

for making a difference in our community.

YourLocalUnitedWay.org

10389 Old Placerville Road

Sacramento, CA 95827

phone (916) 368-3000

fax (916) 368-3029



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN

@unitedwayccr