



**UNITED WAY**  
California Capital  
Region

# UNITED IN PURPOSE GALA



## SPONSORSHIP OPPORTUNITIES

Saturday, March 28, 2026 • 5:00 - 10:00  
Sacramento Memorial Auditorium



Saturday, March 28, 2026  
Memorial Auditorium  
1515 J St, Sacramento, CA 95814  
5:00 to 10:00 p.m.

The United in Purpose Gala is more than just a celebration; it's an opportunity for the community to come together and make a tangible impact on the lives of local children.

The event aims to raise funds toward United Way's programs that help provide better opportunities to our youth and establish financial security for their families so we can collectively break the cycle of poverty. The impactful evening includes a cocktail hour, dinner, inspirational program, afterparty and serves as an opportunity for supporters to align with a cause that directly benefits the community and helps shape a brighter future for our children.



### UNITED IN PURPOSE GALA SPONSORSHIP PACKET

For more information, contact Stacy Wolfenberger at [916.856.3994](tel:916.856.3994) or [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org).

# UNITED WAY CALIFORNIA CAPITAL REGION UNITED IN PURPOSE GALA



Sponsorship Benefits	Presenting Sponsor	<b>SOLD OUT</b> Community Advocate Partner	<b>SOLD OUT</b> Cocktail Hour Partner	<b>SOLD OUT</b> After Party Partner	Community Connector Partner	Foundation Builder Partner	Hope Partner
Exclusivity	●	●	●	●			
Speaking Opportunity	●						
Print Program Ad	<b>2 Pages</b>	<b>1/2 Page</b>	<b>1/2 Page</b>	<b>1/2 Page</b>			
Logo in print ad (if applicable)	●						
Opportunity to provide guest gift	●	●	●	●			
Specialty Cocktail Naming Rights	●	●	●	●			
Logo on Specialty Item	<b>BID PADDLES</b>	<b>GOLDEN TICKET EXPERIENCE</b>	<b>COCKTAIL HOUR SIGN</b>	<b>AFTER PARTY SIGN</b>			
Listed on event website & e-blasts	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LISTED</b>	<b>LISTED</b>
Listed on event collateral including Printed Program	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LISTED</b>	<b>LISTED</b>
Recognition during Program	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LISTED</b>	<b>LISTED</b>
Social Media Post	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	
Access to Photos after event	●	●	●	●	●	●	
Table of Eight (8)	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>COST</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,000</b>	<b>\$4,000</b>

## UNITED IN PURPOSE GALA SPONSORSHIP PACKET

Sponsorship payments must be made by Friday, March 20, 2026. If you have a Program Ad, those will be due by Wednesday, February 25. Benefits may vary based on sponsorship commitment dates. Logo must be in vector format (.ai, .eps, .svg).



# UNITED IN PURPOSE GALA IMPACT REPORT

Partnering with United Way California Capital Region's United in Purpose Gala isn't just good for the community, but good for business too! Learn how sponsors from last year's Gala received recognition through United Way's marketing efforts.

## SOCIAL MEDIA

**60**

POSTS

**16,482**

POST IMPRESSIONS

**65**

STORIES

**3,399**

STORY IMPRESSIONS

## EARNED MEDIA

**46**

MEDIA HITS

**373K+**

AUDIENCE REACH



**CBS NEWS  
SACRAMENTO**

**KFBK  
NEWS RADIO**  
SACRAMENTO • 93.1FM • 1530AM

**SACRAMENTO  
BUSINESS JOURNAL**



**The Observer**



**COMSTOCK'S  
MAGAZINE**

**+ MORE**

## EMAILS

**14**

EMAILS SENT

**34,375**

EMAILS DELIVERED

**9,810**

CLICKS

### UNITED IN PURPOSE GALA SPONSORSHIP PACKET

For more information, contact Stacy Wolfenberger at 916.856.3994 or [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org).

# UNITED IN PURPOSE GALA - MARCH 28, 2026



## 2025 SPONSORSHIP COMMITMENT FORM

Contact Name: ..... Email: .....

Company name for sponsorship recognition: .....

Address: .....

City: ..... State: ..... Zip: .....

Phone: .....

I understand and agree that I will receive event emails that pertain to United in Purpose Gala.  
I would like to opt in to receive the United Way monthly newsletter  Yes  No

I am proud to partner of our local United Way and pledge the following level of sponsorship:

- Presenting Sponsor \$25,000
- Opportunity Advocate Partner \$20,000
- Cocktail Hour Partner \$15,000
- After Party Partner \$15,000
- Community Connector Sponsor \$10,000
- Foundation Builder Partner \$7,000
- Hope Partner \$4,000
- I'm unable to attend but wish to support with a contribution in the amount of: \$ .....

**Method of Payment** (Payment will be complete by Friday, March 20, 2026)

- Check made payable to **United Way California Capital Region** is enclosed
  - Enclosed in this Envelope
  - Will be mailed by .....
- I would like to be invoiced during the following month: .....
- To pay by Credit Card, contact Stacy Wolfenberger at 916.856.3994 or [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org).

Signature: ..... Date: .....

**Return to:** 10389 Old Placerville Road, Sacramento, CA 95827 or email the completed form to Stacy Wolfenberger at [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org). Sponsorship payment must be received by Friday, March 20, 2026.