

UNITED WAY OF MARTIN COUNTY

# SPONSORSHIP OPPORTUNITIES



**UNITED WAY**  
Martin County



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# SPONSORSHIP OPPORTUNITIES

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- In-kind and custom sponsorships are available upon request

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- If you're interested in sponsoring the United Way of Martin County Foundation, contact Carol Houwaart-Diez at [chd@unitedwaymartin.org](mailto:chd@unitedwaymartin.org) or 772-283-4800 x2211 for more info.



# EVENT SPONSORSHIPS

## EVENT SPONSORSHIPS



## Community Leaders' Celebration

October 28, 2024

United Way hosts the Community Leaders' Celebration each fall to thank its dedicated supporters for giving their time, talent and treasure to make a difference in our community.

Approximately 200 guests gather to kick off the United Way campaign, honor the Top 10 Most Generous Workplaces and Communities, and celebrate those who have gone above and beyond to advance United Way's mission.

### Game Changer Sponsor: \$10,000 (one available)

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as presenting sponsor from the podium during event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including save the date, invitations, social media posts, program, e-newsletter and event page
- Company named as presenting sponsor in post-event media coverage
- Full-page ad in event program book
- Three reserved tables for 24 guests at the event
- Presenting sponsor recognition in all mentions of event
  - United Way [event] presented by [your org]

## EVENT SPONSORSHIPS



## Community Leaders' Celebration (cont.)

### Hand Raiser Sponsor: \$5,000

- Verbal recognition from the podium during event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- Half-page ad in event program book
- Two reserved tables for 16 guests at the event

### Champion Sponsor: \$2,500

- Verbal recognition from the podium during event
- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- Quarter-page ad in event program book
- One reserved table for 8 guests at the event

### Supporter Sponsor: \$1,000

- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related print and/or digital promotional materials, including social media posts, program, e-newsletter and event page
- Company name included in post-event media coverage
- 4 guest tickets at the event

# EVENT SPONSORSHIPS



## Community Conversation *January, April, July, October*

Since 2017, United Way of Martin County has been hosting quarterly Community Conversations where representatives from various sectors come together to discuss "hot topic" issues in our community and attendees have a chance to let their voice be heard.

Four Community Conversations are held annually (January, April, July, October) drawing an average of 75-100 attendees each event.

### Exclusive Sponsor: \$2,500



- Speaking opportunity during the event (10 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on slideshow screen(s) throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter, and event page
- Company name included in Annual Report
- Recognized as exclusive sponsor in all mentions of event

# EVENT SPONSORSHIPS



## Donor Appreciation Luncheon *November 6, 2024*

The Donor Appreciation Luncheon celebrates United Way's Leadership Donors, acknowledging their generous contributions and impactful leadership in advancing the organization's mission.

Approximately 75-100 donors gather to celebrate their generous contributions to United Way, while gaining insights into the upcoming campaign year.

### Exclusive Sponsor: \$2,000



- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and website
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event

# EVENT SPONSORSHIPS



## Tocqueville Society Reception

December 10, 2024

The Alexis de Tocqueville Society, United Way's national giving society, was established in March 1984 to enhance understanding, commitment, and support for United Way's mission of improving lives.

Approximately 100 of our organization's top donors gather to celebrate their contributions to United Way, highlighting their accomplishments and fostering community impact.

### Exclusive Sponsor: \$5,000



- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and Tocqueville Society webpage
- Company name included in Annual Report
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event

# EVENT SPONSORSHIPS



## Donor Receptions

December - March

United Way of Martin County is delighted to host Donor Reception events, designed to express our gratitude to our generous contributors and welcome potential new donors to our organization. These receptions are a wonderful opportunity to support United Way while showcasing your business to an exclusive, up-scale audience.

Donor Reception events only exist when made possible through the generosity of sponsors like you. If you are interested in hosting an event, please contact [jlevy@unitedwaymartin.org](mailto:jlevy@unitedwaymartin.org) or 772-283-4800 x2207.

### Exclusive Sponsor: \$5,000

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as exclusive sponsor from the podium during event
- Company logo exclusively displayed on event signage and decor throughout event
- Company logo exclusively displayed and linked on all event-related print and/or digital promotional materials, including invitations, social media posts, e-newsletter and website
- Company named as exclusive sponsor in post-event media coverage
- Recognized as exclusive sponsor in all mentions of event

# EVENT SPONSORSHIPS



## The Big Reveal

June 2025

United Way hosts the annual Big Reveal each summer to award Community Impact Grants to local programs that improve the education, health and financial stability of Martin County residents.

More than 110 agency staff and community leaders join to celebrate and see first-hand the magnitude of United Way's impact in Martin County.

### Champion Sponsor: \$2,500

- Speaking opportunity during the event (1-3 minutes)
- Verbal recognition as Champion sponsor from the podium during the event
- Company logo prominently displayed on signage and slideshow screen(s) throughout event
- Company logo prominently displayed and linked on event-related digital promotional materials, including invitations, social media posts, e-newsletter and event page
- Company name included as Champion sponsor in post-event media coverage
- Company can provide promo merch and/or be displayed on United Way giveaway
- One reserved table for 8 guests at the event

### Supporter Sponsor: \$1,000

- Speaking opportunity during the event (1 minute)
- Verbal recognition as sponsor from the podium during the event
- Company logo displayed on signage and slideshow screen(s) throughout event
- Company logo displayed and linked on event-related digital promotional materials, including invitations, social media posts, e-newsletter and event page
- Company name included in post-event media coverage

# SPONSORSHIP OPPORTUNITIES

## PROGRAM SPONSORSHIPS

# PROGRAM SPONSORSHIPS



## Holiday Project - Toys for Tots October - December

For 35 years, United Way of Martin County has been the official local coordinating organization for the Marine Corps Reserve Toys for Tots drive, spreading holiday cheer to local families in need through the United Way Holiday Project.

Approximately 400 volunteers, 1,000 families and 3,000 children will be on-site for our 2-day distribution event. Get high visibility and have the joy of providing a happy holiday season to Martin County families.

### ▶ **Game Changer Sponsor: \$10,000**

- Verbal recognition as Game Changer sponsor leading up to and during event
- Company logo prominently displayed on signage throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as Game Changer sponsor in pre- and post-event media coverage
- Company name included in annual Community Impact Report
- Recognition as Game Changer sponsor in all mentions of event

# PROGRAM SPONSORSHIPS



## Holiday Project - Toys for Tots (cont.)

### ▶ **Hand Raiser Sponsor: \$5,000**

- Company logo prominently displayed on signage throughout event
- Company logo prominently displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

### ▶ **Champion Sponsor: \$2,500**

- Company logo displayed on signage throughout event
- Company logo displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

### ▶ **Supporter Sponsor: \$1,000**

- Company logo displayed and linked on all event-related print and/or digital promotional materials, including flyers, social media posts, e-newsletter and event page
- Company banner at event entrance
- Company named as sponsor in pre- and post-event media coverage

# PROGRAM SPONSORSHIPS



## Students United

**October - May**

Students United is a philanthropic initiative for high school students eager to serve their community. The program includes attending United Way activities and nonprofit site visits to understand the impactful work being accomplished in our community.

United Way, Martin County high schools, various clubs, and community partners assist with program promotion. By supporting Students United, you can help nurture the next generation of community leaders while boosting your corporate social responsibility.

### ▶ **Champion Sponsor: \$2,500**

- Exclusive engagement opportunity, including a keynote speaking slot, a private facility tour, or hosting a signature activity.
- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any relevant media coverage
- Company name included in Annual Report

### ▶ **Supporter Sponsor: \$1,000**

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any relevant media coverage

# PROGRAM SPONSORSHIPS

## Ride United

**Year-Round**

Launched in 2022, the Ride United program offers free, pre-scheduled Lyft rides to connect Martin County residents to critical services such as healthcare, employment, education and food. The program eliminates transportation barriers, enhances mobility for our most vulnerable populations and promotes greater independence within the community.

Rides are coordinated through over 25 participating agencies and promoted via United Way and key community locations including libraries, schools, hospitals, rehabilitation centers, agency offices and more.

### ▶ **Game Changer Sponsor: \$10,000**

- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as Game Changer sponsor at United Way of Martin County events
- Company named as Game Changer sponsor in any Ride United media coverage
- Company name included in Annual Report
- Recognition as Game Changer sponsor in all mentions of the program

### ▶ **Hand Raiser Sponsor: \$5,000**

- Company logo prominently displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any Ride United media coverage

### ▶ **Champion Sponsor: \$2,500**

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor at United Way of Martin County events
- Company named as sponsor in any Ride United media coverage

### ▶ **Supporter Sponsor: \$1,000**

- Company logo displayed and linked on all print and/or digital promotional materials, including flyers, social media posts, e-newsletter and website landing page
- Company named as sponsor in any Ride United media coverage



# PROGRAM SPONSORSHIPS

# SPONSORSHIP OPPORTUNITIES

## Volunteer United

United Way of Martin County invites local businesses and organizations to join us in group volunteer projects. These activities often come with hard costs and require staff coordination. Your sponsorship helps cover these expenses, ensuring impactful projects for our community.

By supporting group volunteerism, you help maximize community impact, enhance volunteer experiences, and strengthen community bonds, demonstrating your commitment to social responsibility and civic engagement.

### CHRISTMAS IN JULY (3 OPTIONS)

▶ **Info Elves: \$250**

Create and assemble information packets for parents participating in the 2024 United Way of Martin County Holiday Project. Help educate and empower families to seek the resources they need this holiday season and beyond.

▶ **Stocking Stuffers: \$500**

Sort and package stocking stuffers that will be given out during the 2024 Holiday Project to benefit children in need in Martin County making their holiday a little cheerier.

▶ **Holiday Hygiene: \$1,500**

Create and assemble toiletry stocking stuffers for older children (11-15) receiving gifts at this year's Holiday Project. This age group notoriously needs donations. These stocking stuffers can help alleviate that gap.

### YEAR-ROUND (2 OPTIONS)

▶ **School Supply Kit Creation: \$2,750**

Assemble school supply kits that will go directly to children in local schools.

▶ **Hygiene Kit Creation: \$3,500**

Assemble hygiene kits that will benefit our community's home-insecure and low-income families. Items like deodorant, soap, and toothpaste are a luxury to some. These kits will help ease the burden of these expenses.

**Additional opportunities available upon request.**

Please contact Jaclyn Anez at [janez@unitedwaymartin.org](mailto:janez@unitedwaymartin.org) or 772-244-2208 for more info.

# IMPACT SPONSORSHIPS



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## Impact Sponsors

*Year-Round*

A strong community - one that is healthy, educated and financially secure - pays dividends to businesses. By becoming an Impact Sponsor, your organization will align with one of United Way's three impact areas and be recognized as a leader in creating positive change in our community.



### ▶ **Game Changer Sponsor: \$10,000 (one per area available)**

- Company logo exclusively displayed and linked on United Way website
- Company logo exclusively displayed and linked on monthly e-newsletters
- Company announced as exclusive Impact Sponsor on United Way social platforms
- Company name listed as exclusive Impact Sponsor in Annual Report
- Recognized as exclusive Impact Sponsor throughout the annual campaign
- Verbal recognition as Impact Sponsor from the podium during The Big Reveal event
- Speaking opportunity during The Big Reveal event (1-3 minutes)
- Company logo exclusively displayed on signage and slideshow screen(s) throughout The Big Reveal event
- Company logo exclusively displayed and linked on all Big Reveal event-related print and/or digital promotional materials, including save the date, social media posts, e-newsletter, graphics and event page
- Company named as exclusive Impact Sponsor in The Big Reveal post-event media coverage
- Two reserved tables for 16 guests at The Big Reveal event

### ▶ **Hand Raiser Sponsor: \$5,000**

- Company logo displayed and linked on United Way website
- Company logo displayed and linked on monthly e-newsletters
- Company announced as Impact Sponsor on United Way social platforms
- Company name listed as Impact Sponsor in Annual Report
- Verbal recognition as Impact Sponsor from the podium during The Big Reveal event
- Speaking opportunity during The Big Reveal event (1-3 minutes)
- Company logo displayed and linked on all Big Reveal event-related print and/or digital promotional materials, including save the date, social media posts, e-newsletter, graphics and event page
- Company named as Impact Sponsor in The Big Reveal post-event media coverage
- One reserved table for 8 guests at The Big Reveal event

# IMPACT SPONSORSHIPS

## Community Impact Fund

*Year-Round*

Don't know where to donate? United Way's got you covered! Contribute to the Community Impact Fund, our primary resource pool used for investing in local programs that improve the education, financial security and health in Martin County. Your donation will support **44 programs across 28 agencies**, touching the lives of countless individuals in need.



### Your contribution will:

- **Address Critical Needs:** Support programs that improve education, financial stability, and health.
- **Maximize Impact:** Ensure donations are strategically allocated to areas where they are needed most.
- **Create Lasting Change:** Help build a more resilient and thriving community for all.

### Corporate Gift Suggestions:

- **\$500:** Provide essential resources for children's education.
- **\$1,000:** Fund health initiatives that promote well-being.
- **\$2,500:** Support rent relief programs for financially insecure families.
- **\$5,000:** Enhance services to support more individuals and families.
- **\$10,000:** Make a significant impact across multiple community programs.
- **\$25,000:** Lead community projects that drive long-term improvements.
- **Custom Amount:** Tailor your gift to match your company's giving goals.

Join us in making a difference. Together, we can create a brighter future where everyone has the opportunity to thrive.

# SPONSORSHIP OPPORTUNITIES

## ▶ Custom Sponsorships

- In-kind and custom sponsorships are available upon request

## ▶ Foundation Sponsorships

- If you're interested in sponsoring the United Way of Martin County Foundation, contact Carol G. Houwaart-Diez at [chdiez@unitedwaymartin.org](mailto:chdiez@unitedwaymartin.org) or 772-283-4800 x2211 for more info.

## Contact

For more information on any sponsorship opportunities, please contact Jessica Levy at [jlevy@unitedwaymartin.org](mailto:jlevy@unitedwaymartin.org) or 772-283-4800 x2207.

### UNITED WAY OF MARTIN COUNTY

10 SE Central Parkway, Suite 101

Stuart, FL 34994

772-283-4800

[UnitedWayMartin.org](http://UnitedWayMartin.org)

@UnitedWayMartin

