

Char-Em United Way Business Sponsorship Opportunities 2012

LIVE UNITED



As you plan your marketing and sponsorship budget for 2012, please include Char-Em United Way. Through support of United Way, your company can address our community's most pressing needs.

EVENTS

United Way events thank donors and volunteers for their accomplishments. Sponsorship of United Way events enables us to devote our Campaign proceeds to direct services.

Win and Instant Wine Cellar party – April 2012

This fun event targets Young Professionals and raises funds for our **Volunteer Connections** program. Sponsorship opportunities include: the Bar; Food; the Red Carpet; the Silent Auction; or General Support Sponsorship levels: \$1000 (Champagne), \$750 (Ice Wine) (\$500 (Chardonnay), \$200 (\$200 Buck Chuck).

Recognition: Listing in event flyers and ads, social media, and displays at event. News release.

Celebration Breakfast – June 14 2012

Donations support expenses of this free event and campaign awards. Sponsorship levels: \$1,000 (marquee) \$500 (gold), \$350 (silver), \$250 (bronze). **Recognition:** Listing in event programs, presentations, and display at event. News release.

Stuff the Bus – August 18 2012

Sponsorship of live radio broadcast. \$90—\$500, depending on amount of radio coverage.

Recognition: radio spots in advance and during the event.

Campaign Kickoff and Day of Caring Breakfast – September 19 2012

Donations support expenses of this free event, Breakfast, T-shirts for volunteers, etc. Can be earmarked for home repair projects for seniors and low income citizens.

Sponsorship levels: \$500 (gold), \$350 (silver), \$250 (bronze).

Recognition: Your logo on Day of Caring T-shirts. Listing in event programs, presentations, and display at event. News release.

MEDIA

Help raise awareness of United Way and our work and encourage support for our annual Campaign.

Campaign Video – Summer through Fall 2012

Locally-produced video shown at campaign kickoff & campaign presentations. Also posted on our website, YouTube and Facebook. See our website for this year's video.

Sponsorships = two at \$250 each.

Recognition: Closing credits.

Campaign Ads – Fall 2012

Ads run weekly in Petoskey News-Review and Harbor Light Sept.—Oct. featuring local people. One sponsorship for each. \$180 B & W, \$225 Color.

Recognition: Business name and logo included.

Direct Mail Postcard – December 2012 NEW!

Colorful postcard encouraging year-end donations. Mailed to 1,000 prospective donors.

Sponsorships—three at \$185 each.

Recognition: Business name and logo on card.

Martha Lancaster
Executive Director

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AWARDS

John Newton Award

Given annually to both an individual and organization which gave significantly to health and human services in Charlevoix & Emmet Counties. Sponsorship of \$250.

Recognition: website, news release, Celebration Breakfast.

Campaign Division Challenge Awards

Given to the workplace that has the most successful campaign in its Division, e.g. Education, Banking, Government, etc.

Sponsorship: Negotiable—lunch or breakfast, traveling award, etc.

Recognition: At workplace, Celebration breakfast, news releases.

INITIATIVES

United Way is coordinating several initiatives to meet community needs. Support for these projects comes from the United Way general fund and other sources. Funds needed for each vary. Contact us for information.

Volunteer Connection

Our “virtual volunteer center” links agencies needing help with people wanting to give it. Support and sponsorships are needed to fund staffing, communication, promotion, and volunteer recognition.

Recognition: On website, news releases.

2-1-1

We have taken the lead to bring this effective information and referral system to our community. Long-term costs are approximately \$20,000 per year. The Frey Foundation has offered a challenge grant for the first 3 years of operation.

Recognition: Website, marketing materials, news releases.

Education Initiative

Support is needed for: the Dolly Parton Imagination Library which provides monthly books to kids 0—age 5; and the United Way Literacy Corps which will recruit 150 volunteers to read to, mentor, and tutor kids.

Recognition: On website, news releases, program materials.

PROJECT CONNECT

United Way serves as the fiduciary for Project Connect, which is a project of the Char-Em Human Services Coordinating Body. Donations for Project Connect do not go toward United Way or its campaign, and the United Way campaign does not directly support Project Connect.

Project Connect will be held March 21, 2012. Donations are needed to support general expenses of the event and provide food, personal care items, gas cards, etc. to the guests. For information or to make a donation, call us or go to *Find a Donation Drive* on our website.

CAMPAIGN SUPPORT

Donations to the United Way annual Campaign supports our Community Investment Allocations to local health and human service agencies. They also helps support our internal projects and initiatives. Our 2011/2012 goal is \$380,000. The Frey Foundation has issued a challenge grant of an additional \$20,000 if we reach the goal.

Business Partners

Over 100 local businesses conduct workforce campaigns, providing their employees the opportunity to support United Way through donations at work – payroll deductions, direct gifts, and special events.

Recognition: A lovely certificate, suitable for framing. Listing on our website. Mention at annual Celebration Breakfast. Listing in annual “Thank you” ad.

Leadership Giving

Many businesses donate to the Campaign, either as a match for employee donations or separately. Donations of **\$500** or more entitle the business to membership in our Leadership Circle.

Recognition: A lovely certificate, suitable for framing. Listing on our website. Mention at annual Celebration Breakfast. Listing in Leadership Circle brochure. Invitation to special events. Leadership Circle newsletter.

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As you plan your marketing and sponsorship budget for 2012, please include Char-Em United Way. Most sponsorship opportunities are tax-deductible. Through support of United Way, your company can address our community's most pressing needs.

A business's commitment to community services is a key differentiator in the mind of the customer.

- An all-time high of 86% of Americans say they are likely to switch brands when price and quality are equal, to help support a cause.
- 74% American's say a company's commitment to causes is important when they decide which products and services to recommend to others.
- 85% feel that a company's commitment to a social issue is important when they decide which companies they want to see doing business in their local community.

2004 Cone Corporate Citizenship Study.

Our Business is interested in participating in the following sponsorship opportunities. Please contact us with more information.

Business name: _____
Contact name: _____
Address: _____
City, State Zip: _____
Phone: _____ Fax: _____
Email: _____

EVENTS

- Instant Wine Cellar
- Celebration Breakfast
- Stuff the Bus
- Kickoff & Day of Caring

MEDIA

- Campaign Video
- Campaign Ads
- Direct Mail Postcard

AWARDS

- John Newton Award
- Campaign Division Award

INITIATIVES

- Volunteer Connections
- 2-1-1
- Education Initiative

CORPORATE VOLUNTEERISM

United Way's Volunteer Connections Program can assist you in meeting your business objectives for community involvement. We can help you form a team for the Day of Caring, implement a volunteer release time policy, give awards for community involvement and more.

- Please contact me to give me more information about how we can encourage our employees to volunteer.

Campaign

- We already do a workforce campaign! ***(Thank you!)***
- Our business is interested in learning how we can conduct a workforce campaign.
- Enclosed is a donation of \$____ for the 2011/2012 Campaign.
- We pledge \$____ for the 2012/2013 Campaign.

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