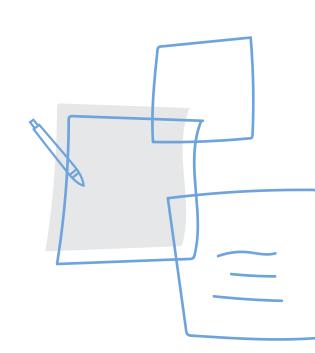


## SIGNATURE PARTNERSHIPS

LIVE UNITED

We invite you to join leading corporate citizens to step beyond the boundaries of traditional giving and invest in support of United Way events, programs and initiatives.



## BECOME A UNITED WAY SIGNATURE PARTNER

**HOW IT WORKS:** Our Signature Partners support United Way's special events and marketing programs, eliminating multiple sponsorship requests. Signature Partners are asked only one time a year to support United Way. Donors appreciate corporate and organizational sponsorships that underwrite these operational costs because they ensure that individual contributions have greater impact. In 2023-24, nearly all of our operating expenses were covered by corporate gifts and foundation grants. As a result, 93% of each individual contribution made through our Community Investment Fund was invested back into our local communities. That's 93 cents of every dollar donated!

## THE VALUE OF THE UNITED

WAY BRAND: The United Way brand is recognized by 85% of the general public and in 95% of U.S. workplaces. It's been shown that 78% of employees surveyed nationally want to work for a company that gives back and are proud of their employer's support of United Way.



**BENEFIT** from year-round local visibility.



INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.



**REINFORCE** your company's reputation as a good corporate citizen to your customers, employees and residents.



**EXPERIENCE** the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.



**SUPPORT** year-round United Way communication activities which allow United Way to direct more donor dollars to make greater impact in our communities.



**RETURN** on your investment as tangible impressions and measured media value far exceed the cost of sponsorship.



United 2024 -	2	5 PACKAGES	PLATINUM \$15,000	GOLD \$10,000	<i>SILVER</i> <b>\$5,000</b>	BRONZE \$ <b>2,500</b>		
MARKETING								
WEBSITE	Disp	played in rank order	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
SIGNAGE AT EVENTS	Prominetly displayed at all events		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
SOCIAL MEDIA	Personalized video (If not previously filmed already in the past)		<b>✓</b>	<b>✓</b>				
	Individual spotlight (regular post)		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
ANNUAL REPORT	Appreciation, displayed in rank order		<b>✓</b>	✓	<b>✓</b>	<b>✓</b>		
EVENT PROGRAMS	Listed in logo/text format in all programs		<b>✓</b>	✓	<b>✓</b>	<b>✓</b>		
EVENTS*								
GOLF UNITED		Foursome and meal	2	1	1			
		Tee sign	<b>✓</b>	✓				
ALMA COLLEGE'S ARTS UNITED		VIP tickets	6	4	2			
PITCH-ER THIS!		Opportunity to judge	<b>✓</b>					
LIVE UNITED AWARDS		Reserved, preferred seating	10	8	6	2		
R E C O G N I T I O N								
EXCLUSIVE AWARD	Presented at Live United Awards		<b>✓</b>					
SPECIAL HIGHLIGHT	Celebrated at Live United Awards		<b>✓</b>	✓	<b>✓</b>	<b>✓</b>		
VERBAL APPRECIATION	At all United Way events		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
O T H E R								
STUFF THE BUS	Classroom sponsorship(s)		3	2	1			
VOLUNTEER/ENGAGEMENT	Exclusive notice for participation		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
EDUCATIONAL MINI-GRANTS		Opportunity to be on selection committee	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		



COMPANY

COMPANY/ORGANIZATION NAME:		
ADDRESS:		
APPROVED BY (NAME):		
SIGNATURE:		
DATE:		
PACKAGE LEVEL		
PLATINUM (\$15,000) GOLD (\$10,000)	SILVER (\$5,000)	BRONZE (\$2,500)
CONTACT		
PHONE:		
EMAIL:		

Checks can be made payable to "United Way" and mailed to 524 E. Mosher Street, Suite 400, Mt. Pleasant, MI 48858. For more information, contact the United Way office at (989) 773-9863 or info@uwgic.org.

