



United Way of Gratiot
& Isabella Counties

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.



2024-25 PACKAGES

	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
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MARKETING

WEBSITE	<i>Displayed in rank order</i>	✓	✓	✓	✓
SIGNAGE AT EVENTS	<i>Prominently displayed at all events</i>	✓	✓	✓	✓
SOCIAL MEDIA	<i>Personalized video (If not previously filmed already in the past)</i>	✓	✓		
	<i>Individual spotlight (regular post)</i>	✓	✓	✓	✓
ANNUAL REPORT	<i>Appreciation, displayed in rank order</i>	✓	✓	✓	✓
EVENT PROGRAMS	<i>Listed in logo/text format in all programs</i>	✓	✓	✓	✓

EVENTS *

GOLF UNITED	<i>Foursome and meal</i>	2	1	1	
	<i>Tee sign</i>	✓	✓		
ALMA COLLEGE'S ARTS UNITED	<i>VIP tickets</i>	6	4	2	
PITCH-ER THIS!	<i>Opportunity to judge</i>	✓			
LIVE UNITED AWARDS	<i>Reserved, preferred seating</i>	10	8	6	2

RECOGNITION

EXCLUSIVE AWARD	<i>Presented at Live United Awards</i>	✓			
SPECIAL HIGHLIGHT	<i>Celebrated at Live United Awards</i>	✓	✓	✓	✓
VERBAL APPRECIATION	<i>At all United Way events</i>	✓	✓	✓	✓

OTHER

STUFF THE BUS	<i>Classroom sponsorship(s)</i>	3	2	1	
VOLUNTEER/ENGAGEMENT	<i>Exclusive notice for participation</i>	✓	✓	✓	✓
EDUCATIONAL MINI-GRANTS	<i>Opportunity to be on selection committee</i>	✓	✓	✓	✓

*VIP access to other events as they are scheduled.

SIGNATURE PARTNERSHIP COMMITMENT

LIVE UNITED.

C O M P A N Y

COMPANY/ORGANIZATION NAME: _____

ADDRESS: _____

APPROVED BY (NAME): _____

SIGNATURE: _____

DATE: _____

P A C K A G E L E V E L

PLATINUM (\$15,000) GOLD (\$10,000) SILVER (\$5,000) BRONZE (\$2,500)

C O N T A C T

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.

THANK YOU FOR YOUR CONTINUED SUPPORT!

