WHY BECOME A UNITED WAY SPONSOR?

RETURN ON INVESTMENT

As a business in the community, you benefit from helping others succeed. Our sponsorship packages deliver favorable impressions and media value far exceeding the actual cost of the sponsorship.

A HEALTHY COMMUNITY IS GOOD FOR BUSINESS.

91% of Americans say that they have a more positive image of a product or company when it supports a cause.

86% say that when price and quality are equal, they will support companies that support a cause.

- 2004 Cone Corporate Citizenship Study

Of all the those who are impacted by donations, 84% are currently living in poverty. Help us ensure more dollars are going to those in need.

Today, more than ever, our community needs to LIVE UNITED.

Those in need of help aren’t just strangers anymore… they are people we know.

IT COULD BE YOU.

CREATE POSITIVE CHANGE...THAT’S WHY.

A partnership with United Way of the Mid-South can create incredible benefits for your company. This sponsorship program outlines opportunities for your company to serve as a corporate partner for 2018-2019 events and activities with United Way of the Mid-South. As this proposal outlines, this partnership opportunity will provide a tremendous marketing and communications platform for you before an anticipated 40,000 individuals with whom United Way of the Mid-South engages throughout the year.
United Way of the Mid-South fights poverty at the roots by aligning our work to create long-term solutions. We focus our work on the building blocks for a great quality of life – the health, education and financial stability of every person in our community.

But, we are more than the FUNDRAISERS. We are the HAND-RAISERS. The GAME-CHANGERS. The stop talking, start doing, band together TASKMASTERS. UNITED, we fight for young students who struggle to read. UNITED, we stand up for youth with no support and no hope. UNITED, we confront poverty in the Mid-South’s most forgotten neighborhoods. UNITED, we feed the hungry. No matter the obstacles. No matter the odds. We UNITE around our community’s BIGGEST most complex problems. AND WE FIGHT.

We fight for those who need a voice and those whose names we don’t know. United Way of the Mid-South fights to change the odds for EVERY child and individual in our community. Because change doesn’t happen alone. Hope ISN’T a one man band. We have ONE life. To live better, we MUST LIVE UNITED. Where there’s a YOU, there’s a WAY!
POVERTY UNPLUGGED
April, July, October 2018 - $15,000
Poverty Unplugged is a string of intimate gatherings that offer a deep dive into the poverty fighting work of United Way of the Mid-South and our local community. In partnership with the National Civil Rights Museum, the series will follow the MLK50 commemoration to further connect us with the hopes of economic justice held by Dr. Martin Luther King, Jr.

BEST OF THE BEST AWARDS (ANNUAL CELEBRATION)
May 1, 2018 - $60,000
The “Best of the Best” Awards, in place of our annual luncheon, will include a celebration of our workplace campaigns and the volunteers who led them! Guests will walk the blue carpet, dine on delectables, and unite together for a reception-styled event to honor and recognize the people and businesses who boldly invested and volunteered in OUR community.

ECM INNOVATION LAB 2018
June 2018 - $15,000
To assist Employee Campaign Managers (ECMs) in running a successful workplace engagement drive, we host ECM Innovation Lab 2018 to share fresh, new ways to execute to workplace giving campaigns. United Way of the Mid-South owes its success to these passionate and engaged volunteers and we host this event to increase impact and inspire heightened support.

COMMUNITY IMPACT TOWN HALL
August 22, 2018 - $60,000
The Community Impact Town Hall is a community-wide gathering that features a national keynote speaker to heighten local awareness on alleviating poverty. The speaker shares national successes and best practices on ways we move ahead in this fight against poverty. In true town hall fashion, the event will close with a participatory audience dialogue around solutions to fight Mid-South poverty.

TRUNK OR TREAT
October 27, 2018 - $15,000
The annual “Trunk or Treat on Tillman Street” Fall Festival is a safe, family-friendly event hosted by United Way of the Mid-South to connect with our neighboring community and the community-at-large. This fun festival allows our funded agency partners the opportunity to uniquely showcase their incredible work by decorating the trunks of cars and by passing out treats to local youth.

FEAST OF DREAMS DINNER PARTY
November 1, 2018 - $20,000
Feast of Dreams is an informal dinner party during which an exchange of perspectives, ideas, and imagination is shared between people who normally wouldn't meet. Attendees are given the freedom to start crafting what the future could look like and form the collaborations that will eventually make change happen. Through these connections, novel initiatives emerge to help win the fight against local poverty.

LIVE UNITED NIGHT OUT
Spring 2019 - $30,000
The LIVE UNITED Night Out is an evening of appreciation, with one of our local sports teams - Grizzlies, Redbirds, Tigers - when United Way of the Mid-South celebrates the outstanding achievements and commitment to our community by local corporate and community volunteers. This family-friendly event is open to all and will be an opportunity to give out Live United Awards.

COMMUNITY CONNECTIONS

#FightPoverty CHALLENGE
June 1 - 8, 2018 - $15,000
The #FightPoverty Challenge is a digital fundraising and marketing campaign to educate the community about the severity of our local poverty, while raising the much needed funds to improve our conditions. With 26.9% of Mid-Southerners, and 44.7% of our children living below the poverty level, it is critical that we strive to serve those in need. This community is crying out for help and this United Way is here to answer the call. We invite the community to help us win this fight by donating to help drive the dreams of Mid-Southerners. Sponsorship dollars will help develop marketing videos and collateral to advance this campaign.

DAY OF ACTION CELEBRATION
June 21, 2018 - $15,000
Day of Action mirrors the work that this United Way of the Mid-South does year-round: empowering people to affect positive change on issues that matter most – issues like poverty. Young professionals from all over the community join us on the longest day of the year to benefit local non profit organizations. This year, we will co-host a party to close and thank our young professional volunteers for participating in such an impactful day! Help us retain the young professional talent of our community by engaging them in Day of Action 2018.

DAYS OF CARING
September 10-15, 2018 - $30,000
Days of Caring is the community's largest volunteer-driven service opportunity and the most impactful week of the year! Each year, United Way of the Mid-South equips more than 1,600 volunteers to dig in and get their hands dirty, benefiting over 50 nonprofits with more than 100 projects all across the Mid-South. To jumpstart a hard week of work, volunteers will celebrate at one of the Days of Caring Block Parties in one of our counties. Block Party attendees will have access to games, food, good times, and more. Join us to be part of the change YOU want to see in the Mid-South community.

95TH BIRTHDAY PARTY!
NIGHT TO UNITE – 95th Anniversary Party
Spring 2019 - $95,000
Night to Unite is an outdoor-gala-meets-benefit-concert to celebrate the 95th birthday of United Way of the Mid-South. From the boardroom to the classroom, we invite the entire Mid-South community to join us for a one-of-kind celebration. Attendees will have local eats and dance the night away to matchless tunes. Join us as we celebrate 95 more years of driving the dreams of this Mid-South community!
GOLDEN CIRCLE – $95,000
A three-year commitment of $95,000 per year which your organization receives title sponsorship of a United Way of the Mid-South Signature Special Event, recognition at all other United Way of the Mid-South events, and name recognition and/or company logo on campaign/marketing materials.

LIVE UNITED PARTNERS - $9,500
LIVE UNITED Partners are unique 95th anniversary sponsors interested in supporting United Way of the Mid-South through heightened co-branding exposure. LIVE UNITED Partners will be exclusively promoted through billboard advertisements and other exposure opportunities. The LIVE UNITED Partner is ideal for businesses interested in gaining philanthropic visibility in the community.

95TH ANNIVERSARY SWEEPSTAKES – OPEN
To celebrate 95 years of being a game changer, United Way of the Mid-South wants to team up with a corporate partner for our anniversary sweepstakes. First-time donors who contribute $95 or more to United Way of Mid-South’s Community Impact Fund and existing donors who increase their annual gift by 9.5% or more will be automatically entered in a drawing for a chance to win exciting prizes donated by your company!

LEADERSHIP GROUPS

TOCQUEVILLE SOCIETY - $50,000
The cornerstone of United Way of the Mid-South, Tocqueville Society members are among the Mid-South’s most generous givers. With an annual gift of $10,000 or more, nearly 250 donors and couples that make up the Tocqueville Society invest more than $3.5M in the future of our community by giving to United Way.

Engagement Events for 2018-2019
• Tocqueville Talk - Breakfast/Lunch Series
• Tocqueville New Member Event & Pinning
• Tocqueville Prospect Evening
• Tocqueville Annual Reception

LEADERS UNITED - $70,000
Leaders United members demonstrate their commitment to uniting our community and improving people’s lives by contributing $500 or more a year. Members leverage their contributions by combining them with others from our community to create the greatest impact. Made up of over 3000 members, Leaders United is United Way’s most diverse leadership group. Members represent a variety of industries and backgrounds.

Engagement Events for 2018-2019
• Leaders United Appreciation
• Prosperity Leadership Summit

WOMEN UNITED - $60,000
Women United brings together the Mid-South’s most driven, powerful women to foster growth and change in the community. Together, Women United is changing lives and transforming the community. This diverse group of leaders is committed to helping low-income women and their families live a life of self-sufficiency. These dynamic women advance United Way’s mission to break the cycle of generational poverty and create meaningful change throughout the Mid-South.

Engagement Events for 2018-2019
• Women in Action Summit
• Driving The Dream Motivational Mentors

EMERGING LEADERS UNITED - $40,000
Emerging Leaders United (ELU) is a generation of like-minded young professionals, ages 21-40, working together to create programs that improve the lives of children and families in our community. As a social movement of diverse leaders working to improve the Mid-South, ELU members are taking a stand to break cycles of poverty and create a better life for all.

Engagement Events for 2018-2019
• Hackathon
• Convene – Young Professional Collective Convening
• CEO Connect
• Summer Mixer

YOUTH UNITED - $25,000
Youth United (YU), formerly Youth United Way (YUW), is a leadership group for high school students in 9th-12th grade that promotes civic leadership, social engagement and empowerment. We connect these students to their communities for social justice, but also invest in the development of the next crop of civic leaders. For over 20 years, YUW has helped develop and empower teens to become productive citizens in our community and YU will continue to carry that torch.

Engagement Events for 2018-2019
• Youth United Way Scholarship Banquet

FREE TAX PREPARATION - $300,000+
United Way of the Mid-South provides free tax preparation and access to the Earned Income Tax Credit and other tax credits to help working families increase their income and create savings. The Free Tax Prep Program allows low-income individuals to keep more of their hard-earned money and avoid paying unnecessary fees for commercial tax preparation and “rapid refund” loans. Being financially stable reduces the risk of falling victim to poverty. From January to April, IRS-certified volunteers offer free tax help to households making less than $54,000 per year. In 2017, hundreds of volunteers participated in United Way of the Mid-South’s Free Tax Prep Program. Volunteers prepared 10,000 tax returns and helped return $12 Million in federal refunds to the community, including $4.27 million in Earned Income Tax Credits.
DONATE A GIFT IN-KIND – OPEN
In-kind donations are a unique approach to charitable giving which consists of donating goods and providing services, rather than cash. Gifts are used to support events such as United Way Sweepstakes, Days of Caring, Annual Celebrations and Days of Caring.

We accept the following in-kind items, but are not limited to the ones below:

- Marketing Collateral Development
- Promotional Items
- Gift Cards/Coupons
- Video Production
- Airline Tickets (for speakers, entertainers, raffles, etc.)
- Hotel Accommodations (for speakers, entertainers, raffles, etc.)
- Wine and Spirits (for event receptions)
- Venue/Decor Rentals (for special events, meetings, programs)
- AV Needs (for special events, meetings, programs)

COMMUNITY EXPOSURE SPONSOR - $70,000+
Maintaining relevancy and constantly evolving is the name of the game for our vast non profit community. United Way of the Mid-South has been leading community change for 95 years and we want to ensure we remain top of mind. Join us in helping promote our renewed, iconic brand to the Mid-South community. Sponsorship dollars will be used to cover the costs of television and PSA placement and video creation, and to design and purchase space on local billboards, digital ads, publication ads, etc. These advertising vehicles will promote a variety of messages for example – 95th anniversary, fundraising/special events, community services, text to give or general United Way messaging. Each graphic would include verbiage and/or a logo recognizing your company's donation.

MATCHING GIFT CHALLENGE – OPEN
Support United Way of the Mid-South in our work to advance the common good through our initiatives of creating a better community. Your company will be the exclusive sponsor of the match program. Designating your sponsorship as a match for United Way of the Mid-South will leverage additional donations and generate additional goodwill for your company. Every new donation made to United Way's Community Impact Fund will be matched by your donation. Maximum dollar amount is to be determined by company sponsor.

CAMPAIGN REPRESENTATIVES & CONFERENCE - $50,000
United Way of the Mid-South offers companies the unique opportunity to sponsor a new and/or loan one of their current employees to work for United Way during campaign season. During a 12-week full-time position, usually from August to November, Campaign Representatives – through extensive training and ongoing support – become experts in designing, delivering and analyzing United Way fundraising efforts. This program presents a unique development opportunity for employees at any stage of their careers. Many organizations use it as professional development for employees who are up-and-coming, while some have used the program as a valuable transition for employees who are retiring or leaving the workplace.

Campaign Representatives return to the job refreshed, re-energized, and enriched. As a result, they often become well positioned for promotions and other exciting opportunities. United Way's Campaign Representatives Program provides employees responsible for workplace campaigns (Employee Campaign Managers - ECMs) with the customized advice and resources they need to be successful.

COMMUNITY ENGAGEMENT FELLOWS - $30,000
Community Engagement Fellows are college students who are housed in United Way of the Mid-South and work with the Communications and Engagement (CE)Team during the summer – June and July months – and periodically in the Fall. These very valuable ambassadors allow United Way to keep administrative costs down, and gives the organization an opportunity to better meet the needs of agency, corporate and prospective partners while engaging within the community. Community Engagement Fellows work with the CE Team to deliver unique service experiences for corporate partners to help them connect back to the impact of United Way. This is a great way to share the brand of United Way across our community and cultivate the relationships with the next class of supporters.
Contact us to create your customized sponsorship opportunity.
We look forward to working with you to meet your organization’s goals. Whether you are interested in corporate social responsibility, local visibility, or community well-being, our team is ready to assist in creating the perfect opportunity to fit your goals and budget.

The sponsorship program is a **marketing initiative**, not corporate gift. The 2018-2019 Sponsorship period runs from January 1, 2018 through June 30, 2019. **Funds received through individual donations, workplace campaigns and corporate campaign gifts are not applied to the sponsorship program.** For questions and/or to schedule a meeting regarding the Sponsorship Opportunities, contact Project and Event Manager Shamikia Adkins at 901.433.4316 or Shamikia.adkins@uwmidsouth.org.

#FIGHTPOVERTY
# Sponsorship Levels

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<th>Golden Circle $95,000+</th>
<th>Disrupter $50,000+</th>
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<th>Catalyst $10,000+</th>
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Please make your sponsorship selection on the chart above and complete the commitment form on the following page.
Please Provide the following:

PERSON OF CONTACT: ____________________________________________________________

COMPANY NAME: ________________________________________________________________

STREET ADDRESS :___________________________________________________________ APT/SUITE: ______________

CITY : ______________________________________ STATE : ______________ ZIP: __________

EMAIL: __________________________________________________ PHONE: ______________

DONATIONS TYPE:

☐ IN-KIND

Item(s) your company will trade for sponsorship recognition: ___________________________

____________________________

Estimated Dollar ($) Value for In-kind Donations: ____________________________

Expected Date Products/Services are rendered: _________________________________

☐ MONETARY

☐ Bill Monthly ☐ Bill Quarterly ☐ Paid Online ☐ Check Enclosed

☐ Charge Credit Card:  ___ Visa   ___ MasterCard  ___ American Express

Credit Card Number: ____________________________________________ Exp. Date: __________ CSV: ______

*3% processing fee for debit/credit cards. Address above must match card billing address for processing purposes.

Cardholder’s Signature: ____________________________________________ Date: ______________

SPONSORSHIP LEVEL

☐ Golden Circle $95,000
☐ Disrupter $50,000
☐ Innovator $25,000
☐ Catalyst $10,000
☐ Live United $9,500
☐ Convener $5,000
☐ Leader $1,500
☐ Collaborator $500
☐ Custom Sponsor $________

PLEASE COMPLETE & RETURN TO:

ATTN: Lori Spicer Robertson
United Way of the Mid-South
1005 Tillman Street
Memphis, TN 38112

Thank you for sponsoring United Way of the Mid-South.

Please retain a copy of this sponsorship form for your records.
WHERE THERE’S A YOU...

United Way of the Mid-South has long served as the nonprofit of choice for the business community. And today, a commitment to success means finding ways to give back together. As a community, we’ve made significant progress in our fight to help individuals live out the life of their dreams. But while graduation rates are rising, our college readiness rates aren’t nearly high enough. While millions of taxpayer dollars have been saved thanks to free tax preparation programs like VITA (Volunteer Income Tax Assistance), too many families still worry about their next bill. We’ve led the effort to integrate our nonprofit sectors on many fronts to help alleviate poverty collectively, but there are still nearly half of our Mid-South children who are living below the poverty line. We have seen many successes, but there is still a great deal of work to be done. Join us in being a game changer for the next 95 years!

THERE’S A WAY!
THANK YOU!
WHERE THERE’S A YOU, THERE’S A WAY.

www.uwmidsouth.org/volunteer
901.433.4300
volunteer@uwmidsouth.org