United Way of Greater Union County
Special Events & Engagement Catalogue

Sponsorship & Marketing Opportunities

uwguc.org
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*Photo taken from Stuff the Bus campaign*
United Way of Greater Union County’s mission is to improve lives and build strong communities by uniting individuals and organizations with the will, passion, expertise, and resources needed to solve problems.

Our Mission
United Way of Greater Union County’s mission is to improve lives and build strong communities by uniting individuals and organizations with the will, passion, expertise, and resources needed to solve problems.

Our Vision
We envision a community where all children and families achieve their potential through education, income stability, healthy living.

- Where all children receive a quality education that offers a pathway to a brighter tomorrow
- Where the cycle of poverty and financial dependence ends and more productive lives begin
- Where all children and families have access to affordable health services and healthy activities that improve their quality of life
- Where all families’ basic needs of food, shelter, health and safety are met

Our Commitment
Our commitment is to change the odds so that all children and their families, regardless of their circumstances, have the same chance to succeed in school and in life.

In the following pages, you will find information on each of our events and engagement projects and learn how you can make one annual gift to support one or more of them, all of which will benefit the lives of children and families all across Union County.

Special Events and Engagement
United Way of Greater Union County’s Special Events and Engagement programs are designed to help raise funds for programs and services to benefit non-profit organization we currently fund in Union County, North Plainfield and South Plainfield. While we do receive support from grants at the local and federal levels to fund these nonprofit organizations, however these grants do not cover the full the cost to run each program. In order to meet the other part, United Way of Greater Union County relies on fundraising efforts and sponsorship opportunities.

In the following pages, you will find information on each of our events and engagement projects and learn how you can make one annual gift to support one or more of them, all of which will benefit the lives of children and families all across Union County.
The Celebration of Womanhood Conference provides a unique opportunity to empower young women in careers in Science, Technology, Engineering, Arts, Media and Mathematics, giving them the tools they need to succeed in today’s world. For several years, United Way of Greater Union County has received an award from The New Jersey Juvenile Justice Commission that allows us to host a conference for over 300 at risk young women ages 13-17 from across the State of New Jersey, residing in Hunterdon, Monmouth, Mercer, Union, Middlesex, and Ocean Counties. The conference, takes place annually in June and is made possible through the Governor’s Juvenile Justice and Delinquency Prevention Committee.

Sponsors help provide a unique opportunity for young women to learn about non-traditional career paths

LEADERSHIP SPONSOR............................................................................................ $10,000
- Company name and logo recognized as a “Leadership Sponsor” on all event materials and signage.
- Company logo on step and repeat banner and standup banner
- Company logo recognition on main stage screen
- Company signage at breakfast and lunch stations
- Logo placement on event web page and e-blasts (with a link to your web site)
- Listing as the “Leadership Sponsor” on all press releases, public service announcements and event publicity.

EMPOWERMENT SPONSOR......................................................................................... $5,000
- Company name and logo recognized as an “Empowerment Sponsor” on all event materials and signage.
- Company logo on standup banner
- Company signage at breakfast and lunch stations
- Logo placement on event web page (with a link to your web site)
- Listing as the “Empowerment Sponsor” on all press releases, public service announcements and event publicity.

SELF-ESTEEM SPONSOR............................................................................................. $2,500
- Company name and logo recognized as a “Self-Esteem Sponsor” on all event materials and signage.
- Company signage at lunch stations
- Logo placement on event web page (with a link to your web site)
- Listing as the “Self-Esteem Sponsor” in all press releases, public service announcements and event publicity.

CONFIDENCE SPONSOR ............................................................................................ $1,000
- Recognition as the “Confidence Sponsor” on all press releases, public service announcements and event publicity.
- Logo placement on event web page (with a link to your web site)

For more information, please contact Juanita Vargas, VP Programs and Operations at juanita.vargas@uwguc.org.
United Way of Greater Union County began its Annual Celebration as a way to recognize community and business leaders who share in the same vision and mission of service as we do. They are everyday people who give in the most extraordinary ways helping to make our communities and families stronger by Changing the Odds for children and families. We honor leaders in philanthropy, business, advocacy and so much more. The event is held annually in June and celebrates the prior year’s fundraising campaign as well as leaders in Union County who provide extraordinary leadership within the communities they serve.

**PRESENTING SPONSOR**..............................................................................................................$7,500
- Top billing on invitations and all event, promotion and marketing of event as Presenting Sponsor
- 2 VIP Reserved tables of 8
- Inside cover (front or back) color full-page ad in Annual Celebration event journal (ONLY 2 AVAILABLE)
- Opportunity to display your company’s marketing materials at the event
- Prime placement of logo on United Way website and at the event
- Special recognition from the podium as a Presenting Sponsor
- An opportunity to have a special appetizer or cocktail named in your company’s honor
- An invitation for 2 at the annual Golf Outing in June
- Your company featured in United Way of Greater Union County’s Annual Report
- Prominent signage, logo placements, pre and post press, company profile in newsletter (with link to your company website)

**COMMUNITY LEADER SPONSOR**...............................................................................
- Company name recognized as a “Community Leader” on all event materials and signage for one year.
- One reserved table of 10 at Annual Celebration
- Full-page ad in Annual Celebration event journal
- Prominent signage at Annual Celebration
- Logo placement on event web page (with link to your web site)
- Inclusion in all pre- and post- press releases for Annual Celebration as Community Leader
- Company profile in one United Way electronic newsletter (including a link to your company website)

**COMMUNITY PARTNER SPONSOR**.............................................................................
- Company name recognized as a “Community Partner” on all event materials and signage for one year
- One reserved table of 8 at Annual Celebration
- One full-page color advertisement in Annual Celebration event journal
- Logo placement on event web page (with link to your web site)
- Inclusion in all pre- and post- press releases for Annual Celebration as Community Partner

**PACESETTER SPONSOR**...........................................................................................
- 5 tickets to Annual Celebration
- Full-page color ad in Annual Celebration event journal
- Logo placement on event web page (with link to your web site)
- Inclusion in all pre- and post- press releases for Annual Celebration as Pacesetter Sponsor

**LOYAL SUPPORTER SPONSOR**................................................................................
- 2 tickets to Annual Celebration
- Full page color ad in Annual Celebration event journal
- Logo placement on event web page (with link to your web site)
- Inclusion in all pre- and post- press releases for Annual Celebration as Loyal Supporter Sponsor

**PATRON SPONSOR**...........................................................................................................
- Full page color ad in Annual Celebration event journal
- A ticket to Annual Celebration and name listing in Annual Celebration event journal

For more information, please contact Melanie McLaurn, Director of Marketing and Community Engagement at melanie.mclaurin@uwguc.org.
Each June, FedEx and United Way of Greater Union County hosts its annual Golf-United, an annual golf outing that seeks to provide networking opportunities for organizations and individuals in Union County all while raising funds for United Way to benefit programs and services funded by United Way of Greater Union County.

- **PRESENTING SPONSOR** ................................................... $5,000
  Recognition and company logo on all PR/Marketing materials, signage and special recognition throughout the event, 2 Foursomes, Tee sign

- **LUNCH SPONSOR**------------------------------- $3,000
  Signage and recognition at Lunch
  1 Foursome

- **AWARDS SPONSOR**------------------------------- $2,500
  Signage and recognition at Awards
  1 Foursome

- **BEVERAGE CART SPONSOR**.......................... $2,000
  Signage and recognition on Beverage Cart
  1 Foursome

- **TEE SIGN**.................................................... $225
  Tee sign on course

For more information, please contact Phillip Daniels, Corporate Relations Director at phillip.daniels@uwguc.org.
During the summer months, United Way of Greater Union County’s annual Stuff the Bus campaign kicks off its back to school drive to provide children in grades PreK-8th with “Ready-to-Learn” backpacks filled with school supplies before they head back to school each Fall year. Each backpack is filled with grade appropriate school supplies.

We work with nonprofit organization in our community resources network to identify the most vulnerable children who will benefit from Ready-to-learn backpacks. We also work with companies, organizations and individuals to donate new back-packs and school supplies for children throughout Union County. Every year, Stuff the Bus provides supplies to more than 500 students.

At the end of the drive there is a two day event: Volunteer Day and the Ride-Along. Volunteer Day is a one-day event and consists of companies coming together to help stuff backpacks. The Ride-Along consist of one company, a contest where a company who provided the most supplies is picked to help deliver backpacks.

All sponsor logos are featured on a school bus the day of the Ride-Along.

CATEGORIES
- Lead Sponsor $2500
  Helps provide 50 children with Ready-to-Learn Backpacks

- LIVE UNITED Sponsor $1000
  Helps provide 20 children with Ready-to-Learn Backpacks

- Partner Sponsor $500
  Helps provide 10 children with Ready-to-Learn Backpacks

- Community Builder Sponsor $250
  Helps provide 5 children with Ready-to-Learn Backpacks
United Way of Greater Union County

WOMEN UNITED

Become a member of a dynamic, diverse group of women who fight for education, health, income stability and family strengthening of every person in our community. Relaunch for the coming 2018 Fall year, United Way's Women United consists of a vibrant and diverse group of women who come together to advocate, raise funds and volunteer for a common cause.

As a national brand, the Women United® global network consists of over 70,000 women leaders who advocate for the most critical issues facing more than 165 communities in six countries.

Members help shine a light on issues effecting Union County. For example, in Union County, there are many children who are living below the poverty level, facing food insecurities every day. United Way of Greater Union County’s efforts to address food insecurities have led to supportive partnerships with various organizations to help provide fresh food to children and families. But there is so much more that can be done to improve the lives of all across Union County.

Are there issues you see not getting enough attention or being addressed? Be a part of change by becoming a member of Women United.

In the Fall, United Way of Greater Union County - Women United will kick off its annual Fall event and are now accepting members.

CATEGORY OF MEMBERSHIP

Tier 1
Annual Gift of $1,000 and above
“Women’s Leadership Council Giving Circle”:
- Member can apply for a leadership position on Steering Committee or Subcommittees
- Voting member of the Steering Committee
- Member receives complimentary tickets to WLC Events (This includes: Networking Events, Fundraising Events, Signature Events)
- Receives updates and invitations to all WLC community events

Tier 2
Annual Gift of $250-$999
“Women’s Leadership Council Friend”:
- Member can apply for a leadership position on Subcommittees (ONLY)
- Voting member of the Steering Committee
- Complimentary Tickets to Select WLC Events (Networking Events and Workshops)
- Receives updates and invitations to all WLC community events

Tier 3
Annual Gift of $25-$249
“Women’s Leadership Council Loyal Supporter”:
- Member can participate in any of the WLC Subcommittees
- Complimentary Ticket to one Networking Event
- Receives updates and invitations to all WLC community events

For more information, please contact Melanie McLaurin, Director of Marketing and Community Engagement at melanie.mclaurin@uwguc.org.
Season of Caring seeks to fulfill the holiday wishes of children or, through the Food Card Drive, provide direct critical assistance to purchase items needed most for children and families in Union County.

United Way’s Season of Caring initiative seeks to brighten the lives of children who may not otherwise receive a gift during the holiday season. The impact is invaluable to both children and families, so many who will have to choose between buying food and purchasing a gift. Unfortunately, many families do not have the basic means to buy food which is why United Way of Greater Union County offers the Food Card Drive, to help provide direct critical assistance to families. The Drive begins each November and ends mid December. United Way of Greater Union County works with companies, organizations and individuals to donate toys to children. Companies who wish to participate can also deliver their gifts to children.

CATEGORIES
- LIVE UNITED Sponsor $1000
- Partner Sponsor $500
- Community Builder Sponsor $250
**Join United Way's Sponsorship Team**

Name: __________________________________________________________________________

Company/Organization: __________________________________________________________________

Address: _________________________________________________________________________

City, State, Zip: ______________________________________________________________________

Telephone: ________________________________ E-mail: ____________________________________

Enclosed, is my check in the amount of $___________ CHECK#________________

Please charge my credit card:

_____ Mastercard _____ Visa _____ Amex

Card# _________________________________________________ Expires: ________________

Signature: ______________________________________________________________________

PLEASE MAIL FORM TO: UNITED WAY OF GREATER UNION COUNTY, 33 WEST GRAND STREET, ELIZABETH, NJ 07202

WE ARE INTERESTED IN THE FOLLOWING: (please check all that apply)

<table>
<thead>
<tr>
<th>CELEBRATION OF WOMANHOOD CONFERENCE</th>
<th>ANNUAL CELEBRATION</th>
<th>ANNUAL GOLF OUTING</th>
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<tbody>
<tr>
<td>LEADERSHIP SPONSOR $10,000</td>
<td>PRESENTING SPONSOR $7,500</td>
<td>PRESENTING SPONSOR $7,500</td>
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<tr>
<td>EMPOWERMENT SPONSOR $5,000</td>
<td>COMMUNITY LEADER SPONSOR $5,000</td>
<td>LUNCH SPONSOR $3,000</td>
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<td>SELF-ESTEEM SPONSOR $2,500</td>
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<tr>
<td>CONFIDENCE SPONSOR $1,000</td>
<td>PACESETTER SPONSOR $2,500</td>
<td>BEVERAGE CART SPONSOR $2,000</td>
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<td></td>
<td>LOYAL SUPPORTER SPONSOR $1,000</td>
<td>TEE &amp; HOLE SPONSOR $225</td>
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<td></td>
<td>PATRON SPONSOR $500</td>
<td>SEASON OF CARING</td>
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<tr>
<th>STUFF THE BUS</th>
<th>WOMEN UNITED</th>
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<tr>
<td>LEAD SPONSOR  $2,500</td>
<td>TIER #1     $1,000 and above</td>
<td>LIVE UNITED SPONSOR $1,000</td>
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<tr>
<td>LIVE UNITED SPONSOR $1,000</td>
<td>TIER #2       $250 - $999</td>
<td>PARTNER SPONSOR $500</td>
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<tr>
<td>PARTNER SPONSOR $500</td>
<td>TIER #3      $25 - $249</td>
<td>COMMUNITY BUILDER SPONSOR $250</td>
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<td>COMMUNITY BUILDER $250</td>
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Benefits of Sponsorship

Today’s market has proven that now more than ever, companies are separating themselves from the competition in the minds of consumers. Annually, through workplace campaigns and fundraising events and engagement initiatives, United Way of Greater Union County connects with over 150,000 people from more than 200 leading organizations through Union County, North Plainfield and South Plainfield. Your corporate sponsorship is a single, comprehensive gift in support of special community events and activities. Gain significant visibility for your caring contribution to the community and maximize your corporate sponsorship with United Way of Greater Union County by:

• Reinforcing your company’s reputation as a good corporate citizen to your customers, employees and Union County residents
• Build customer loyalty
• Experiencing the guaranteed reach of local marketing exposure and benefit from the positive imagery of supporting United Way of Greater Union County
• Partnering with a strong, proven brand
• Helping to further our campaign of Stronger Families = Stronger Communities
• Inspire positive action

Thank you