

SPONSOR OPPORTUNITIES

The United Way of Rutherford and Cannon Counties values the partnership of organizations of all sizes. Our community is better, brighter and stronger because of the organizations contributing to the success of our local community. We want to celebrate the advances we are making together by providing special recognition to organizations investing in our community's future.

EDUCATION

We are actively working to educate our partners and community on the services and assistance available to our neighbors through your local United Way. This can be done in a variety of formats, including webinars, lunch and learns, print materials, and more. We work with you to provide education based on your organization's needs.

VOLUNTEER

A recent Forbes study shared that by giving employees the opportunity to support causes they are passionate about, retention rates soar. Through your local United Way and Volunteer Connect, your organization can cultivate a culture of giving back through custom volunteer opportunities and experiences that fit your company's and employee's preferences.

VISIBILITY

Enhance your visibility and maximize your local impact by partnering with one of the world's most valuable and trustworthy non-profit organizations. We provide year-round exposure and measurable impressions that far exceed the cost of sponsorship.

For the thirteenth consecutive year, our local United Way received a nod from United Way Worldwide organization for demonstrating excellence in ethical, legal, governance, financial, branding, and community impact best practices. When you invest with your local United Way, know that you can trust us to allocate your donation to the areas that our community needs it most.



DAYS OF ACTION



Providing students in the community with the tools to begin school prepared and confident
Stuff the Bus takes place August 03, 2023.
Sponsor deadline is June 8, 2023.



Supplies expectant and new mothers and their babies with a basic supply of items that every newborn needs
Baby Basics takes place February 15, 2024.
Sponsor deadline is December 20, 2023.

HOMETOWN HUDDLE TACKLING HUNGER

Providing healthy food and resources to children in our community during school breaks
Hometown Huddle takes place September 21, 2023.
Sponsor deadline is August 7, 2023.



Preventing the loss of achievement made during the school year by providing books to children in the summer months
Stop the Summer Slide takes place May 16, 2024.
Sponsor deadline is April 4, 2024.

PRESENTING SPONSOR - \$5,000

- Corporate name included in name of event, i.e. "United Way's Event Presented by ABC Company" with Industry exclusivity
- Premier logo placement on all collateral
- Exclusive name recognition in media and press releases
- A word from our sponsor at the event kick-off meeting
- Logo on Item Collection and Sort-a-Thon Signage
- Name inclusion on United Way website
- Company logo included on all promotional items
- Social media recognition
- 1 small display table at the event
- Opportunity to include branded promo item in giveaway
- 10 reserved volunteer spots at Sort-a-thon

PLATINUM SPONSOR - \$2,500

- Logo on Item Collection and Sort-a-Thon signage
- Name inclusion on United Way website
- Company logo included on select promotional items
- Social media recognition
- Opportunity to include branded promo item in giveaway
- 8 reserved volunteer spots at Sort-a-thon

GOLD SPONSOR - \$1,000

- Logo on Item Collection and Sort-a-Thon signage
- Name inclusion on United Way website
- Company logo included on select promotional items
- Social media recognition
- 6 reserved volunteer spots at Sort-a-thon

SILVER SPONSOR - \$500

- Name inclusion on United Way website
- Company logo included on select promotional items
- Recognition in social media
- 4 reserved volunteer spots at Sort-a-thon

Consult with your tax advisor for deduction information.

