

2026 - 2027 SPONSORSHIP MENU



UNITED WAY

South Central
Tennessee

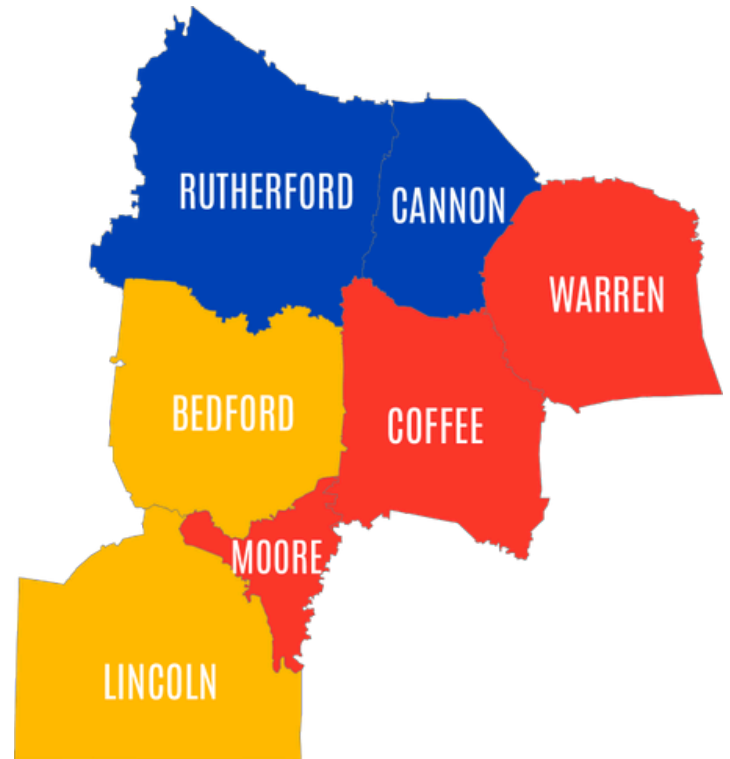
SPONSORSHIP OVERVIEW








The United Way of South Central Tennessee improves lives by advancing opportunities for education, health and financial stability for all. Our local United Way is unparalleled in its power to convene partners, providers, and resources to address the needs of our community for 70 years.

Through our events and impact programs, we invite you to experience the United Way story firsthand to see a stronger community, feel connected to solutions, and be a champion for our community.

We hope you'll join us as we connect our community by providing solutions to our community's greatest needs and become a sponsor today.



BENEFITS

-  Increase your company's brand exposure across our seven-county service region
-  Reinforce your company's reputation as a good corporate citizen to your customers, employees, and community
-  Support year-round United Way communication activities which allow us to direct more donor dollars to make a greater impact in the community
-  Access exclusive engagement and volunteer opportunities tailored to your organization's interests and needs
-  Impact our community by getting help to the areas with the most critical needs

Social Media: 7,500+ followers | Email: 20,000+ subscribers | Website: 11,000+ monthly visitors

EVENT SPONSORSHIPS

September 2026

The Community Celebration, or Annual Meeting, is a time to gather and celebrate the work that we have completed together as corporate supporters, volunteers, donors, agencies, and community partners. Our community gathers to recognize the top workplace campaigns, corporate supporters, and volunteers.

Community Celebration

November 2026

Power of the Purse is a unique and fun fundraising event hosted by Women-United. Guests have an opportunity to participate in a Purse Raffle - a chance to win their choice of bags, totes, and clutches donated by local businesses. Most importantly, funds raised from this event benefit the local early childhood development initiatives taking place in our community.

Power of the Purse

March 2027

As our community continues to grow, so does the need for support of your local Imagination Library. Storybook Breakfast is a community event that brings children's favorite characters to life and supports your local Imagination Library in Rutherford and Cannon Counties.

Storybook Breakfast

June 2027

"Support and Shine" your local community through this exclusive event on BBQ Hill overlooking the Jack Daniel's Distillery. Enjoy an evening of live music, dinner and drinks, silent auction while benefitting the United Way of South Central Tennessee.

United in Spirits

Days of Action

Stuff the Bus

Providing students in the community with the tools to begin school prepared and confident

July 2026

Baby Basics

Supplies expectant families and their babies with a basic supply of items that every newborn needs

February 2027

Volunteer Days

Highlighting the power of volunteer engagement and the impact that can be made together

April 2027

IMPACT PROGRAM SPONSORSHIPS



211

Get Connected. Get Help.™

211 is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve - and save - lives. Your sponsorship connects families in crisis with essential resources and emergency assistance.

**3,300 INDIVIDUALS
CONNECTED TO
RESOURCES**

**MOST NEEDED RESOURCE
IS HOME/RENTAL
ASSISTANCE**

Your local Imagination Library, formerly Rutherford Books from Birth and Cannon Books from Birth, builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of South Central Tennessee serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. Your support provides monthly books to children from birth to age five.

**17,000 BOOKS MAILED
PER MONTH OR
204,000 PER YEAR**

**\$265,200 ANNUAL
COST FOR BOOKS
AND POSTAGE**



The Launch Point Program, a United Way initiative, supports ALICE families across seven counties by addressing immediate needs while fostering long-term stability. Through partnerships in education, health, faith-based support, workforce development, and policy advocacy, the program connects families to essential resources, training, and services. Success coaches work alongside families and community partners to eliminate barriers, provide financial coaching, and help secure sustainable employment - equipping families with the tools and networks needed to thrive. Your sponsorship supports financial and success coaching for Launch Point Families as well as specific client needs necessary for overcoming barriers to true economic mobility.

**LAUNCH
POINT**

**89 FAMILIES
ASSISTED**

**AVERAGE \$1,000
SAVINGS PER YEAR
PER FAMILY**

The Volunteer Income Tax Assistance (VITA) program is a financial stability initiative of the United Way of South Central Tennessee. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals in all seven of our counties. Your sponsorship will help cover expenses such as labor, advertising, supplies, and volunteer support.

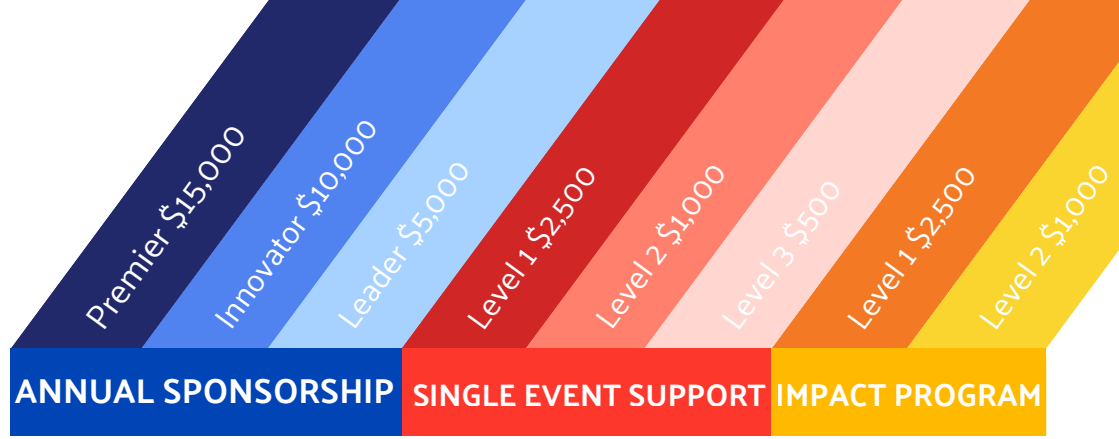
**2,385 RETURNS
FILED**

**\$3.2 MILLION
SAVED IN FEES AND
RETURNS**

**2,987
VOLUNTEER
HOURS**

VITA
Volunteer Income Tax Assistance





SPONSOR BENEFITS

Visibility & Recognition

Title sponsor of major events	2 events	1 event						
Co-branded press release	X	X						
Verbal recognition at events	X	X		X				
Logo on event signage	X	X	X	X	X			
Annual report recognition	X	X	X	X	X	X	X	X
Logo on promotional materials	X	X	X	X	X	X	X	X
Listed in news release	X	X	X	X	X	X	X	X

Digital Presence

Website logo placement	Home Pg.	Corporate Pg.	Corporate Pg.	Event Pg.	Event Pg.	Event Pg.	Program Pg.	Program Pg.
Social media recognition	4x/year	2x/year	1x/year	1x	1x	1x	2x/year	1x/year
Email newsletter feature	Large logo	Medium logo	Small logo	Small logo	Small logo	Small logo	Small logo	Name only

Event Tickets

Community Celebration	-	-	-	6*	4*	2*	2	2
Power of the Purse	-	-	-	6*	4*	2*		
Storybook Breakfast	-	-	-	6*	4*	2*		
United in Spirits	-	-	-	6*	4*	2*		
TOTAL EVENT TICKETS	30*	20*	10*	6*	4*	2*	2	2

Program Benefits

Logo displayed at VITA Sites	All	1					All	1
Logo at Launch Point Events	All	1					All	1
Months on Imagination Library book labels	1						2	1
Extra social posts for 211 support							2	1

Strategic Access & Influence

Speaking opportunity at major events	2 events	1 event						
Join United Way for local radio appearance	2x/year	1x/year						
Custom impact report on website & annual report	X							
One on-site lunch & learn conducted by UW staff	X	X						
One seat for designated employee in Catalyst	X	X						

Engagement Opportunities

Custom employee volunteer day (up to 30 people)	X							
Host affinity group event	X							
On-site kit packing volunteer event	X	X						

ANNUAL SPONSORSHIPS deliver year-round visibility across ALL events – more impact, more recognition, greater value than single-event sponsorship.

* Single Event tickets are for ONE selected event: Community Celebration, Power of the Purse, Storybook Breakfast, or United in Spirits

* If sponsoring a Day of Action, event tickets will be replaced by volunteer positions

* Impact Program sponsors select ONE program: 211 Help, Imagination Library, Launch Point, or VITA

* Event-specific benefits will vary. Ask United Way for more details.

* Annual sponsors receive benefits across ALL events year-round

* Premier Partner limited to 3 companies annually for exclusivity

* Annual sponsors can choose how to allocate their total ticket allocation across events

BECOME A SPONSOR



Thank you for supporting your local United Way through sponsorship for the 2026-2027 year!
Please provide the following information to complete your sponsorship commitment.

ORGANIZATIONAL INFORMATION

Company Name: _____
Company Name When Listed In Print: _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____

SPONSOR COMMITMENT

Annual Sponsorship

Premier Sponsor \$15,000 Innovator Sponsor \$10,000 Leader Sponsor \$5,000

Single Event Sponsorship

\$2,500 Level 1
 \$1,000 Level 2
 \$500 Level 3

Event: _____

Impact Program Sponsorship

\$2,500 Level 1
 \$1,000 Level 2

Program: _____

PAYMENT INFORMATION

Please select your preferred form of payment.

- Make a payment online by **clicking here** or scanning the QR code.
- Invoice me using the contact information listed above.
- Pay via check, mailing to:

United Way,
ATTN: Development
PO Box 330056, Murfreesboro, TN 37133

Sponsorship commitments are not complete until payment is received by United Way. Contact 615-893-7303 with any questions.

