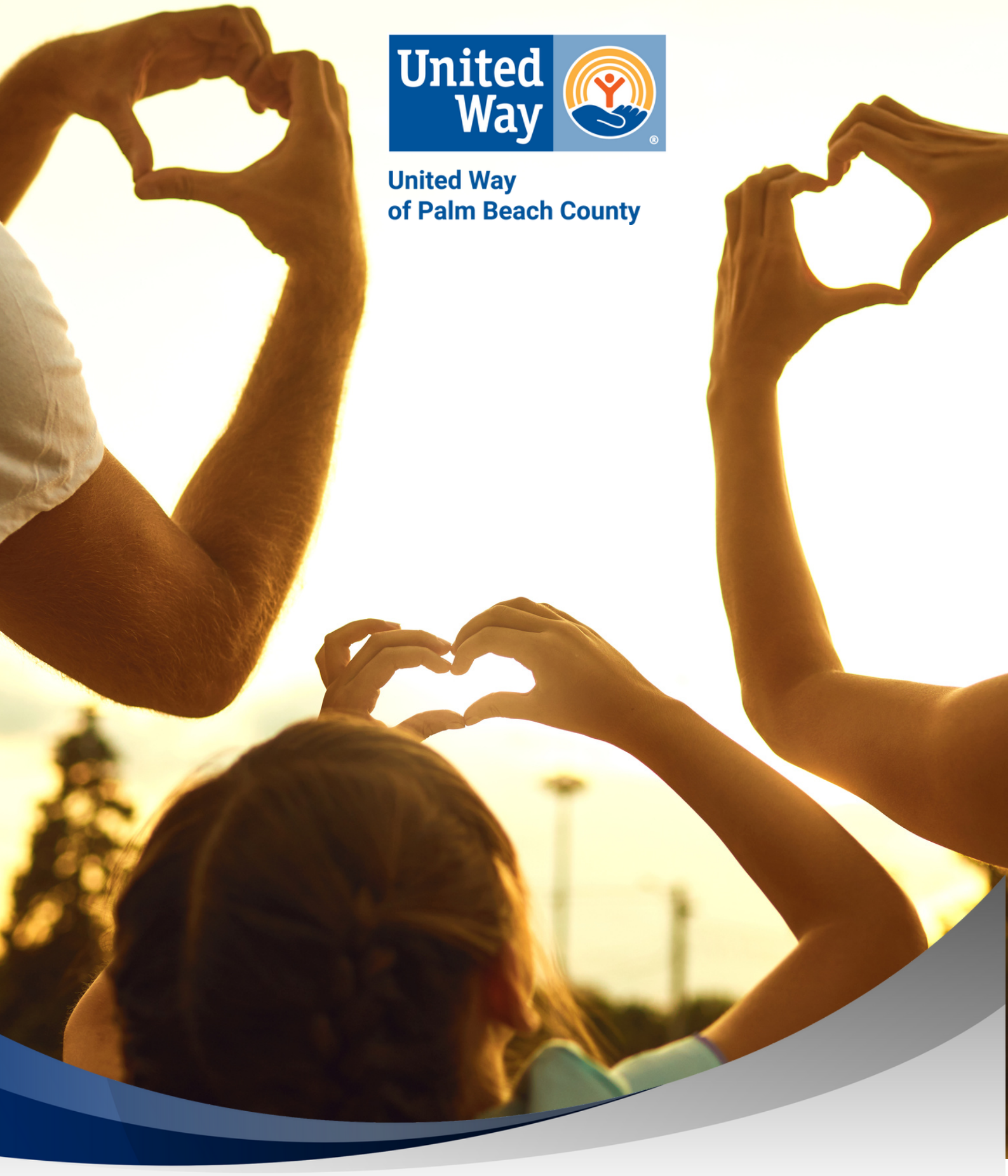


2023-24

# SPONSORSHIP OPPORTUNITIES



United Way  
of Palm Beach County



# Become a United Way Corporate Sponsor

Our corporate sponsors provide a single donation that supports United Way's special events, campaign materials, and marketing programs, eliminating multiple sponsorship requests. In return, your company's support is promoted throughout the year.

**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.

**IMPACT** our community by providing funding to the areas with the most critical needs.

**REINFORCE** your company's reputation as a good citizen to your customers, employees, and community.

**PARTNER** with one of our community's most respected, impactful, and results-driven nonprofit organization.

Over 14,000 social media  
connections across  
Facebook, Twitter, Instagram,  
LinkedIn, and TikTok

Reach more than  
50,000 supporters  
via email



United Way  
of Palm Beach County

## EVENT SPONSORSHIP

**Heart of Palm Beach County****April 9, 2024 | 6:00pm - 8:30pm | The Kravis Center**

The Heart of Palm Beach County is the premiere event recognizing United Way's most dedicated supporters and celebrating the impact made in the community with more than 300 guests.

**PRESENTING SPONSOR - \$25,000**

- Speaking opportunities during the event program
- Verbal recognition from the podium during the event program
- Logo prominently displayed on slideshow screen(s) throughout event
- Company logo prominently displayed on all event signage throughout event
- Company logo on all event-related printed and/or digital promotional materials, including save the date, invitations, social media ads and posts, posters, and program
- Company name included in pre-and post-event media coverage
- Logo prominently displayed and linked on the event landing page
- Full-page ad in event program book
- Access for 20 guests to the Heart of Palm Beach County VIP Cocktail Reception
- Two reserved tables for 20 guests at the Heart of Palm Beach County Program

**CHAMPION - \$15,000**

- Verbal recognition from the podium during the event program
- Logo prominently displayed on slideshow screen(s) throughout event
- Company logo prominently displayed on all event signage throughout event
- Company logo on all event-related printed and/or digital promotional materials, including save the date, invitations, social media ads and posts, posters, and program
- Company name included in pre-and post-event media coverage
- Logo prominently displayed and linked on the event landing page
- Full-page ad in event program book
- Access for 20 guests to the Heart of Palm Beach County VIP Cocktail Reception
- Two reserved tables for 20 guests at the Heart of Palm Beach County Program

**For additional sponsorship opportunities, contact Janice Cosby at  
561.375.6624 or [JaniceCosby@UnitedWayPBC.org](mailto:JaniceCosby@UnitedWayPBC.org)**

## EVENT SPONSORSHIP

### Heart of Palm Beach County

April 9, 2024 | 6:00pm - 8:30pm | The Kravis Center

#### LEADER - \$10,000

- Verbally recognized from the podium during event
- Logo displayed on slideshow screen(s) throughout event
- Company logo displayed on all event signage throughout event
- Company logo on all event-related printed and/or digital promotional materials, including save the date, invitations, social media ads and posts, posters, and program
- Company name included in pre-and post-event media coverage
- Logo displayed and linked on the event landing page
- Full-page ad in event program book
- Access for 10 guests to the Heart of Palm Beach County VIP Cocktail Reception
- One reserved table for 10 guests at the Heart of Palm Beach County Program

#### INNOVATOR - \$5,000

- Logo displayed on slideshow screen(s) throughout event
- Company logo displayed on all event signage throughout event
- Company logo on all event-related printed and/or digital promotional materials, including save the date, invitations, social media ads and posts, posters, and program
- Company name included in pre-and post-event media coverage
- Logo displayed and linked on the event landing page
- Access for 10 guests to the Heart of Palm Beach County VIP Cocktail Reception
- One reserved table for 10 guests at the Heart of Palm Beach County Program

#### BELIEVER - \$2,500

- Logo displayed on slideshow screen(s) throughout event
- Company included on event-related printed and/or digital promotional materials, social media posts, etc.
- Half-page ad in event program book
- Eight tickets reserved for the Heart of Palm Beach County Program

For additional sponsorship opportunities, contact Janice Cosby at  
561.375.6624 or [JaniceCosby@UnitedWayPBC.org](mailto:JaniceCosby@UnitedWayPBC.org)



## VOLUNTEER SPONSORSHIP

### Year-Round Opportunities

We host year-round volunteer opportunities and can create a custom volunteer project for your company. Big or small, one location or many, we can help connect you with a meaningful volunteer opportunity to rally your team around a great cause and greatly assist local nonprofits.

#### **HYGIENE KITS - \$3,000+**

While hygiene kits are a valuable item for everyone to have on hand, they are often most needed in low-income communities and areas affected by disasters — where essential things like toothpaste, toothbrushes, deodorant, and soap are far less readily available.

- Recommended: 50 people
- Duration: 1-1.5 hours

#### **LITERACY KITS - \$2,500+**

Literacy kits are crucial in United Way of Palm Beach County's commitment to helping youth succeed. Kits include a book and related objects, games, or other interactive activities to make reading fun for children.

- Recommended: 50 people
- Duration: 2-3 hours

#### **RICE PACKAGING - \$2,000+**

Become a hunger hero by packing food to be distributed throughout the county to thousands of people struggling to put food on the table.

- Recommended: 50 people
- Duration: 2-3 hours

**Custom opportunities are available. Contact Nubia Ortega,  
Associate Director of Volunteer Engagement, for more information at  
[NubiaOrtega@UnitedWayPBC.org](mailto:NubiaOrtega@UnitedWayPBC.org)**



## WOMEN UNITED

United Way's Women United (WU) was created to engage, empower, and educate local women interested in strengthening their community through fundraising, volunteering, networking, and more. This group of accomplished women is dedicated to helping United Way of Palm Beach County improve the lives of Palm Beach County residents.

### **ANNUAL PRESENTING SPONSOR - \$10,000**

- Logo placement on the United Way of PBC's website as the WU Presenting Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all WU email newsletters promoting upcoming events
- Opportunity to speak at WU events and volunteer projects
- Opportunity to display your company's branded signage at WU events
- Three complimentary WU memberships for professional women at your company

### **NETWORKING EVENT SPONSOR - \$5,000**

- Logo placement on the United Way of PBC's website as the WU Networking Event Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all WU email newsletters promoting upcoming events
- Opportunity to speak at WU networking events
- Two complimentary WU memberships for professional women at your company

### **VOLUNTEER PROJECT SPONSOR - \$1,000**

- Logo placement on the United Way of PBC's website as the WU Volunteer Project Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all WU email newsletters promoting the event

**Learn more about Women United sponsorship opportunities by contacting Caroline Frazier at 561.375.6626 or [CarolineFrazier@UnitedWayPBC.org](mailto:CarolineFrazier@UnitedWayPBC.org)**





## EMERGING LEADERS

United Way's Emerging Leaders (EL) is a network of passionate young professionals creating lasting impact for Palm Beach County. Emerging Leaders connect with their community through leadership development, volunteer opportunities, networking experiences, and more.

### **ANNUAL PRESENTING SPONSOR - \$10,000**

- Logo placement on the United Way of PBC's website as the EL Presenting Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all EL email newsletters promoting upcoming events
- Opportunity to speak at EL events and volunteer projects
- Opportunity to display your company's branded signage at EL events
- Three complimentary EL memberships for professional women at your company

### **NETWORKING EVENT SPONSOR - \$5,000**

- Logo placement on the United Way of PBC's website as the EL Networking Event Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all EL email newsletters promoting upcoming events
- Opportunity to speak at EL networking events
- Two complimentary EL memberships for early to mid-level professionals at your company

### **VOLUNTEER PROJECT SPONSOR - \$1,000**

- Logo placement on the United Way of PBC's website as the EL Volunteer Project Sponsor through September 2024
- Mentions of your company's support on United Way of Palm Beach County social media accounts
- Logo inclusion on all EL email newsletters promoting the event

**Learn more about Emerging Leaders sponsorship opportunities by contacting  
Caroline Frazier at 561.375.6626 or [CarolineFrazier@UnitedWayPBC.org](mailto:CarolineFrazier@UnitedWayPBC.org)**