

UNITED WAY OF PALM BEACH COUNTY

2023 - 24

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SPONSORSHIP

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OPPORTUNITIES



United Way  
of Palm Beach County

# UNITED WAY OF PALM BEACH COUNTY

## Overview

United Way of Palm Beach County is proud to share our event offerings for 2023.

For more than 90 years, United Way has been a trustworthy leader in our community in connecting our neighbors to basic needs. We have seen our supporters give generously to help everyone in Palm Beach County have a quality education, a place to live, financial stability, good medical care, and enough to eat.

Through our events, we invite you to experience United Way of Palm Beach County's impact firsthand to See a Stronger Community, Feel Connected to Solutions, and Be a Champion for our community.



**We hope you will join us as a sponsor this season!**  
**Your sponsorship will receive the following benefits:**

**INCREASE** brand exposure.

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

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

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

### SOCIAL MEDIA

*Over 12,000 social media connections across Facebook, Twitter, LinkedIn and Instagram*

### EMAIL

*Reach of more than 50,000 supporters via email*

### AD REACH

*Average of 5 million media impressions per month in print & TV ads*

### WEBSITE

*Average of 20,000 website views per month*

UNITED WAY OF PALM BEACH COUNTY

*presents*

# The Heart of Palm Beach County Celebrate the Impact

DATE: May 11, 2023

TIME: 6:00 PM TO 8:30 PM

PROJECTED AUDIENCE: 300-400

LOCATION: HILTON WEST PALM BEACH

## DEMOGRAPHICS:

Community Members, Corporate Leaders, Tocqueville Society Members, Distinguished Community Leaders, Philanthropists, Business Executives, and Other Invited Guests

## OVERVIEW OF EVENT:

At The Heart of Palm Beach County Celebrate the Impact, we will recognize United Way's most dedicated supporters and champions throughout Palm Beach County.

Guests will SEE how our community is strengthened through the work of United Way, FEEL connected to innovative solutions making an impact, and learn how they can BE the heart of Palm Beach County for our neighbors in need.

2023-24 SPONSORSHIP OPPORTUNITIES

## Celebration Sponsorship Levels

### CHAMPION - \$25,000

- Prominent name/logo on stage displays and monitors
- Speaking opportunity during the event
- Name/logo on event invitation and displayed at the event
- Included in social media and marketing materials
- Specialized display at cocktail hour
- Full-page ad in the program book
- Included in event media coverage
- Two tables of 10 with branded display

### LEADER - \$15,000

- Prominent placement of name/logo on event invitation and displayed at the event
- Included in social media and marketing materials
- Specialized display at cocktail hour
- Recognized by MC
- Full-page ad in the program book
- Included in event media coverage
- Two tables of 10 with branded display

### ADVOCATE - \$10,000

- Prominent placement of name/logo on event invitation and displayed at the event
- Included in social media and marketing materials
- Full-page ad in the program book
- Included in event media coverage
- Two tables of 10 with branded display

### PARTNER - \$5,000

- Name/logo on event invitation and displayed at the event
- Included in social media and marketing materials
- Full-page ad in the program book
- One table of 10

Additional opportunities are available.  
For further information, please contact Paula McLeod  
561.375.6635 | [PaulaMcLeod@UnitedWayPBC.org](mailto:PaulaMcLeod@UnitedWayPBC.org)

# Volunteer Project and Sponsorship Opportunity



United Way  
of Palm Beach County

Opportunities through 9.30.23 | **Total Investment: \$10,000**

**Choose 3  
In-House  
Volunteer Projects**

**AND**

**Choose 1  
United Way PBC  
Event**

- **Hygiene Kits**  
(minimum 250 kits, takes 50 people up to 1–1.5 hours)
  - **Hurricane Supply Kit**  
(minimum 50 kits, takes 25 people up to 1.1-5 hours)
  - **Literacy Kit**  
(minimum 100, takes 50 people 2-3 hours)
  - **School Supplies**  
(minimum 100 backpacks, takes 25 people up to 1-1.5 hours)
  - **Dry Meal Packing**  
(minimum 10,000 meals, takes 50-75 people 1-2 hours)
  - **Book Buddies – cute little reading buddies**  
(minimum 100, takes 25 people up to an hour)
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- **Heart of Palm Beach County Celebrate the Impact | May 11, 2023**  
Location: Hilton West Palm Beach | 6:00 p.m. - 8:30 p.m.  
Celebrate the impact United Way and our community champions have made together over the past year.
  - **Season Premiere Party | Fall 2023**  
Location: TBD



2023

# DAYS OF CARING

## VOLUNTEER OPPORTUNITIES

### April 16-22 – National Volunteer Week

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Gleaning with CROS Ministries | Location TBD

### May 13 – Letter Carrier's Food Drive

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Location TBD

### June 22 – Day of Action

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Literacy Kits at The Literacy Coalition

### July 21-22 – Back to School PBC

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Palm Beach Convention Center

### September 11 – 9/11 Day of Service

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Location TBD

### Oct. 9-Nov. 11 – Project Thanksgiving Food Drive

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Food packing project | November 10 & 11  
Palm Beach County Food Bank

### October 21 – Make a Difference Day

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Literacy Kits | Location TBD

### November 18 – Family Volunteer Day

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Location TBD

### Nov. 28-Dec. 9 – Holiday Toy Drive

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Toy sorting project | Location TBD

### Virtual Projects

- 
- Write a Note to a First Responder or Veteran
  - Create a Star of Hope • Volunteer Bingo • Bookmarks



United Way  
of Palm Beach County

### Partnership Opportunities

Align your brand with United Way's mission, target PBC's philanthropic leaders at major local businesses, and expand your company's reach by sponsoring one of the Days of Caring volunteer projects!

**Sponsorship opportunities  
begin at \$2,500.**

Contact your United Way  
Resource Development  
Director for more  
information!

## Partnership Opportunities

There are additional exclusive events and experiences to align your brand with United Way's mission, target PBC's philanthropic leaders at major local businesses, and expand your company's reach. Create your sponsorship package by supporting these United Way of Palm Beach County groups throughout the year.

### LEADERS UNITED | YEAR-ROUND OPPORTUNITIES

Sponsor annual events for our membership groups: Emerging Leaders, Women United, and Leadership Circle. These membership groups support United Way of Palm Beach County by giving back financially while enjoying social events, volunteer projects, and educational opportunities. Sponsorship of a Leaders United event will guarantee exposure to our community's most recognized philanthropists and leaders.

**Monthly Social Events and Volunteer Projects - 20 Events Annually**

### LOANED EXECUTIVE PROGRAM | AUGUST 2023

United Way of Palm Beach County's Loaned Executive Experience allows your employees to build on their professional skills and raises your company's visibility as a good steward of the community. For 12 weeks, join other participating companies by loaning an employee or sponsoring an individual who will help United Way staff reach the annual campaign goal.

### DESIGN YOUR OWN SPONSORSHIP

Custom packages are available!

Please email [CarolineFrazier@UnitedWayPBC.org](mailto:CarolineFrazier@UnitedWayPBC.org) for more information.

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