

UNITED WAY OF PALM BEACH COUNTY

2023

SPONSORSHIP

OPPORTUNITIES



United Way
of Palm Beach County

Overview

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: APRIL 2024

PROJECTED AUDIENCE: 300-400

LOCATION: TBD

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 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

Volunteer Project and Sponsorship Opportunity



United Way
of Palm Beach County

Total Investment: \$10,000

- **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)

**Choose 3
In-House
Volunteer Projects**

AND

**United Way PBC
Event**

- **Heart of Palm Beach County Celebrate the Impact | April 2024**
Location: TBD
Projected Audience: 300-400
Celebrate the impact United Way and our community champions have made together over the past year.

DAYS OF CARING

VOLUNTEER OPPORTUNITIES

July 21-22 – Back to School PBC

Palm Beach Convention Center

August 24 – Literacy Kits

Literacy Coalition

September 11 – 9/11 Day of Service

Paint Your Heart Out | West Palm Beach
Care Packages | Location TBD

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

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

October 12 – Make a Difference Day

Literacy Kits | Literacy Coalition

November 18 – Family Volunteer Day

Location TBD

Nov. 28-Dec. 9 – Holiday Toy Drive

Toy Sorting Project | Location TBD

January 15, 2024 – MLK Day

Gleaning | Boynton Beach/Delray Area

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!

UNITED WAY OF PALM BEACH COUNTY

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 Marketing@UnitedWayPBC.org for more information.

2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP INTEREST FORM



United Way
of Palm Beach County

Contact Name:

Company:

Billing Address

St

Zip:

Phone #:

Email:



Heart of PBC Celebration

April 2024

Event Sponsorship Level

- ☐ Champion ☐ Leader ☐ Advocate ☐ Partner



ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ☐ Tocqueville Society ☐ Leadership Circle ☐ Women United ☐ Emerging Leaders
- ☐ Loaned Executive Program



United Way Contact: Caroline Frazier, Director of Donor Engagement
CarolineFrazier@UnitedWayPBC.org | 561.375.6626

2023 SPONSORSHIP OPPORTUNITIES