

2024-25

SPONSORSHIP OPPORTUNITIES



UNITED WAY
Palm Beach County





Become a United Way Corporate Sponsor

Sponsorships benefit our corporate partners who support a single or multiple donation opportunity during our annual special events by being included in our campaign materials, event programs, and social media promotion. It's not just an act of goodwill; it's a strategic partnership that drives mutual success.

BENEFIT from year-round philanthropic exposure thus advancing your business goals.

STRENGTHEN your corporate reputation by demonstrating your commitment to making a meaningful difference in the community.

IMPACT our community by providing support to those with the most critical needs.

REINFORCE your corporate social responsibility (CSR) and reputation with your customers, employees and the community.

PARTNER with Palm Beach County's most respected, impactful, and results-driven nonprofit organization.

More than
10,000
volunteers
improving lives

Serving our
community since
1929



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EVENT SPONSORSHIP

Heart of Palm Beach County**April 29, 2025 | 6:00pm - 8:30pm****Kravis Center for the Performing Arts**

The Heart of Palm Beach County is the premiere event recognizing United Way's most dedicated supporters and top corporate partners. Hundreds of guests attend this celebration to acknowledge and applaud those who transform our community. We invite you to be part of that magic!

PRESENTING SPONSOR - SOLD

Thank you to our Presenting Sponsor!

**GOLD SPONSOR - \$10,000**

- Verbal recognition from the emcee during the event
- Company logo displayed on event signage and presentation
- Full-page ad in the event program
- Company logo on event materials, social media, and website
- Company name included in pre-and post-event media releases
- Recognition in all pre-and post-event email blasts
- VIP seating reserved for a table of ten

SILVER SPONSOR - \$5,000

- Company logo displayed on event signage and presentation
- Recognition during the event program
- Half-page ad in the event program
- Company logo on event materials, social media, and website
- Company name included in pre-and post-event media coverage
- Recognition in all pre-and post-event email newsletters
- Reserved seating for eight guests

BRONZE SPONSOR - \$2,500

- Company logo displayed on event signage and presentation
- Recognition on event signage
- Half-page ad in the event program
- Company logo on event materials, social media, and website
- Reserved seating for six guests

**Learn more about Heart of Palm Beach County sponsorship opportunities by
contacting Marketing@UnitedWayPBC.org**



UNITED WAY
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VOLUNTEER ENGAGEMENT SPONSORSHIPS

Year-Round Opportunities

We host numerous volunteer opportunities and create custom volunteer projects for your company. Big or small, one location or many, we help connect you with impactful volunteer engagement opportunities to rally your team around a critical cause that greatly assists local nonprofits.

OUR RESPONSIBILITIES INCLUDE:

- Plan the entire project from start to finish, alongside a company team leader
- Fit the project into the appropriate time frame
- Manage project logistics
- Order materials and have them ready to use the day of the event
- Set up the project
- Take photos during the event
- Showcase the event on United Way social media for company PR
- Coordinate agency pickup of material if needed
- Send all photos to the company team leader
- Send thank you email

Below are some of the many customizable volunteer opportunities for your consideration

EMERGENCY PREPAREDNESS KITS - \$6,000

Help families stay safe and ready for any emergency with our comprehensive Emergency Preparedness Kits. Pack essential items such as first aid supplies, flashlights, and ponchos to provide crucial support during hurricane season and other unexpected emergencies.

- **Approximately 250 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

SCHOOL SUPPLY KITS - \$5,000

Empower students to succeed! School Supply Kits, which include essential items such as pens, pencils, rulers, and notebooks, help ensure that every child has the tools they need for a successful academic year.

- **Approximately 250 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

**Learn more about custom volunteer engagement opportunities
by contacting Volunteer@UnitedWayPBC.org**



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VOLUNTEER ENGAGEMENT SPONSORSHIPS

NEW BABY KITS - \$5,000

Support new parents and their newborns with New Baby Kits filled with essential items like blankets, diapers, and wipes. These kits provide much-needed assistance to families, ensuring they have the necessities to care for their precious little ones.

- **Approximately 250 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

HYGIENE KITS - \$3,000

While Hygiene Kits are a valuable item for everyone, they are often most needed in low-income communities and areas affected by disasters — where essential things like toothpaste, toothbrushes, deodorant, and soap are less readily accessible.

- **Approximately 300 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

LITERACY KITS - \$2,500

Literacy Kits are crucial given 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.

- **Approximately 150 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

FINANCIAL LITERACY KITS - \$2,500

Foster financial literacy in young children with Financial Literacy Kits, which include calculators, engaging activities, and piggy banks. These kits help kids learn essential money management skills in a fun and interactive way.

- **Approximately: 200 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

DENTAL KITS - \$1,500

Promote good oral hygiene with Dental Kits containing toothbrushes, toothpaste, and floss. Ideal for youth and people experiencing homelessness, these kits provide essential dental care tools for maintaining good oral hygiene and a healthy smile.

- **Approximately 500 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

UTENSIL KITS - \$1,000

Provide essential dining tools to those in need with Utensil Kits, which include a fork, knife, spoon, and napkin. These kits support individuals experiencing homelessness by ensuring they have basic utensils for daily meals.

- **Approximately 500 kits**
- **Recommended: 50 volunteers | Duration: 1-1.5 hours**

Learn more about custom volunteer engagement opportunities
by contacting Volunteer@UnitedWayPBC.org



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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 professional development. 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

- Opportunity to speak at WU events and volunteer projects
- Four complimentary tickets to the Heart of Palm Beach County celebration
- Logo placement on the United Way of PBC's website as the Presenting Sponsor through September 2025
- 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 display your company's branded signage at WU events

NETWORKING EVENT SPONSOR - \$5,000

- Two complimentary tickets to the Heart of Palm Beach County celebration
- Logo placement on the United Way of PBC's website as the Networking Event Sponsor through September 2025
- 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

VOLUNTEER PROJECT SPONSOR - \$3,000

- Logo placement on the United Way of PBC's website as the WU Volunteer Project Sponsor through September 2025
- 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 Leadership@UnitedWayPBC.org**



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EMERGING LEADERS

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

ANNUAL PRESENTING SPONSOR - \$10,000

- Opportunity to speak at EL events and volunteer projects
- Four complimentary tickets to the Heart of Palm Beach County celebration
- Logo placement on the United Way of PBC's website as the EL Presenting Sponsor through September 2025
- Social media promotion of your company's support
- Logo inclusion on all EL email newsletters promoting upcoming events
- Opportunity to display your company's branded signage at EL events

NETWORKING EVENT SPONSOR - \$5,000

- Two complimentary tickets to the Heart of Palm Beach County celebration
- Logo placement on the United Way of PBC's website as the EL Networking Event Sponsor through September 2025
- 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

VOLUNTEER PROJECT SPONSOR - \$3,000

- Logo placement on the United Way of PBC's website as the EL Volunteer Project Sponsor through September 2025
- 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 Leadership@UnitedWayPBC.org.**



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