



2022-2023 PREMIER SPONSORSHIP

Enhance your visibility year-round by partnering with one of the world's most valuable brands.

When you partner with us, you enhance your visibility and demonstrate that your organization is invested in the well-being and prosperity of all those who call Marion County home. You will be sponsoring our in-person events and gatherings.

United Way of Marion County has been a driving force in uniting local organizations and resources for more than 60 years. We focus on things that everyone needs for a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

As a **PREMIER SPONSOR**, your organization would be recognized by United Way of Marion County in a variety of print and electronic materials, providing regular visibility and the highest value brand recognition. Most importantly, it ensures that your organization is a participating sponsor of each of United Way's four (4) annual events.

YEAR-ROUND PREMIER SPONSORSHIP BENEFITS:

- **Logo placement in the promotional materials of each of United Way of Marion County's (UWMC) four major annual events. The total estimated attendance is more than 2,100 supporters.**
- **Four (4) tickets to all UWMC's annual events.**
- **Premier Sponsor logo prominently placed on UWMC website.**
- **Recognition as a sponsor in United Way's annual giving video shared on online, at events, on social media, and in workplaces throughout Marion County.**
- **Quarterly recognition on social media sites totaling more than 4,200 followers.**
 - **Facebook: 3,200 likes (21,000+ monthly reach)**
 - **Twitter: 671 followers (6,300+ monthly reach)**
 - **Instagram: 1100 followers (4,500+ monthly reach)**
- **Logo placement on electronic newsletters sent to 10,000+ recipients.**
- **The rights to use the United Way of Marion County logo on corporate materials to show partnership as a Premier Sponsor.**
- **Inclusion in UWMC's Annual Report shared with 1,000+ donors and community stakeholders.**

Investment: Sponsorship gift of \$6,000

Deadline: May 30, 2022

****Benefits are effective June 1, 2022 through May 30, 2023.***



2022-2023 PREMIER SPONSORSHIP

Signature Events

ANNUAL MEETING AND COMMUNITY KICK-OFF – August 2022

Attendance: 250

Audience: Marion County business and community leaders

- **Logo on printed (500 mailed) and electronic invitations (10,000 addresses)**
- **Signage at the event and on the printed program (*if applicable*)**
- **Acknowledgment from the podium**
- **Admission for up to 4 guests.**

LEADERSHIP APPRECIATIVE EVENT – Fall/Winter 2022

Attendance: 150

Audience: Leadership donors (annual gift of \$1,000 or more) to United Way, Marion County business and community leaders

- **Logo on printed (500 mailed) and electronic invitations (500)**
- **Signage at the event**
- **Acknowledgement from the podium**
- **Admission for two guests**

UNITED WAY DAYS OF CARING – Several dates throughout the campaign year.

Attendance: 1,000+ at multiple sites & days.

Audience: Marion County businesses, employees, and nonprofit partners.

- **One Day of Caring designed specifically for your employees/family**
- **Recognition in social media posts before and after events**
- **Recognition in a press release following the event**

COMMUNITY CELEBRATION EVENT – May 2023

Attendance: 150

Audience: Marion County business, community leaders, volunteers, and leadership donors.

- **Logo on electronic invitations**
- **Signage at the event**
- **Podium Remarks 2-3 Minutes**
- **Admission for up to 4 guests (additional guest may be added)**
- **Recognition in a press release following the event**

Premier Sponsors may have the opportunity to upgrade to a higher sponsorship level for many of the events listed above at a discounted rate.



United Way of Marion County

Sponsor name (to be publicized):

Business name (if different):

Business address:

Contact name & title:

Contact phone number & email:

Billing name & address (if different than above):

- Yes, I would like to commit to being a Premier Sponsor for the United Way of Marion County for the 2022-2023 events at the cost of \$6,000.
- Yes, I give permission for my company's name, logo and website to be shared in print, online and social media for recognition purposes.
- Yes, I give permission for my company's name, logo and website to be shared in print, online and social media for recognition purposes.
- Check is enclosed (payable to United Way of Marion County)
- Please invoice me:
Once on (date)____, 20__ (\$6,000)
- Other (specify): _____

Signature:_____ Date:_____

Please send completed forms by May 2, 2022, to:

United Way of Marion County
ATTN: Caitlin Lloyd
1401 NE 2nd St.
Ocala, FL 34470