

Invest in Change that Matters.



United Way of
Indian River County

Sponsorship Opportunities

1836 14th Avenue, Vero Beach, FL 32960
(77) 567-8900 | UnitedWayIRC.org





ELITE CAMPAIGN SPONSORSHIP

\$500

Year Round

Elite Campaign Sponsors ensure that funds raised from the Annual Campaign are maximized by making a gift of \$500 to defray Campaign costs.

Each Elite Campaign Sponsor receives the following benefits:

- Recognition in a Press Journal ad
- Signage with name and a live mention at Campaign events (Community Leaders Breakfast, Day of Caring, and Thank You Celebration)
- Acknowledgement on our website and social media
- Inclusion in the UWIRC Community Impact Report



TORCHBEARER

\$12,000

Year Round

Critical to the success of our Annual Campaign, Torchbearers make a combined commitment (corporate* and employee gifts) of at least \$12,000.00. Your support ensures local residents continue to receive vital services that improve lives.

**Can include Event Sponsorships*

In return for your significant commitment at the Torchbearer level, you receive the following benefits:

- Company name prominently listed on one of the UW community signs during the Campaign – great community visibility and co-branding opportunity
- Prominent recognition in a Press Journal ad
- Prominent signage with logo and a live mention at ALL events (Community Leaders Breakfast, Day of Caring, Jackie Robinson Celebration Game, Thank You Celebration and Citrus Golf)
- Acknowledgement on our website and social media
- Inclusion in the UWIRC Community Impact Report
- Eligible to compete in Trike Wars

COMMUNITY LEADERS' BREAKFAST

\$7,500

Fall

The United Way Community Leaders' Breakfast is a signature, invitation-only event traditionally attended by over 150 community leaders to celebrate our funded partners, donors, volunteers and advocates who have helped improve lives in our community.

Sponsorship benefits include:

- Placement of logo prominently on all event materials including invitations (mailed to over 600 guests), printed program and event signage
- Inclusion in pre and post event press releases
- Acknowledgement on our website and social media
- Opportunity to include company marketing materials on tables
- Head table reserved for 8-10 guests
- Invitation of one representative to speak at the beginning of the event program
- Inclusion in the UWIRC Community Impact Report





THANK YOU BLOCK PARTY & TRIKE WARS

\$6,000

Spring

To showcase the outstanding work being done by donors, community stakeholders, volunteers and funded partners, and have fun while doing it. This family-friendly event features our Torchbearer Trike Wars where top workplaces compete for the coveted trophy!

Grand Prix Presenting Sponsor benefits include:

- Placement of logo prominently on all event materials including invitations and day of signage
- Inclusion in pre and post event press releases
- Acknowledgement on our website and social media
- Opportunity to display sponsor tent at event
- Signage on stage where winners are announced
- Recognition during the event
- Inclusion in the UWIRC Community Impact Report

TORCHBEARER TRIKE WARS

Spring



Sponsor Benefits	Grand Prix \$6,000	Speedway \$4,000	Tricycle \$2,500	Finish Line \$2,000	Pit Crew \$1,000	Bumper \$500
Sponsorship Exclusivity						
Company Displayed on Event Signage						
Inclusion in Invitations						
Named in Pre and Post Event Releases	✓	✓	✓			
Acknowledgement on Website and Social Media						
Reserved Sponsor Tent	✓					
Inclusion in Event Remarks	✓	✓				
Speaking Opportunity for 1 Representative	✓					
Inclusion in Newsletter and Community Impact Report	✓	✓				

ALEXIS DE TOCQUEVILLE & LEADERSHIP CELEBRATION

Presenting Sponsor: \$10,000

Co-Sponsor: \$5,000

Spring

The Alexis de Tocqueville (AdT) & Leadership Societies are groups of generous and affluent donors who make significant annual gifts to United Way. Alexis de Tocqueville donors contribute \$10,000 and above and Leadership donors contribute \$1,000-\$9,999. These critically important constituencies invest over \$1.8M in vital programs in our community.

Co-Sponsor benefits include:

- Opportunity to attend and visit with guests
- Prominent placement in media submissions as a sponsor of this signature event
- Recognition during the event program
- Prominent signage at the event
- Visibility among high net-worth constituents from affluent communities
- Inclusion in all post-event United Way communications including press releases, AdT newsletter, website, social media and the UWIRC Community Impact Report

Presenting Sponsor benefits include ALL Co-Sponsor benefits plus:

- Logo on all event materials including invitations mailed to more than 600 constituents
- Opportunity to make remarks during the event program

COMMUNITY OUTREACH SPONSORSHIPS

POWERED BY PURPOSE

Sponsorship: \$4,000

Fall & Spring

The Powered by Purpose series features community leaders and experts speaking about different topics of interest to help attendees learn more about an issue, community challenges, collaborations, resources and ways to get involved. Each of the six events will host 50-100 people at a time, including residents of private communities on island, membership of all community funders, community leaders, and more.

Powered by Purpose Sponsor benefits include:

- Company name and logo on all invitations to more than 400 constituents
- Social media acknowledgements
- Inclusion in pre and post event releases
- Prominent signage at event
- Opportunity for 1 representative to speak at beginning of event
- Opportunity for representatives to attend

BORN LEARNING TRAIL

Sponsorship: \$4,500

Year Round

Born Learning Trails are a series of twenty interactive signs placed in key community locations that offer fun activities and learning opportunities for young children and their families. It helps parents, caregivers and communities create quality, educational engagement while out for a stroll or visiting local playgrounds.

Born Learning Trail Sponsor benefits include:

- Company logo prominently placed on up to 20 trail signs (10 English and 10 Spanish) permanently installed at an approved location in Indian River County
- Team building opportunity for company employees to construct the Trail
- Ribbon cutting ceremony after completion for marketing/PR purposes
- Inclusion in the UWIRC Community Impact Report





VITA FREE INCOME TAX PREPARATION & ASSISTANCE

Sponsorship: \$1,000

Winter/ Spring

Individuals within a certain income level can receive free income tax preparation through the United Way of Indian River County. This important service brings over \$1.6M back to our community through tax refunds.

VITA Sponsor benefits include:

- Logo included on flyers, ads and social media
- Signage at the United Way VITA location
- Name included in the UWIRC Community Impact Report



SPECIAL EVENT SPONSORSHIPS

CITRUS GOLF CLASSIC

Spring



The Annual Citrus Golf Tournament is one of Indian River County's longest running golf tourneys where 100 participants tee off to raise funds for United Way.

Sponsor Benefits	Platinum \$5,000	Gold \$3,000	Silver \$1,500	Drink \$500	Tee \$250
Inclusion in Event Remarks					
Complimentary Foursome	Two Teams	One Team	One Team		
Opportunity to Add Branded Swag in Gift Bags					
Named in Pre and Post Event Releases					
Company Displayed on Event Signage	Logo	Logo	Name		
Inclusion in Event Slide Show	Logo	Logo	Name	Name	
Acknowledgement on Website and Social Media					
Tee Sign					
Signage at Drink Station					

JOIN US TODAY.
TOGETHER WE CAN
CHANGE TOMORROW.

Become a Sponsor

Becoming a sponsor doesn't just feel good, it makes good business sense too.

Customers are more likely to support organizations that are involved in the local community. Your support of United Way helps build a positive brand image for your company.

United Way is a community leader with a wide and diverse reach, providing maximum exposure for your investment. Our brand is highly recognized throughout Indian River County, nationally and world-wide.

Customized packages can be created and in-kind sponsorships are available.

To learn more about our sponsor opportunities, please contact Jessica Schmitt at 772-567-8900, ext 121 or Jessica.Schmitt@UnitedWayIRC.org.

