

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





United Way of
Indian River County

United Way of Indian River County has been making a difference in the impact areas of health, education, and financial stability for more than 60 years. When you partner with us, you're helping our community thrive while reaching top community leaders, businesses and families through ongoing cross promotional opportunities.

So, why sponsor United Way of Indian River County Events?

- United Way's brand is recognized throughout the world and carries tremendous value
- Sponsorship provides valuable advertising for your business and positions you as a community leader
- Join a growing network of business leaders committed to making our community truly great for everyone
- Reach across wide and diverse audiences

ANNUAL CAMPAIGN SPONSORSHIPS

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:

- Inclusion in recognition ad
- Signage with name at Campaign events (Community Leaders' Breakfast, and Thank You Celebration)
- Acknowledgment 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 lead the way with a combined commitment (corporate* and employee gifts) of at least \$12,000. Your support ensures local residents continue to receive vital services that improve lives.

**Includes 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 banners displayed throughout Indian River County during the Campaign
- Inclusion in Recognition ad
- Prominent signage with logo
- Acknowledgment on our website and social media
- Inclusion in the UWIRC Community Impact Report
- Eligible to compete in Trike Wars at the Thank You Block Party

COMMUNITY LEADERS' BREAKFAST

\$7,500

Fall

United Way's Community Leaders' Breakfast is a signature, invitation only event 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
- Acknowledgment 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



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, 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 200 constituents for each session
- Social media acknowledgments
- Inclusion in pre and post event releases
- Prominent signage at event
- Opportunity for a representative to speak at beginning of event
- Opportunity for representatives to attend



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
- Social media acknowledgment
- Signage at the United Way VITA location
- Name included in the UWIRC Community Impact Report



SPECIAL EVENT SPONSORSHIPS



WIFFLEPALOOZA WIFFLEBALL TOURNAMENT

Winter

A favorite backyard game, this event brings together the community for some nostalgic fun in support of a great cause and features a homerun derby which adds to the excitement.

| Sponsor Benefits | Silver \$1,000 | Bronze \$500 | Friend \$250 |
|--|------------------------|-----------------|-----------------|
| One Complimentary Wiffleball Team | ✓ | | |
| Named in Pre and Post Event Releases | ✓ | | |
| Company Displayed on Event Signage | Event Signage & Banner | | ✓ |
| Acknowledgment on Website and Social Media | ✓ | ✓ | |
| Company Displayed at One Field | | ✓ | |



ST. PADDLE'S DAY PICKLEBALL TOURNAMENT

Spring

For some festive fun, United Way takes St. Patrick's Day to the pickleball courts for some friendly competition in a tournament to raise funds to improve our community.

| Sponsor Benefits | Gold \$3,000 | Silver \$1,000 | Bronze \$500 | Friend \$250 |
|--|------------------------|-------------------|-----------------|-----------------|
| Inclusion in Event Remarks | ✓ | | | |
| Complimentary Pickleball Team(s) | Two Teams | One Team | | |
| Opportunity to Add Branded Swag in Gift Bags | ✓ | | | |
| Named in Pre and Post Event Releases | ✓ | ✓ | | |
| Company Displayed on Event Signage | Event Signage & Banner | Yard Signs | | ✓ |
| Inclusion on T-Shirt | Logo | Small Logo | Name | |
| Acknowledgment on Website and Social Media | ✓ | ✓ | ✓ | |
| Company Name Displayed on One Court | | | ✓ | |



CITRUS GOLF CLASSIC

Spring

The Annual Citrus Golf Tournament is one of Indian River County’s longest running golf tourneys where 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 | |
| Acknowledgment on Website and Social Media | ✓ | ✓ | ✓ | ✓ | |
| Tee Sign | ✓ | ✓ | ✓ | | ✓ |
| Signage at Drink Station | | | | ✓ | |



THANK YOU BLOCK PARTY & TRIKE WARS

\$6,000
Spring

This family-friendly event showcases and recognizes the outstanding work being done by donors, volunteers and funded partners, while having fun and bringing the community together.

**Additional sponsor opportunities are on the following page*

Grand Prix Presenting Sponsor benefits include:

- Prominent signage displayed at the Block Party
- Inclusion in pre and post event press releases
- Acknowledgment on our website and social media
- Opportunity to display sponsor tent at event
- Signage on stage where winners are announced
- Live recognition during event
- Inclusion in the UWIRC Community Impact Report



| Sponsor Benefits | Grand Prix \$6,000 | Speedway \$4,000 | Tricycle \$2,500 | Pit Crew \$1,000 | Bumper \$500 |
|--|---|------------------------------|--|--------------------------------------|--------------------------------------|
| Sponsorship Exclusivity | (1) Sponsorship Available | (1) Sponsorship Available | (3) Sponsorships Available | (Multiple) Sponsorships Available | (Multiple) Sponsorships Available |
| Company Displayed on Event Signage | Winner's Stage and Day of Event Signage | Banner on Trike Course | Name on Flag on Racing Tricycle in Each Heat | Course Signage | Day of Event Signage |
| Inclusion in Invitations | Logo | | | | |
| Named in Pre and Post Event Releases | ✓ | ✓ | ✓ | | |
| Acknowledgment on Website and Social Media | Logo | Logo | ✓ | ✓ | ✓ |
| Reserved Sponsor Tent | ✓ | | | | |
| Inclusion in Event Remarks | ✓ | ✓ | ✓ | ✓ | ✓ |
| Speaking Opportunity for 1 Representative | ✓ | | | | |
| Inclusion in Newsletter and Community Impact Report | ✓ | ✓ | | | |

BUNDLE PACKAGE

Sponsorship: Varies
Year Round

Bundle the fun! Sponsor all the special events and save while still receiving full sponsorship tier benefits* and reaching a wider audience.

**Please refer to previous event sponsorship pages for benefit detail*

We are offering the following packages:

- **Silver Podium Partner** — Silver sponsorships of all four events for \$4,000 (*savings of \$500*)
- **Bronze Podium Partner** — Bronze sponsorships of all four events for \$1,500 (*savings of \$500*)
- **Super Fan** — Friend sponsorships of all four events for \$750 (*savings of \$250*)

If these packages do not fit your needs, please contact us to discuss customization.



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.

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