

**UNITED WE WIN.**

**LIVE UNITED**

## United Way of Greater Nashville 2020 Days of Action Sponsorship Opportunities

Invest in a better Greater Nashville by partnering with United Way. Your sponsorship **grows your brand** by gaining exposure to more than 58,000 supporters; gets your colleagues out of the office for a day of **team-building**, camaraderie and giving back; and **supports causes and initiatives** that improve the lives of our most vulnerable neighbors.



- **Level Up for Literacy (April)** works to build libraries in local classrooms so that every child has access to books and the opportunity to improve their literacy skills.
- **Stuff the Bus (July)** provides students in-need with the school supplies necessary to succeed.
- **Give Thanks (November)** volunteers collect food items to provide Thanksgiving meals and supplemental food to our neighbors in need.

SPONSOR BENEFITS:	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Opportunity to make remarks during Day of Action event programs	●			
Mention in all Day of Action media releases	●	●		
Recognition as a corporate sponsor in United Way 2020 Annual Report	●	●		
Logo recognition on United Way website (4,000+ visitors/month)	●	●	●	●
Logo on all Day of Action event signage and promotional materials*	●	●	●	●
Logo/mention in all event invitations and related email communications* (58,000+ subscribers)	●	●	●	●
Reserved volunteer spots for employees/partners at each Day of Action event	50	25	10	5
Reserved volunteer spots for exclusive next-day package delivery opportunities (i.e. classroom library, backpack and Thanksgiving basket deliveries)	15	10	5	3
Custom posts on United Way social media channels as a Day of Action sponsor (75,000+ impressions/month)	5	3	2	1

\* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Courtney Barlar at [courtney.barlar@unitedwaygn.org](mailto:courtney.barlar@unitedwaygn.org) or 615.780.2407.

