



# PARTNER WITH US.

## LIVE UNITED®

Our sponsors go above and beyond their workplace campaigns and corporate contributions by supporting events that help us make an even bigger impact. When your workplace partners with United Way, you create opportunities to engage your employees more deeply. And you connect your brand to a trusted nonprofit that is building a better, brighter Greater Nashville.

# UNITED WE WIN. LIVE UNITED

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

Invest in a better community 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.

# UNITED WE WIN.

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### United Way of Greater Nashville 2020 Tour Tuesday Sponsorship Opportunities



On the third Tuesday of each month, guests join United Way at a different partner agency throughout the counties we serve to learn about the great work happening in our community. While guests enjoy lunch, partner agency staff share details about their work, then open up the floor for questions and discussion before leading a tour of the agency.

Your sponsorship will showcase your brand as a **leader in the community** while supporting causes and initiatives that **improve the lives of our most vulnerable neighbors**.

#### SPONSOR BENEFITS:

**\$2,500**

Recognition by United Way staff during program remarks	●
Logo on all event signage and promotional materials*	●
Logo/mention in event invitation and related email communications* (58,000+ subscribers)	●
Custom posts on United Way social media channels as event sponsor (75,000+ impressions/month)	●

*\* Subject to print/distribution deadlines.*

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# UNITED WE WIN.

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## United Way of Greater Nashville 2020 Leadership Sponsorship Opportunities

Our group of more than 3,000 Leaders United donors is made up of anyone who generously contributes an annual gift of \$500 or more. This group includes our Tocqueville Society *Alpha Chapter* (\$10,000+) and Young Leaders Society (ages 45 and under) members. An individual, company or organization can choose to be a year-round program sponsor or can select specific, individual events throughout the year such as luncheons with local leaders, networking opportunities, educational programs and more.

Your sponsorship **grows your brand** by gaining exposure to donors, volunteers, corporate partners and nonprofit agencies while helping us grow our membership so that we can make an even greater impact on our neighbors who need it most.



SPONSOR BENEFITS	Year-Round	Individual Event		
	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition from podium as event sponsor	●	●		
Recognition as a corporate sponsor in United Way 2020 Annual Report	●	●		
Logo recognition on Leaders United website and all Leaders United event pages (4,000+ visitors/month)	●	●	●	
Logo/mention in event invitation and related email communications* (58,000+ subscribers)	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as a Leaders United sponsor (115,000+ impressions/month)	5	3	1	1
Complimentary tickets (for ticketed events) or reserved spots (for events that are free of charge)	15	10	5	3

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# UNITED WE WIN.

## LIVE UNITED

## United Way of Greater Nashville 2020 Annual Meeting Sponsorship Opportunities



More than **400 business leaders, nonprofit professionals and government officials** will gather on April 29 to hear directly from United Way and community leadership about how we are bringing the community together to address our most pressing issues. This special event will feature **networking opportunities and a continental breakfast followed by presentations** on our most recent initiatives and our 2019 Campaign Awards.

Your sponsorship will showcase your brand as a **leader in the community** while supporting causes and initiatives that **improve the lives of our most vulnerable neighbors**.

SPONSOR BENEFITS:	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Opportunity to make remarks during Annual Meeting event program	●			
Mention in all event-related media releases	●			
Recognition from podium as event sponsor	●	●		
Recognition as a corporate sponsor in United Way 2020 Annual Report	●	●		
Logo in event printed program*	●	●	●	●
Logo recognition on United Way Annual Meeting website (4,000+ visitors/month)	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Logo/mention in event invitation and related email communications* (58,000+ subscribers)	●	●	●	
Event tickets with reserved seating in front seating section during meeting	15	10	5	5
Custom posts on United Way social media channels as event sponsor (75,000+ impressions/month)	5	3	1	1

\* Subject to print/distribution deadlines.

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Ready to get started?

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contact Courtney Barlar at [courtney.barlar@unitedwaygn.org](mailto:courtney.barlar@unitedwaygn.org) or 615.780.2407.

United Way of Greater Nashville  
*Serving Cheatham, Davidson, Hickman, Robertson and Williamson counties*

[unitedwaygreaternashville.org](http://unitedwaygreaternashville.org)  
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