



# 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 2021 Community Meeting Sponsorship Opportunities



Hundreds of business leaders, nonprofit professionals and government officials will gather virtually in May to hear directly from United Way and community leadership about how we are bringing Greater Nashville together to address our most pressing issues.

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
Mention in all event-related media releases	●			
Recognition during program as event sponsor	●	●		
Recognition as a corporate sponsor in United Way 2021 Annual Report	●	●		
Logo/mention in event invitation and related email communications* (58,000+ subscribers)	●	●	●	
Logo recognition on United Way Annual Meeting website (4,000+ visitors/month)	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as event sponsor (75,000+ impressions/month)	5	3	1	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. LIVE UNITED

## United Way of Greater Nashville 2021 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; gives your colleagues the chance to build camaraderie and give back; and **supports causes and initiatives** that improve the lives of our most vulnerable neighbors.



- **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 2021 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.

\*\*Subject to COVID-19 restrictions and ability to host in person gatherings.

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.

## LIVE UNITED

## United Way of Greater Nashville 2021 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 \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
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

\* 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.

## LIVE UNITED

### United Way of Greater Nashville Patricia Hart Society's 2021 HeART to Heart Annual Fundraising Event Sponsorship Opportunities



The Patricia Hart Society is a group of dedicated community members of all ages and backgrounds committed to creating lasting change. The Society's vision is to create opportunities for women to take a leadership role in positively impacting the community. Patricia Hart, a Williamson County resident and active community volunteer, agreed to lend her name to this endeavor because of her strong belief in United Way. The 2021 annual HeART to Heart fundraising event combines inspirational stories, a silent auction and an opportunity to hear from leaders in our community.

Your sponsorship **grows your brand** by gaining exposure to donors, volunteers, corporate partners and nonprofit agencies while supporting our work to ensure that every person in our community has an equal chance at a bright future.

SPONSOR BENEFITS:	DIAMOND \$3,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$250-\$750
Option to place staff/table/banner in event atrium	●			
Full page ad in event program*	●			
Verbal recognition by emcee during the event	●	●	●	
Half page ad in event program*		●		
Quarter page ad in event program*			●	●
Recognition on United Way website and e-Newsletter	●	●	●	●
Recognition in all printed materials*	●	●	●	●
Complimentary tickets**	10	5	2	0

*If the event should be virtual and traditional printed materials are not produced \*social media promotion would replace ads and \*\* auction special access (TBD) would replace complimentary tickets.*

For more information or to become a sponsor, contact Sara Atwood at [sara.atwood@unitedwaygn.org](mailto:sara.atwood@unitedwaygn.org) or 615.780.2433.

# Ready to get started?

To learn more about partnering with United Way of Greater Nashville,  
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*

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