



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. You activate the process of permanent, positive change. And you connect your brand to a trusted nonprofit that is building a better, brighter community.

United Way of Greater Nashville 2023 Community Meeting Sponsorship Opportunities

Each Spring, hundreds of business leaders, nonprofit professionals and government officials gather to hear directly from United Way and community leaders 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's 2023 Annual Report | ● | ● | - | - |
| Logo/mention in event invitation and related email communications* (90,000+ subscribers) | ● | ● | ● | - |
| Logo recognition on United Way's Annual Meeting Eventbrite page | ● | ● | ● | ● |
| 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 or 615.780.2407.

United Way of Greater Nashville 2023 Days of Action Sponsorship Opportunities

Invest in a better community by partnering with United Way for our annual Day of Action community-wide volunteer efforts. 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.



- **Bedtime Books (April)** builds bedtime boxes full of books, toothbrushes, toothpaste and stuffed animals to help families establish healthy bedtime routines and build essential early literacy skills.
- **Stuff the Bus (July)** provides local elementary students with backpacks of supplies for the first day of school.
- **Give Thanks (November)** volunteers collect food items to provide holiday meals and supplemental food to families in need.

| SPONSOR BENEFITS: | PLATINUM \$50,000 | GOLD \$25,000 | SILVER \$10,000 | BRONZE \$5,000 |
|--|----------------------|------------------|--------------------|-------------------|
| Mention in all Day of Action media releases | ● | ● | - | - |
| Recognition as a corporate sponsor in United Way's 2023 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* (90,000+ 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 (if applicable) | 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 Lindsay Keitel at lindsay.keitel@unitedwaygn.org or 615.926.9350.

Read to Succeed Professional Development Sponsorship Opportunities



United Way's Read to Succeed Professional Development training supports equitable access to high-quality professional development for early childhood providers and caregivers. Read to Succeed Professional Development serves the early childhood community by offering a free, weekly webinar series and an annual conference.

The program also offers free, site-specific, on-demand trainings to care providers, community organizations and businesses.

Your sponsorship will showcase your brand as a leader in the community while supporting training initiatives that work to improve the lives of the children and families in our community.

"Thank you for all the online recorded sessions you've provided during this crazy time in our lives. I especially love how you start each session so calming and centering. These have been a blessing in disguise and have kept my motivation as a teacher strong and refreshed. Our program went back to in-person school last September and having listened to so many sessions of yours, I felt prepared and positive to be with my pre-K students in light of our global pandemic." – Heidi Esposito, early childhood education teacher

| SPONSOR LEVEL: | PLATINUM \$10,000 | GOLD \$5,000 | SILVER \$2,500 | BRONZE \$500 |
|--|----------------------|-----------------|-------------------|-----------------|
| Company logo on all annual conference signage and promotional materials* | ● | ● | - | - |
| Company logo and/or mention in all annual conference related media releases* | ● | ● | - | - |
| Company logo and/or mention in conference event invitation and related communications* | ● | ● | - | - |
| Company logo on all weekly webinar promotional materials published for duration of sponsorship | ● | ● | ● | ● |
| Company logo on United Way's Read to Succeed Professional Development web pages for duration of sponsorship | ● | ● | ● | ● |
| Company logo and/or mention in weekly webinar invitation, related email communications and media releases for length of sponsorship* | ● | ● | ● | ● |
| Free custom trainings provided for your organization | 1 | - | - | - |
| Free standard trainings provided for your organization | 1 | 1 | - | - |

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Elandriel Lewis at elandriel.lewis@unitedwaygn.org or 615.780.2446.



United Way of Greater Nashville 2023 Tour Tuesdays Sponsorship Opportunities

On the third Tuesday of each month, guests join United Way to hear from our partner agency providers and to learn about the great work happening in our community. These sessions provide a unique opportunity for our donors and supporters to hear directly from the partner agencies we support and get an insider view of the many ways in which their dollars are helping make a real difference in the community.

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* (90,000+ subscribers) | ● |
| Custom posts on United Way social media channels as event sponsor (75,000+ impressions/month) | ● |

** Subject to print/distribution deadlines.*

For more information or to become a sponsor, contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.



United Way of Greater Nashville 2023 Young Leaders Society Event Sponsorship Opportunities

The Young Leaders Society is a network of passionate young professionals creating lasting impact in their communities. YLS members connect with each other and their community through leadership development, volunteer opportunities, networking experiences and more. We host several events throughout the year to give young professionals the chance to connect, give back and dig deeper into the issues affecting our community.



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.

- Unlabeled (February)
- Networking Over Nashville (October)
- Bi-Monthly Networking Happy Hours

| SPONSOR LEVEL: | PLATINUM \$5,000 | GOLD \$2,500 | SILVER \$1,000 | BRONZE \$500 |
|---|---------------------|-----------------|-------------------|-----------------|
| Company logo and/or mention in event invitation and related email communications* | ● | ● | ● | ● |
| Company logo on all event signage and promotional materials* | ● | ● | ● | ● |
| Custom posts on United Way social media channels as event sponsor | ● | ● | - | - |
| Logo recognition on Young Leaders Society web page and all event pages | ● | ● | ● | ● |
| Opportunity to provide branded marketing materials and/or items | ● | ● | ● | - |
| Complimentary tickets to event | 10 | 6 | 4 | 2 |
| Recognition as sponsor during event | ● | ● | ● | ● |
| Opportunity to address audience | ● | - | - | - |
| Opportunity to have six-foot table at in-person events | ● | - | - | - |

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Lindsay Keitel at lindsay.keitel@unitedwaygn.org or 615.780.2453.

United Way of Greater Nashville Patricia Hart Society's Annual Spring Fundraiser



The Patricia Hart Society is a group of dedicated community members of all ages and backgrounds committed to improving literacy for children in our community. 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 2023 event brings together hundreds of people to hear enjoy cocktails, a silent auction and the opportunity to connect and network with philanthropic 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 LEVEL: | PLATINUM \$5,000 | GOLD \$3,500 | SILVER \$2,500 | BRONZE \$1,000 |
|--|---------------------|-----------------|-------------------|-------------------|
| Company logo or name mention in event invitation and related email communications* | ● | ● | ● | ● |
| Company logo on all event signage and promotional materials* | ● | ● | ● | ● |
| Ad in event program | Full-page ad | Full-page ad | Half-page ad | Quarter-page ad |
| Custom posts on United Way social media channels | ● | ● | ● | ● |
| Logo recognition on Patricia Hart Society web page and all event pages | ● | ● | ● | ● |
| Opportunity to provide branded marketing materials and/or items | ● | ● | ● | - |
| Complimentary tickets to event | 10 | 8 | 6 | 4 |
| Recognition as sponsor during event program | ● | ● | ● | ● |

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Lindsay Keitel at lindsay.keitel@unitedwaygn.org or 615.780.2453.



Ready to get started?

To learn more about partnering with United Way of Greater Nashville,
contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.

United Way of Greater Nashville

Serving Cheatham, Davidson, Dickson, Hickman, Houston, Montgomery, Robertson, Stewart and Williamson counties

unitedwaygreaternashville.org
[@uwnashville](https://www.instagram.com/uwnashville)