

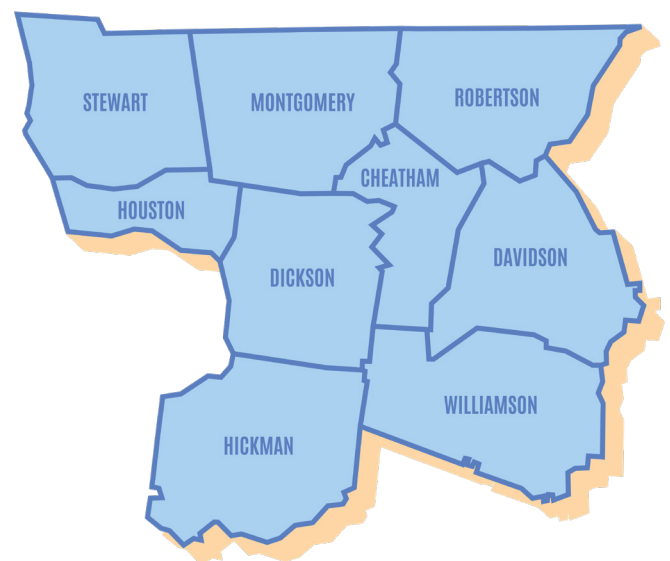
# WE ARE HERE. PARTNER WITH US.

Becoming a corporate sponsor of United Way of Greater Nashville is more than just good business—it's a powerful investment in the future of our community. By aligning with one of the most trusted nonprofit organizations, your company demonstrates a deep commitment to addressing critical issues such as education, financial stability, and health. This partnership not only strengthens our community but also enhances your brand's visibility, builds employee pride, and fosters goodwill among clients and stakeholders. Together, we can create lasting change and make Greater Nashville a place where everyone has the opportunity to thrive.

**WE REACH ACROSS A 9-COUNTY REGION,  
COMMUNICATING WITH A DONORBASE OF  
MORE THAN 103,600.**

**An average United Way Donor demographic:**

- Owns a home
- Average home value \$726k
- At least some college education
- Income \$100k+ per year
- Average donation amount \$522
- Average age 50 (only 25% of donors are <39)
- 51.3% Male, 13% Female, 35.7% Unknown
- Newsletter subscribers 85,000



# SPONSORSHIP OPPORTUNITIES AT A GLANCE



## 2025 Live United Package - Presenting Sponsor \$75,000

The Live United Package offers one generous Presenting Sponsor the platinum level and all its benefits for every listed event.

### Event Sponsorship Opportunities

<b>Annual Meeting</b> United Way of Greater Nashville's Annual Meeting allows us to share with other community leaders how we are bringing Greater Nashville together to address our most pressing issues.	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	-	-	-
<b>Days of Action</b> United Way of Greater Nashville's Days of Action gathers volunteers to support literacy, distribute school supplies, and provide food security to low-income families.	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	-	-	-
<b>Ignite! Conference</b> The Ignite! Conference supports Early Childhood Educators with professional development resources and help them provide rich, meaningful educational experiences for all children in their care.	Presenting \$10,000	Commemoration \$5,000	Conference \$3,000	Awards \$1,000	Hospitality \$500	Swag \$250	T-Shirt \$5,500
<b>Nashville Volunteer Week</b> Hands On, powered by United Way of Greater Nashville, celebrates Nashville Volunteer Week to empower volunteers to serve their community.	The Dolly \$10,000	The Johnny \$3,500	The Charley \$1,000	The Patsy \$500	-	-	-
<b>Strobel Volunteer Awards</b> Hands On's Strobel Volunteer Awards celebrate inspiring volunteers who give their time and talents to improve the community.	Presenting \$20,000	Award \$5,000-\$10,000	Cheering Section \$2,500	-	-	-	-
<b>Patricia Hart Society's Books &amp; Bubbly</b> Books & Bubbly gathers donors and community leaders for a silent auction to benefit literacy in Greater Nashville.	Presenting \$15,000	Spotlight \$10,000	Bubbly or Bites \$5,000	Spritz or Program \$2,500	Table Host \$1,000	Friends of PHS \$1,000	-
<b>Young Leaders Society's Events</b> Young Leaders Society gives young professionals the chance to connect, give back, and dig deeper into the issues affecting our community.	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	-	-	-

# UNITED WAY OF GREATER NASHVILLE

## 2025 ANNUAL MEETING

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.



## 250

Attendees in 2024

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 2025 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.

View Photos from 2024 Annual Meeting at:  
[flic.kr/s/aHBqjBjPLe](https://flic.kr/s/aHBqjBjPLe)



**UNITED WAY**  
Greater Nashville

# UNITED WAY OF GREATER NASHVILLE'S UNITED WE READ DAY OF ACTION

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.

**United We Read** (March) brings volunteers to local childcare centers to share the gift of reading and support families in growing their access to books. Volunteers provide local child care centers with in-person reading events, book and school supply donations, and take-home activities for children and their families. United We Read volunteers also help students and families sign up to receive books through Imagination Library of Middle Tennessee.



**440**  
Books Distributed

**6**  
Participating  
Childcare Centers

**4**  
Current Read  
Baby Read Sites

**23**  
Children Signed Up for  
Imagination Library

**35**  
Volunteers

**77**  
Volunteer Hours

## Sponsor Benefits:

	Gold \$10,000 (one available)	Silver \$5,000 (one available)	Bronze \$1,000 (two available)
Mention in all Day of Action media releases	●	●	-
Recognition as a corporate sponsor in United Way's 2025 Annual Report	●	●	-
Logo recognition on United Way's Website (4,000+ visitors per 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	6	4	2
Custom posts on United Way social media channels as a Day of Action sponsor (75,000 impressions/month)	3	2	1

\*Subject to print/distribution deadlines.



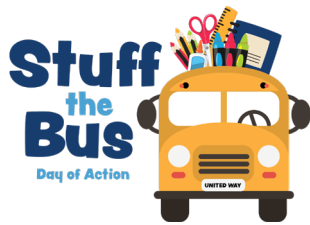
**UNITED WAY**  
Greater Nashville

# UNITED WAY OF GREATER NASHVILLE

## STUFF THE BUS DAY OF ACTION

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.

**Stuff the Bus** (July) provides local elementary students with backpacks of supplies for the first day of school. Volunteers collect and donate school supplies, fill backpacks with supplies, and pack the backpacks into boxes to be distributed to students across Middle Tennessee.



**15,406**  
Students Received Backpacks

**10**  
School Districts

**158+**  
Donors

**\$178,060**  
Value of Donated Supplies

### Sponsor Benefits:

	Platinum \$50,000 (one available)	Gold \$25,000 (one available)	Silver \$10,000 (one available)	Bronze \$5,000
Mention in all Day of Action media releases	●	●	-	-
Recognition as a corporate sponsor in United Way's 2025 Annual Report	●	●	-	-
Logo inclusion on Stuff the Bus Day of Action t-shirts	●	●	●	-
Logo recognition on United Way's Website (4,000+ visitors per 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	1
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.

**Also Needed: 1,500 Cardboard Box Donations**

View Photos from 2024 Stuff the Bus Day of Action at:  
[flic.kr/s/aHBqjBAZ3R](https://flic.kr/s/aHBqjBAZ3R)



**UNITED WAY**  
Greater Nashville



# UNITED WAY OF GREATER NASHVILLE

## GIVE THANKS DAY OF ACTION

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.

**Give Thanks** (Transitioning to January) combats food insecurity in our communities by distributing grocery items to low-income families in Middle Tennessee. Volunteers collect, donate, sort, and deliver boxes full of pantry staples to local families in need.



**1,400**  
Families Received Boxes

**50**  
Schools and Organizations Served

**\$105,000**  
Value of Donated Supplies

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 2025 Annual Report	●	●	-	-
Logo recognition on United Way's Website (4,000+ visitors per 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	40	20	10	5
Reserved volunteer spots for exclusive next-day package delivery opportunities (if applicable)	15	10	5	1
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.

View Photos from 2024 Give Thanks Day of Action at:  
[flic.kr/s/aHBqjBSakW](https://flic.kr/s/aHBqjBSakW)



# UNITED WAY OF GREATER NASHVILLE IGNITE! CONFERENCE AND AWARDS

The 2025 Nashville Early Childhood Education Conference, also known as Ignite! Purpose and Intention, will be held the week of July 21, 2025, at Nashville State Community College. The conference is presented by the United Way of Greater Nashville's Read to Succeed program and the CORE Network.

The conference provides resources and professional development sessions to help early childhood educators understand child development and early education issues, create meaningful educational experiences for children and families, and network with other educators.



**ignite!**  
Purpose and Intention

**800**  
Attendees in 2024

**43**  
Sessions

**53**  
Presenters

**13**  
Participating Organizations

**2,260**  
Hours of Training Provided

Sponsor Benefits:	Presenting \$10,000	Commemoration \$5,000	Conference \$3,000	Awards \$1,000	Hospitality \$500	Swag \$250	T-Shirt \$5,500
Mention in all event-related media releases	●	●	-	-	-	-	-
Recognition as a corporate sponsor in United Way's 2025 Annual Report	●	●	-	-	-	-	-
Logo recognition on United Way's Website (4,000+ visitors per month)	●	●	●	●	●	●	●
Logo on all event signage, slides, and promotional materials*	●	●	Conference Only	Awards Only	-	-	-
Logo/mention in all event invitations and related email communications* (90,000+ subscribers)	●	●	●	●	-	-	-
Recognition during conference and awards as event sponsor	●	●	Conference Only	Awards Only	-	-	-
Logo inclusion in event program*	●	●	●	●	●	●	●
Custom posts on United Way social media channels as an event sponsor (75,000 impressions/month)	5	3	2	1	1	1	1
Invitation to host a table during conference	●	●	●	-	-	-	-
Recognition as sponsor in dining area*	●	-	-	-	●	-	-

\*Subject to print/distribution deadlines.

View Photos from 2024 Ignite! Conference and Awards at:  
[flic.kr/s/aHBqjBC7fd](https://flic.kr/s/aHBqjBC7fd)



**UNITED WAY**  
Greater Nashville

# HANDS ON POWERED BY UNITED WAY OF GREATER NASHVILLE NASHVILLE VOLUNTEER WEEK

Nashville relies on volunteers. From caring for our unhoused community to serving in our schools to helping with nonprofit administrative tasks, volunteers power our community forward. Nashville Volunteer Week is empowering our community to step up and serve.

## 2024 Recap



**645**

Volunteer Slots Filled  
in 2024

**70**

Nonprofits Received  
Volunteers

**555**

Volunteer Shifts Filled

**114,000+**

Email Newsletter  
Recipients

**44%**

Email Newsletter  
Open Rate

**15,000+**

Visits to Hands On Website

**104,000+**

Friends and Followers  
Reached

## Sponsor Benefits:

	The Dolly \$10,000	The Johnny \$3,500	The Charley \$1,000	The Patsy \$500
Logo placement on Nashville Volunteer Week logo	●	-	-	-
Name inclusion on press release and media advisory	●	-	-	-
Logo inclusion in at least 2 social media posts about Nashville Volunteer Week (104,000 followers)	●	●	-	-
Invitation to host a booth at Nashville Volunteer Week kickoff event	●	●	●	-
Logo placement on banner at Nashville Volunteer Week kickoff event	●	●	●	●
Logo placement in at least 2 Nashville Volunteer Week emails (48,000+ recipients)	●	●	●	●
Logo placement on Nashville Volunteer Week webpage	●	●	●	●
Name inclusion on Hands On's donor listing webpage (15,000+ visitors/month)	●	●	●	●

\*Subject to print/distribution deadlines.



**HANDS ON**

Powered by United Way  
of Greater Nashville





# HANDS ON POWERED BY UNITED WAY OF GREATER NASHVILLE STROBEL VOLUNTEER AWARDS

The Mary Catherine Strobel Volunteer Awards are Middle Tennessee's largest annual celebration of volunteerism. Hands On, powered by United Way of Greater Nashville, invites you to support the volunteers who donate their time and talent to meet community needs as a sponsor for the 39th annual Strobel Awards.



2024 Recap

**153**  
Nominations

**93**  
Organizations Served by Nominees

**300**  
Attendees



## Sponsor Benefits:

	Presenting Sponsor \$20,000	Award Sponsor \$5,000-\$10,000	Cheering Section Sponsor \$2,500
Logo placement on Strobel Awards logo	●	-	-
Name Inclusion on press release and media advisory	●	-	-
Blog post highlighting your company's commitment to service	●	-	-
Prominent placement in sponsor grid	●	-	-
Invitation for company representative to speak at the event	●	-	-
Company featured in award category name	-	●	-
Hands On volunteerism webinar for employees	●	●	-
Spots on the judges' panel	1	1	-
Spots on the screeners' panel	2	1	1
Company invites to the May 8, 2025 awards reception	20	6	4
Logo included in social media posts (104,000 followers)	One dedicated social post	2	1
Logo included in event-related email newsletters (48,000+ recipients)	All newsletters	2	2
Logo inclusion on event webpage	●	●	●
Name inclusion on Hands On's donor listing webpage (15,000+ visitors/month)	●	●	●

\*Subject to print/distribution deadlines.

View Photos from 2024 Strobel Volunteer Awards at:  
[flic.kr/s/aHBqjBpFG9](https://flic.kr/s/aHBqjBpFG9)



**HANDS ON**  
Powered by United Way  
of Greater Nashville

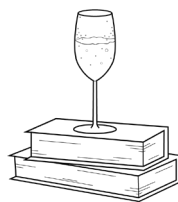
# PATRICIA HART SOCIETY'S BOOKS & BUBBLY FUNDRAISER

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. Named for community volunteer and United Way advocate, Patricia Hart, the Society's vision is to create opportunities for women to take a leadership role in positively impacting the 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.



## Your Sponsorship at Work:

<b>\$1,000</b> ACT tutoring/fees for 2 high schoolers	<b>\$2,500</b> Read to Succeed literacy support for 3 children	<b>\$5,000</b> Tutoring for 20 youth to reach or stay at grade level	<b>\$10,000</b> An out of school reading program for 130 students	<b>\$12,000</b> One year of subsidized childcare for one family	<b>\$15,000</b> Imagination Library books to 223 children for 5 years
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PATRICIA HART SOCIETY'S  
SPRING FUNDRAISER

*Books & Bubbly*

**141**  
Attendees in 2024

**\$20,600**  
Silent Auction Proceeds

**\$82,777**  
Total Event Revenue

**5**  
Education Programs  
Receiving Raised Funds

## Sponsor Benefits:

	<b>Presenting \$15,000</b> (sold out)	<b>Spotlight \$10,000</b> (two available)	<b>Bubbly or Bites \$5,000 ea.</b> (one Bubbly available)	<b>Spritz or Program \$2,500 ea.</b> (one of each available)	<b>Table Host \$1,000</b>	<b>Friend of PHS \$1,000</b>
Company logo or name mention on website and related email communications*	●	●	●	●	-	●
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 or tagged mention on United Way social media channels (75,000 impressions/month)	●	●	●	●	-	●
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	10	6	4	10	2
Recognition as sponsor during event program	●	●	●	●	Company name on table	Company name on table

\*Subject to print/distribution deadlines.

View Photos from 2024 Patricia Hart Society Books & Bubbly Fundraiser at:  
[flic.kr/s/aHBqjBoR9H](https://flic.kr/s/aHBqjBoR9H)



**UNITED WAY**  
Greater Nashville

# YOUNG LEADERS SOCIETY'S UNLABELED

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.

YLS Unlabeled is a whiskey and mingling event that provides young professionals with an opportunity to network with one another and learn about the work being done in Greater Nashville. Your sponsorship of this event would grow 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.



## Membership

**800+**  
Members

**\$1 Million+**  
Total Annual Giving

## Unlabeled

February 27, 6-9 p.m., at  
Nelson's Green Brier Distillery

**106**  
Attendees in 2024



Sponsor Benefits:	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Company logo and/or mention in event invitation and related email communications*	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as event sponsor (75,000 impressions/month)	●	●	-	-
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 host six-foot table at in-person events	●	-	-	-

\*Subject to print/distribution deadlines.

View Photos from 2024 Young Leaders Society Unlabeled at: [flic.kr/s/aHBqjBgq6W](https://flic.kr/s/aHBqjBgq6W)



**UNITED WAY**  
Greater Nashville

# YOUNG LEADERS SOCIETY'S NETWORKING OVER NASHVILLE

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.

YLS Networking Over Nashville is a speed networking event that brings young professionals together to learn from local executives and community leaders. 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.



## Membership

**800+**  
Members

**\$1 Million+**  
Total Annual Giving

## Networking Over Nashville

October 23, 4-7 p.m., at  
the Westin Nashville

**112**  
Attendees in 2024

Sponsor Benefits:	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Company logo and/or mention in event invitation and related email communications*	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as event sponsor (75,000 impressions/month)	●	●	-	-
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 for an executive to host a table during speed networking at event	●	●	●	●
Opportunity to address audience	●	-	-	-
Opportunity to host six-foot table at in-person events	●	-	-	-

\*Subject to print/distribution deadlines.

View Photos from 2024 Young Leaders Society Networking Over Nashville at: [pic.kr/s/aHBqjBP14o](https://pic.kr/s/aHBqjBP14o)



**UNITED WAY**  
Greater Nashville

# READY TO JOIN US?

## CONTACT

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615.780.2407



**UNITED WAY**  
Greater Nashville

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

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