

WE ARE HERE. PARTNER WITH US.

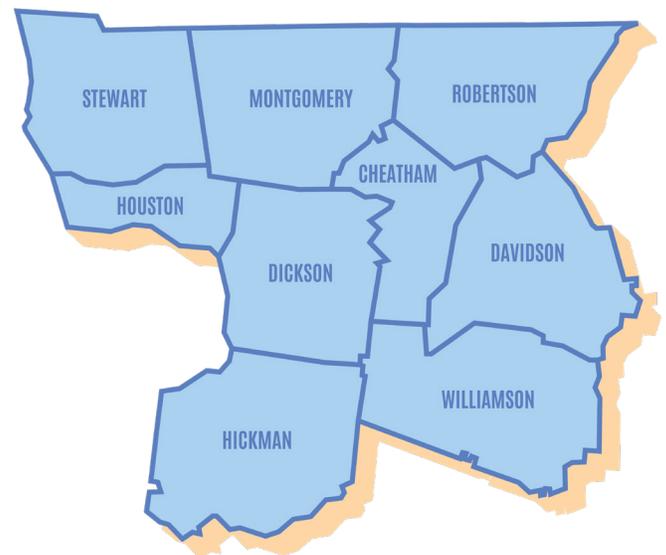
Becoming a corporate sponsor of United Way of Greater Nashville is more than just good business—it's a powerful investment in the future of our community.

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 87,000



SPONSORSHIP OPPORTUNITIES AT A GLANCE



2026 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

Young Leaders Society's Unlabeled brings together young professionals to mingle with one another and learn about the work being done in Greater Nashville.	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	-	-
United We Read Day of Action brings volunteers together to support early literacy in Greater Nashville.	Gold \$2,500	Silver \$1,000	Bronze \$500	-	-	-
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	-	-
Greater Clarksville Region Annual Meeting recognizes and honors donors, partners, and volunteers serving the Greater Clarksville Region.	Presenting \$2,000	Food \$1,000	Drink \$500	Friend of United Way \$500	-	-
Patricia Hart Society's Books & Bubbly gathers donors and community leaders for a silent auction to benefit early literacy in Greater Nashville.	Presenting \$15,000	Spotlight \$10,000	Bubbly or Bites \$5,000	Spritz or Program \$2,500	Table Host \$1,000	Friend of PHS \$1,000
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	-	-	-
Stuff the Bus Day of Action provides local elementary school students with the supplies they need to succeed in school.	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	-	-
Ignite! Conference and Awards support and celebrate Early Childhood Educators through recognition and professional development resources, helping them provide rich, meaningful educational experiences for all of their students.	Dream Builder \$30,000	Imagination Leader \$10,000	Creative Explorer \$5,000	Play Partner \$1,000	Storyteller \$500	Little Learner \$250
Hands On's Nashville Volunteer Week empowers volunteers to serve their community.	The Dolly \$10,000	The Johnny \$3,500	The Charley \$1,000	The Patsy \$500	-	-
Young Leaders Society's Networking Over Nashville allows young professionals to speed network with local executives and community leaders.	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	-	-
Leaders United Holiday Party brings together our most generous donors to celebrate the holiday season and thank them for their commitment to their community.	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	-	-

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 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

600+
Members

\$1 Million+
Total Annual Giving

Unlabeled
February 26, 2026, 6-8 p.m.,
at Soho House Nashville

85
Attendees in 2025



Sponsor Benefits:	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
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 an event sponsor (175,000+ impressions/month)	●	●	-	-
Logo recognition on Young Leaders Society webpage 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	●	●	●	●
Opportunity to address audience	●	-	-	-
Opportunity to host a six-foot table at the event	●	-	-	-

*Subject to print/distribution deadlines.

View Photos from 2025 Young Leaders Society Unlabeled at: flic.kr/s/aHBqjC4AKM



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.



\$3,451.49

Value of
Donated Items

8

Participating
Childcare Centers

2

Current Read
Baby Read Sites

3

Counties Served

68

Volunteers

114

Volunteer Hours

Sponsor Benefits:

	Gold \$2,500 (two available)	Silver \$1,000 (one available)	Bronze \$500 (two available)
Mention in all Day of Action media releases	●	●	-
Recognition as corporate sponsor in United Way's 2026 Annual Report	●	●	-
Logo recognition on United Way's website (10,000+ visitors/month)	●	●	●
Logo on all Day of Action event signage and promotional materials*	●	●	●
Logo/mention in all event invitations and related email communications* (87,000+ 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 (175,000+ impressions/month)	3	2	1

*Subject to print/distribution deadlines.

View Photos from United We Read 2025 at:
flic.kr/s/aHBqjC4BJH



UNITED WAY
Greater Nashville

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.



249

Attendees in 2025

Sponsor Benefits:	Platinum \$10,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Mention in all event-related media releases	●	-	-	-
Recognition during program as event sponsor	●	●	-	-
Recognition as corporate sponsor in United Way's 2026 Annual Report	●	●	-	-
Logo recognition on United Way's website (10,000+ visitors/month)	●	●	●	-
Logo/mention in all event invitations and related email communications* (87,000+ 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 (175,000+ impressions/month)	5	3	1	1

*Subject to print/distribution deadlines.

View Photos from 2025 Annual Meetings:

Davidson: flic.kr/s/aHBqjC7pYt

Williamson: flic.kr/s/aHBqjC7rgz



UNITED WAY
Greater Nashville

UNITED WAY OF GREATER NASHVILLE GREATER CLARKSVILLE REGION 2025 ANNUAL MEETING

Each spring, United Way of Greater Nashville recognizes and honors donors, contributors, workplace partners, partner agencies, and volunteers who have helped United Way meet its mission of strengthening the health, education, and financial stability of the Greater Clarksville Region.

Sponsorships provide an extended opportunity to showcase your support of United Way and the community. Additionally, your support allows United Way to reduce expenses to maximize funding provided to partner agency programs that meet the critical needs of the families and individuals in Montgomery, Houston, and Stewart counties.



Sponsor Benefits:	Presenting \$2,000 (one available)	Food \$1,000 (one available)	Drink \$500 (one available)	Friend of United Way \$500 (ten available)
Exclusivity in category and sponsor level	●	-	-	-
Inclusion as sponsor in all media releases	●	-	-	-
Opportunity for representative to speak at event	●	-	-	-
First right of refusal to sponsor 2027 annual meeting	●	-	-	-
Tagged posts on United Way social media channels as event sponsor (175,000+ impressions/month)	Two dedicated social posts	●	●	●
Logo/mention in event invitation and related email communications* (87,000+ subscribers)	●	●	●	●
Mention and appreciation as sponsor during event	●	●	●	-
Logo on all event signage and promotional materials*	●	●	●	-
Complimentary tickets to event	8	8	8	8
Logo on signage in food or drink area, respectively	-	-	-	-
Logo or name on table	-	-	-	-

*Subject to print/distribution deadlines.

View Photos from 2025 Annual Meeting at: flic.kr/s/aHBqjCeKUF

Learn more about our work in the Greater Clarksville Region:
unitedwaygreaternashville.org/greater-clarksville



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:

\$1,000 ACT tutoring/fees for 2 high schoolers	\$2,500 Read to Succeed literacy support for 3 children	\$5,000 Tutoring for 20 youth to reach or stay at grade level	\$10,000 An out of school reading program for 130 students	\$15,000 Imagination Library books to 223 children for 5 years
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Books & Bubbly
Patricia Hart Society's Spring Fundraiser

100+
Attendees in 2024

\$80,391
Total Event Revenue

38,000+
Children served by
Imagination Library in 2025**

5
Education Programs
Receiving Raised Funds

Sponsor Benefits:

	Presenting \$15,000 <small>(one available)</small>	Spotlight \$10,000 <small>(two available)</small>	Bubbly or Bites \$5,000 ea. <small>(one of each available)</small>	Spritz or Program \$2,500 ea. <small>(one of each available)</small>	Friend of PHS \$1,000	Table Host \$650	Half Table \$325
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 an event sponsor (175,000+ impressions/month)	●	●	●	●	-	●	●
Logo recognition on Patricia Hart Society webpage and all event pages	●	●	●	●	●		
Opportunity to provide branded marketing materials and/or items	●	●	●	-	-	-	
Complimentary seats reserved at a table at the front of the venue	10	8	6	4	2	10	5
Recognition as sponsor during event program	●	●	●	●	Name on table	Name on table	Name on table
Ad in event program	Full-page ad	Full-page ad	Half-page ad	Quarter-page ad	-	-	

*Subject to print/distribution deadlines.

**As of September 16, 2025

View Photos from 2025 Patricia Hart Society Books & Bubbly Fundraiser at:
flic.kr/s/aHBqjCczNs



UNITED WAY
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 invites you to support the volunteers who donate their time and talent to meet community needs as a sponsor for the 40th annual Strobel Awards.

Award categories include: The Charles Strobel Legacy of Service Award, Disaster Response Award, Social Justice Impact Award, Youth Volunteer Award, Adult Volunteer Award, and Older Adult Volunteer Award.

Visit the Strobel Awards [webpage](#) to learn more!



2025 Recap

79
Nominations

116,000+
Individuals reached throughout campaign

179
Attendees

\$9,000
Donated to finalists' charities of choice

Sponsor Benefits:

	Presenting \$20,000 (one available)	Award \$5,000-\$10,000 (six available)	Cheering Section \$2,500
Exclusivity in sponsor level	●	-	-
Logo placement with Strobel Awards logo	●	-	-
Name inclusion on press release and media advisory	●	-	-
Blog post highlighting your company's commitment to service	●	-	-
Opportunity for company representative to speak at event	●	-	-
Hands On volunteerism webinar for employees	●	●	-
Company featured in award category name	-	●	-
Spots on the judges' panel	1	1	-
Spots on the screeners' panel	2	1	1
Company invites to the May 7, 2026 awards reception	20	6	4
Logo included in social media posts	One dedicated social post	2	1
Logo included in all event-related email newsletters	All newsletters	2	2
Logo inclusion on event webpage	●	●	●
Name inclusion on Hands On's donor listing webpage	●	●	●

*Subject to print/distribution deadlines.

View Photos from 2025 Strobel Volunteer Awards at:
flic.kr/s/aHBqjCdTht



HANDS ON
Powered by United Way
of 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.



15,000
Students Received Backpacks

9
School Districts

525+
Donors

416
Volunteers

1782
Volunteer Hours

Sponsor Benefits:

	Platinum \$50,000 <small>(one available)</small>	Gold \$25,000 <small>(one available)</small>	Silver \$10,000 <small>(one available)</small>	Bronze \$5,000
Mention in all Day of Action media releases	●	●	-	-
Recognition as corporate sponsor in United Way's 2026 Annual Report	●	●	-	-
Logo inclusion on Stuff the Bus Day of Action t-shirts*	●	●	●	-
Logo recognition on United Way's website (10,000+ visitors/month)	●	●	●	●
Logo on all Day of Action event signage and promotional materials*	●	●	●	●
Logo/mention in all event invitations and related email communications* (87,000+ subscribers)	●	●	●	●
Reserved volunteer spots for employees/partners at Stuff the Bus	50	25	10	5
Custom posts on United Way social media channels as a Day of Action sponsor (175,000+ impressions/month)	5	3	2	1

*Subject to print/distribution deadlines.

Also Needed: 2,500 Cardboard Box Donations

View Photos from 2025 Stuff the Bus Day of Action at:
flic.kr/s/aHBqjCoud5



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 20, 2026, at Nashville State Community College. The conference is presented by the United Way of Greater Nashville's Read to Succeed program and CORE Network Nashville.

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.



669
Attendees in 2025

41
Sessions

36
Presenters

21
Vendors and Exhibitors

13
Participating Organizations

2,164.5
Hours of Training Provided

Sponsor Benefits:	Dream Builder \$30,000 (one available)	Imagination Leader \$10,000	Creative Explorer \$5,000	Storyteller \$1,000
Mention in all event-related media releases	●	-	-	-
Recognition as a corporate sponsor in United Way's 2026 Annual Report	●	●	-	-
Logo recognition on United Way's website (10,000+ visitors/month)	●	●	●	●
Logo on all event signage, slides, and promotional materials*	●	●	●	-
Logo/mention in all event invitations and related email communications* (87,000+ subscribers)	●	●	●	●
Recognition during conference and awards as event sponsor	●	●	●	●
Logo inclusion in event program*	●	●	●	●
Custom posts on United Way social media channels as event sponsor (175,000+ impressions/month)	●	●	●	-
Invitation to host a table at awards ceremony	●	●	●	-

*Subject to print/distribution deadlines.

Support the Ignite! Conference further with a [Little Learner Sponsorship](#) to provide coffee, lunch, and more to our early childhood educators during the conference! Little Learner sponsors will be recognized in the event program and in dining areas.

View Photos from 2025 Ignite!
Conference: flic.kr/s/aHBqjCpAnD
Awards: flic.kr/s/aHBqjCpzPV



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. Join Hands On for Nashville Volunteer Week as we rally our neighbors to step up and serve.



2025 Recap



781
Volunteers Signed Up
in 2025

20
Nonprofits Received
Volunteers

139
Volunteer Shifts Filled

112,000+
Email Newsletter
Recipients

15,000+
Visits to Hands On
Website

107,000+
Friends and Followers
Reached

Sponsor Benefits:

	The Dolly \$10,000 <small>(one available)</small>	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 signage at Nashville Volunteer Week kickoff event	●	●	●	●
Logo placement in at least 2 Nashville Volunteer Week emails (112,000+ 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

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

600+
Members

\$1 Million+
Total Annual Giving

Networking Over Nashville 2026 Details TBD

178
Attendees in 2025

Sponsor Benefits:	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
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 an event sponsor (175,000+ impressions/month)	●	●	-	-
Logo recognition on Young Leaders Society webpage 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	●	●	●	●
Opportunity for executive to host a table during speed networking at event	●	●	●	●
Opportunity to address audience	●	-	-	-
Opportunity to host a six-foot table at the event	●	-	-	-

*Subject to print/distribution deadlines.

View Photos from 2025 Young Leaders Society Networking Over Nashville at: pic.kr/s/aHBqjCzHTU



UNITED WAY OF GREATER NASHVILLE LEADERS UNITED HOLIDAY PARTY

United Way's group of Leaders United donors is made up of anyone who generously contributes an annual gift of \$500 or more. To thank them for their work fighting for better communities, Leaders United donors and their families are invited to enjoy a holiday celebration! Beer, wine and light bites will be served at the reception.

Help us celebrate our most generous donors and showcase your brand as a leader in the community by sponsoring this festive event!



Membership

3,200+
Members

\$10.4 Million+
Total Annual Giving

Leaders United Holiday Party

2026 Details TBD

Sponsor Benefits:	Platinum \$10,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Mention in all event-related media releases	●	-	-	-
Logo/mention in all event invitations and related email communications* (87,000+ subscribers)	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Recognition during program as event sponsor	●	●	●	●
Company name and logo displayed in reception area	●	●	●	●
Complimentary tickets to event	6	5	4	2
First right of refusal to sponsor 2026 Leaders United Holiday Party	●	●	●	●

*Subject to print/distribution deadlines.

View Photos from 2024 Leaders United Holiday Party at: flic.kr/s/aHBqjBUS7x



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

@UWNashville