



United Way of the
Greater Lehigh Valley

2012

CORPORATE SPONSORSHIP PACKET

2011-2012 MENU OF SPONSORSHIP OPPORTUNITIES
United Way of the Greater Lehigh Valley's path for corporate philanthropy



United Way of the Greater Lehigh Valley Corporate Sponsorship Program

Sponsorships can enhance a company's philanthropic image and visibility in the community; set you apart from competitors; help develop closer relationships with current and prospective customers; showcase products and services; and help stretch your advertising budgets. United Way of the Greater Lehigh Valley's Sponsorship Program can help your company achieve all of those goals. We will ensure that deliverables are met so that your company can feel good about your Return on Investment.

Our Sponsorship Program is designed to help companies achieve their philanthropic goals while engaging them in our work. Whether you give to the general pool of sponsorship dollars or prefer to choose one or two (or more) specific events, your contribution helps to increase philanthropic visibility for your company and the United Way. We believe firmly in partnership and could not do this work without companies like yours.

Because of generous corporate partners, United Way of the Greater Lehigh Valley is able to thank, recognize, inform, and train volunteers and donors without incurring additional expenses.

Why partner with United Way of the Greater Lehigh Valley in a co-branding opportunity?

The United Way of the Greater Lehigh Valley has been serving the local community for more than 75 years. United Way's commitment to the people, high-quality programs, and results has made us the most effective way to meet your philanthropic and charitable goals while increasing corporate visibility. The United Way Campaign reaches more than 200,000 community members each year with more than 20,000 residents helping to raise nearly \$10 million each year.



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

SPONSORSHIP PROGRAM

Each level includes a community visibility package and a United Way exclusive benefits package. Any company who gives cumulative sponsorship dollars equal to any of the below levels during our fiscal year 2011 (July 1, 2011 – June 30, 2012) will receive the outlined benefits beginning July 1, 2012.

HIGHLIGHTED BENEFITS:

\$20,000 – COMMUNITY LEADER

- One billboard featuring your company's commitment to the community and the United Way
- Unlimited Sponsor Spotlights on the United Way website to let the community know about your company's philanthropic efforts.
- Corporate logo on United Way of the Greater Lehigh Valley brochure.

\$10,000 – LIVE UNITED PARTNER

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- Four Sponsor Spotlights in the weekly mail going to agency directors and staff.
- Corporate logo on the Sponsor Recognition board in the entry way of the United Way offices.

\$5,000 – BENEFACTOR

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- Two Sponsor Spotlights on the United Way website to let the community know about your company's philanthropic efforts.
- 15 LIVE UNITED t-shirts for employees

\$2,500 – PACESETTER

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- One Sponsor Spotlight in the weekly mail going to agency directors and staff.
- 10 LIVE UNITED t-shirts for employees



HOW IT WORKS

- A company may choose a specific event(s) or program(s) to support. You will receive the visibility attached to that specific event AND the year round benefits beginning July 1, 2012.
- If choosing is not your thing, put your sponsorship dollars into the general pool, which allows us to apply support where it is needed most. We will notify you of the event(s)/program(s) your dollars are supporting and the event(s)/program(s) specific benefits you will receive.
- All businesses whose cumulative sponsorship dollars (assessed annually on June 30th) total any of the levels (Community Leader, LIVE UNITED Partner, Benefactor, Pacesetter) will receive the corresponding benefits for an entire year beginning July 1, 2012.

- Direct all inquiries and return your forms to:
Meredith Kim
Manager of Major Gifts
United Way of the Greater Lehigh Valley
2200 Avenue A, Third Floor
Bethlehem, PA 18017
Phone: (610) 807-5740
E-mail: meredithk@unitedwayglv.org



COMMUNITY LEADER - \$20,000

By giving \$20,000 or more in sponsorship dollars establishes your company as the premiere sponsor for the United Way of the Greater Lehigh Valley. Your company will receive exclusive benefits and recognition, co-branding, and United Way services for an entire year, beginning on July 1, 2012.

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- One billboard featuring company's commitment to the community and the United Way
- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- Unlimited Sponsor Spotlights on the United Way website to let the community know about your company's philanthropic efforts.
- Unlimited Sponsor Spotlights in the weekly mail going to agency directors and staff.
- Unlimited access to our social media (facebook, twitter) to communicate corporate philanthropy updates
- Corporate logo on United Way of the Greater Lehigh Valley brochure.

UNITED WAY PROMOTION

- Corporate logo on the United Way of the Greater Lehigh Valley website with a link to yours.
- Recognition of your sponsorship on social media (Facebook, Twitter) in July 2012.
- Company and name in the Annual Report to be printed fall 2012.
- Name on Sponsor Recognition board in the entry way of the United Way offices.

IN ADDITION, YOU WILL ALSO RECEIVE THESE UNITED WAY SERVICES:

- 50 LIVE UNITED t-shirts for employees
- Access to United Way's Speaker's Bureau, filled with diverse representative on Lehigh Valley relevant issues
- Personalized service for Day of Caring projects
- Full table at the 2012 Community Celebration (commitment must be made by April 1, 2012)

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Printed Name: _____

Title: _____

Signature: _____

Total Sponsorship Amount: \$ _____

Check box if for General Pool (undesigned)

Event 1: _____

Event 2: _____



LIVE UNITED PARTNER - \$10,000

Being a LIVE UNITED Partner demonstrates your companies' commitment to philanthropy and the community. A LIVE UNITED Partner shares United Way's vision and supports our mission. In return, your company will receive exclusive benefits and recognition, co-branding, and United Way services for an entire year, beginning on July 1, 2012.

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- Four Sponsor Spotlights on the United Way website to let the community know about your company's philanthropic efforts.
- Four Sponsor Spotlights in the weekly mail going to agency directors and staff.
- Four spots on our social media (facebook, twitter) to communicate corporate philanthropy updates
- Name on Sponsor Recognition board in the entry way of the United Way offices.

UNITED WAY PROMOTION

- Prominent corporate logo on the United Way of the Greater Lehigh Valley website with a link to yours.
- Recognition of your sponsorship on social media (Facebook, Twitter) in July 2012.
- Company and name in the Annual Report to be printed fall 2012.
- Name on Sponsor Recognition board in the entry way of the United Way offices.

IN ADDITION, YOU WILL ALSO RECEIVE THESE UNITED WAY SERVICES:

- 25 LIVE UNITED t-shirts for employees
- Access to United Way's Speaker's Bureau, filled with diverse representatives on Lehigh Valley relevant issues
- Personalized service for Day of Caring projects

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Printed Name: _____

Title: _____

Signature: _____

Total Sponsorship Amount: \$ _____

Check box if for General Pool (undesigned)

Event 1: _____

Event 2: _____

Event 3: _____



BENEFACTOR - \$5,000

As a Benefactor, you are establishing your company as a caring community partner. In return, your company will receive exclusive benefits and recognition, co-branding, and United Way services for an entire year, beginning on July 1, 2012.

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- Two Sponsor Spotlights on the United Way website to let the community know about your company's philanthropic efforts.
- Two Sponsor Spotlights in the weekly mail going to agency directors and staff.
- Two spots on our social media (facebook, twitter) to communicate corporate philanthropy updates
- Name on Sponsor Recognition board in the entry way of the United Way offices.

UNITED WAY PROMOTION

- Corporate logo on the United Way of the Greater Lehigh Valley website with a link to yours.
- Recognition of your sponsorship on social media (Facebook, Twitter) in July 2012.
- Company and name in the Annual Report to be printed fall 2012.
- Name on Sponsor Recognition board in the entry way of the United Way offices.

IN ADDITION, YOU WILL ALSO RECEIVE THESE UNITED WAY SERVICES:

- 15 LIVE UNITED t-shirts for employees
- Access to United Way's Speaker's Bureau, filled with diverse representatives on Lehigh Valley relevant issues
- Personalized service for Day of Caring projects

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Printed Name: _____

Title: _____

Signature: _____

Total Sponsorship Amount: \$ _____

Check box if for General Pool (undesigned)

Event 1: _____

Event 2: _____

Event 3: _____



PACESETTER - \$2,500



The Pacesetter level is ideal for the businesses interested in gaining some philanthropic visibility in the community. Whether you are a small business, new to the United Way, or just looking for some increased exposure, this level will work for you. In return, your company will receive the below benefits and recognition and United Way services for an entire year, beginning on July 1, 2012.

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Corporate logo inclusion in newspaper ad highlighting all United Way sponsors and levels.
- One Sponsor Spotlight on the United Way website to let the community know about your company’s philanthropic efforts.
- One Sponsor Spotlight in the weekly mail going to agency directors and staff.
- One spot on our social media (facebook, twitter) to communicate corporate philanthropy updates
- Name on Sponsor Recognition board in the entry way of the United Way offices.

UNITED WAY PROMOTION

- Corporate logo on the United Way of the Greater Lehigh Valley website with a link to yours.
- Recognition of your sponsorship on social media (Facebook, Twitter) in July 2012.
- Company and name in the Annual Report to be printed fall 2012.
- Name on Sponsor Recognition board in the entry way of the United Way offices.

IN ADDITION, YOU WILL ALSO RECEIVE THESE UNITED WAY SERVICES:

- 10 LIVE UNITED t-shirts for employees
- Access to United Way’s Speaker’s Bureau, filled with diverse representative on Lehigh Valley relevant issues
- Personalized service for Day of Caring projects

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Printed Name: _____

Title: _____

Signature: _____

Total Sponsorship Amount: \$ _____

Check box if for General Pool (undesigned)

Event 1: _____

Event 2: _____

Event 3: _____



ELIGIBLE EVENTS 2011

DAY OF CARING – SEPTEMBER 2011

TOTAL COST: \$9,000

Reach: Valley-Wide

United Way's Day of Caring is an annual one day event focused on connecting nearly 1,000 volunteers with community projects. Day of Caring provides individuals and companies with the opportunity to make a difference in the Lehigh Valley community and understand the impact of volunteerism. Projects include building playgrounds, painting, cleaning or stocking shelves, and helping build an agencies' capacity to implement a specific program. Benefits are based on sponsorship level and include but are not limited to: logos on t-shirts as well as other promotional pieces, logo on UWGLV and Volunteer Center websites, social media recognition, and inclusion in any media.

COMMUNITY CELEBRATION – MAY 2012

TOTAL COST: \$30,000

Reach: Valley-Wide

Each year, the United Way holds a Community Celebration as an opportunity to bring together more than 250 dedicated volunteers, community leaders, campaign coordinators, and elected officials who contribute to the outstanding efforts of the Campaign as well as highlight the results of our program investments. The date for the 2012 is yet to be determined. Benefits are based on sponsorship level and include but are not limited to: logos on invitations, inclusion in a newspaper recognition ad, tickets, preferred parking, etc.

TV AND RADIO

TOTAL COST: \$10,000

Reach: Valley-Wide

TV and Radio coverage is an area that United Way aims to expand. Increasing visibility through tv and radio helps us to reach a broader, more diverse audience. We plan to have a series of spots that highlight local agencies and donors in a way that is consistent with our brand. Benefits include but are not limited to: logo on ads, verbal recognition on radio, logo on United Way website.

PRINT COVERAGE

TOTAL COST: \$12,500

Reach: Valley-Wide

It is important for United Way to have a presence in print mediums, including local magazines and newspapers. This year's plan includes a series of print advertisements highlighting our community investments and donors. Benefits include but are not limited to: corporate logo on all ads and logo on United Way website.

MGIVE

TOTAL COST: \$7,500

Reach: 10,000

mGive is our new mobile network allowing us to raise money and stay better connected with the community. Supporters can give by texting UNITED to 27722 or receive updates y texting LIVE to 27722. Benefits are based on sponsorship level and include but are not limited to: visibility through UW's Sponsor of the Night with the Iron Pigs, recognition on social media, and corporate logo on t-shirts.

LEADERSHIP CIRCLE PROGRAM

TOTAL COST: \$6,000

Reach: 2,500

Leadership level donors contribute between \$500-\$9,999 each year. There are more than 2,500 donors that give more than \$3 million annually. The Leadership Circle Program is designed to make these donors feel special and connected to United Way and one another through targeted communications, an annual event, and incentives to encourage new and increased giving. Sample benefits include: logo on all Leadership Circle materials, logo on the Leadership Circle webpage, opportunity to address donors at the event, etc.



ELIGIBLE EVENTS 2011

LOYAL CONTRIBUTOR EVENT

TOTAL COST: \$5,000

Reach: 1,200

Loyal Contributors are individuals who have given to the United Way for 25 or more years. During 2011, United Way plans to hold its first Loyal Contributor event to bring together the more than 1,200 members of our most dedicated donor group. Sample benefits include: logos on invitations, web recognition etc.

CAMPUS ENGAGEMENT PROGRAM

TOTAL COST: \$2,500

Reach: 500

Developing young leadership is critical to the future success of communities. Today, young adults are volunteers, advocates, and donors. Tomorrow, they will be the employees, leaders, and investors who are essential to our community's success. The Campus Engagement Program informs college students about the United Way's work. We attend civic engagement fairs and meet with student to inform college students about United Way's work. Each student receives a LIVE UNITED t-shirt.

LIVE UNITED T-SHIRTS

TOTAL COST: \$2,500 for 500

Reach: varies

Who doesn't like a t-shirt? This is one of easiest vehicles for increasing visibility in the community. United Way gives LIVE UNITED t-shirts to volunteers, stakeholders, and donors as a way of building and maintaining relationships while getting some priceless advertising. Sponsor some t-shirts and you'll get your corporate logo on the back.

EMPLOYEE CAMPAIGN COORDINATOR (ECC) PROGRAM

TOTAL COST: \$1,500

Reach: 400

An excellent professional development and networking opportunity, this newly revamped program provides employees from local businesses that run a United Way campaign with training and orientation on our work and Campaign strategies. United Way provides three orientations to maximize attendance and participation as well as off-site training to accommodate businesses. Includes recognition activities. Sample benefits include logo on all ECC materials, on all ECC electronic communications, opportunity to distribute corporate materials through orientation packets, etc.

WOMEN'S LEADERSHIP INITIATIVE (WLI) POWER OF THE PURSE

TOTAL COST: \$5,000

Reach: 300

United Way's Women's Leadership Initiative mobilizes women to become powerful leaders through philanthropy and advocacy and promote positive change for women and children in the Valley. WLI activities raise funds and visibility to provide scholarships for women interested in careers in health and human services/early childhood education to obtain Bachelors or Associates degrees, and to provide high quality after-school and summer programs. Designed to marry two of women's favorite things purses and philanthropy, the Power of the Purse is one of two fundraisers hosted by WLI each year.

WLI 2012 WOMEN'S SUMMIT

TOTAL COST: \$10,000

Reach: 1,000

The United Way of the Greater Lehigh Valley's WLI will partner with the Chamber of Commerce's Women's Business Council to jointly present the 2012 Lehigh Valley Women's Summit. Attendees will enjoy lively breakout sessions providing the opportunity to learn about how the synergy of business, philanthropy, government, education, healthcare, and the arts can empower us to make a difference in our community.

