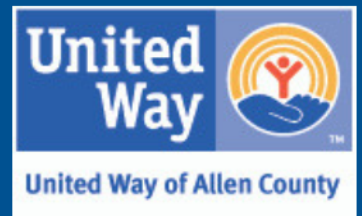


BENEFACTOR AGREEMENT 2019-2020



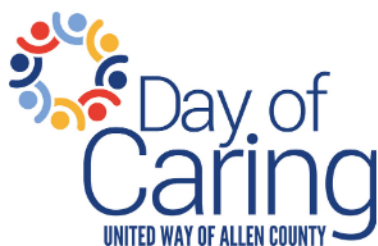
CHANGE DOESN'T HAPPEN ALONE

United Way's sponsorship opportunities are event and program based opportunities. We ask that you consider partnering in the areas that best align with your corporate social responsibility or corporate need and will have the greatest impact in our community. Benefactor gifts are separate from the annual campaign.

ENHANCE YOUR **COMMUNITY** VISIBILITY

The value of the United Way brand:

- 2018 FORBES ALL-STAR CHARITY
- NUMBER 26 IN FORBES' TOP 50 OF THE MOST VALUABLE BRANDS WITH A BRAND VALUE OF \$14.3 BILLION
- 98% RECOGNITION FROM THE GENERAL POPULATION



In 1992, about 250 volunteers gathered to help spruce up what was then the YWCA campus on North Wells Street. That event has now grown into an opportunity for thousands of volunteers to come together to make Allen County a better place to live and work. Those who roll up our sleeves and raise our hands know this event as Day of Caring.

T-SHIRT SPONSOR | \$2,500

- Business card size logo on the back of the official Day of Caring event shirt [+1,800 volunteers]
- Mention on the United Way Day of Caring web page as a sponsor

BREAKFAST SPONSOR | \$5,000

- Display your logo on signage at each of the 2019 Day of Caring breakfast (4-6 signs at event)
- Your logo displayed on the United Way Day of Caring web page as a sponsor
- Permission to use the United Way of Allen County logo to promote your organization's philanthropic efforts

EVENT SPONSOR | \$10,000

- Your logo exclusively featured on the front of the official 2019 Day of Caring t-shirt [+1,800 volunteers]
- Display your banner or signage at the 2019 Day of Caring breakfast
- Recognition on the United Way of Allen County Facebook page daily for two weeks prior to and one week after the event
- Recognition in the United Way Annual Report
- Logo prominently displayed on the United Way Day of Caring web page as a sponsor
- Permission to use the United Way of Allen County logo to promote your organization's philanthropic efforts



Formed in 2005, Women United is a powerful collaboration of women committed to significantly improving the quality of life for the children in Allen County by ensuring their readiness for kindergarten. Dedicated to making a difference through focused philanthropic giving, advocacy, and volunteerism, Women United is an affinity group of United Way of Allen County.

EVENT SPONSOR | \$5,000

- Your logo displayed on signage at each Women United event (4 per year)
- Your logo on the United Way Women United web page as a sponsor
- Permission to use the United Way of Allen County and Women United logo to promote your organization's philanthropic efforts



Kindergarten Countdown helps prepare children and their families for the transition to school. Kindergarten Countdown is offered to incoming kindergartners with little to no prior Pre-k experience, English language learners, those qualifying for free or reduced breakfast/lunch eligibility and/or children identified by school staff as at risk for falling behind their kindergarten classmates.

PROGRAM SPONSORSHIP | \$75,000

- Your logo exclusively featured on United Way of Allen County's Kindergarten Countdown web page
- Your logo prominently displayed on the marketing and promotional materials of the program
- Recognition in the United Way Annual Report
- Your logo displayed on banner at each Kindergarten Countdown venue
- Recognition on the United Way Facebook page on each Countdown post (weekly during active months)
- Permission to use the United Way of Allen County logo to promote your organization's philanthropic efforts

Kindergarten Countdown sponsorship is available for 2020.