

United Way of Cumberland County

# SPONSORSHIP PACKAGES

#### **JULY 2024 - JUNE 2025**

**United Way of Cumberland County** PO Box 303 Fayetteville, NC 28302

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# ABOUT UNITED WAY

#### Mission

United Way of Cumberland County (UWCC) aims to improve lives across the county by strategically raising and investing resources to impact prioritized human service and health needs. We work in effective and innovative partnerships with direct provider agencies.

#### Vision

We envision Cumberland County as a diverse and dynamic community where individuals and families thrive. In our community, people willingly share the responsibility of ensuring safety and health for all, with a constant focus on enhancing the quality of life for every citizen.

United Way of Cumberland County, established on April 13, 1939, recognizes that lasting change is achieved by addressing the root causes of problems. To make the greatest long-term impact, UWCC partners with local nonprofit agencies to fund programs focused on education, financial stability, health, and basic critical needs. Our success relies on the generosity of local businesses, organizations, and individuals. Community donations are distributed with the help of local volunteers to programs that best address community needs.

# **Impact Focus Areas**



#### EDUCATION

Programs that strengthen children's ability to succeed in school from kindergarten to college and programs that build successful youth, families and Cumberland County adults.

#### BASIC CRITICAL NEEDS & FINANCIAL STABILITY

Programs that provide access to emergency food, safe shelter, rental, utility, and medical assistance, as well as programs that provide employment preparation and financial selfsufficiency.



Programs that provide access to health care and wellness education programs that provide access to health care and wellness education to help people manage and prevent chronic physical and mental illnesses.



# **2023 COMMUNITY IMPACT**

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2023 helped us make a difference in our community.

## 1,947

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college.

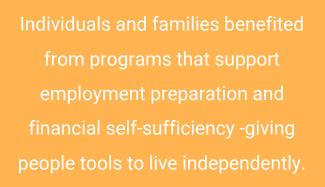
# 120,424

Individuals and families benefited from programs that provide access to emergency food, safe shelter and other critical needs. 70,000 meal were packed during our annual Meal Packing Event.

# 10,780

Individuals and families benefited from programs that provide access to health care and wellness education helping people manage and prevent chronic physical and mental illnesses.

### 984



# 171,013

Individuals and families, were served through 19 locally funded programs and services, including over 22,281 military individuals and families.

# **INVESTMENTS IN LOCAL PROGRAMS & SERVICES**

## \$345,000

YOUTH GROWTH STOCK TRUST

#### **\$150,209** EMERGENCY FOOD & SHELTER PROGRAM

\$75,195 DOLLY PARTON IMAGINATION LIBRARY

\$20,804

\$428,266 UNITED WAY ALLOCATIONS











# TOTAL COMMUNITY IMPACT: \$1,019,474

# EVENT Sponsorships

#### **MEAL PACKING EVENT**



United Way is thrilled to partner with Meals of Hope for our annual August meal packing event. This initiative brings communities together to fight hunger, supported by school groups, religious organizations, corporations, and other groups.

Last year, over 300 volunteers packed 70,000 meals, surpassing our goal of 60,000. These meals were donated to Fayetteville Urban Ministry and Catholic Charities, significantly impacting our community.

Gold

Silvor

#### SPONSORSHIP BENEFITS

BENEFITS	\$10,000	\$5,000	\$1 <b>ver</b> \$2,500
Naming Right	~		
Opportunity to Speak	✓		
Logo on all Promotional Material	~		
Acknowledgement on all Press Releases	~	✓	
Newsletter Spotlight	✓	<b>~</b>	
Mentioned at Closing Remarks	~	✓	
Featured Post on Social Media	~	~	~
Logo on Promotional Material	~	✓	×
Mentioned at Opening Remarks	~	~	~

Titla

#### **Other Sponsor Opportunities:**

- Raffle In Kind
- Award Sponsor In Kind or Monetary
- Transportation Sponsor In Kind or Monetary
- Children's Backpack Program Sponsor \$500
- Lunch Sponsor In Kind or Monetary
- Bronze Sponsor \$1,000
- Photo/Video In-Kind

#### **CAMPAIGN KICK OFF**



The Campaign Kick-Off Event is a celebration at the beginning of our workplace campaigns! This 2-hour event will bring together employees from various local businesses, providing a unique opportunity to network, learn more about the impact of our campaigns, and get inspired to make a difference in our community.

SPONSORSHIP BENEFITS	<b>Platinum</b> \$5,000	<b>Silver</b> \$1,500
Naming Right	~	
Logo placement on event signage	✓	
Opportunity to speak at the event	~	
Recognition in promotional materials	~	✓
Newsletter Spotlight	~	~
Featured post on Social Media	✓	×
Acknowledgment during the event	~	~
Listed on United Way's website	✓	✓

#### **Other Sponsor Opportunities:**

- Venue Sponsor In Kind
- Lunch Sponsor In Kind or Monetary

#### **OVER THE EDGE**



Join us for an exhilarating experience at the Over the Edge event, held in conjunction with the Dogwood Festival downtown this April. Participants will have the unique opportunity to rappel down the Cape Fear Medical Arts building, all in support of a great cause. Enjoy the festive atmosphere, live entertainment, and the vibrant community spirit of the Dogwood Festival as you take on this thrilling challenge. Don't miss out on this unforgettable adventure!

Summi+

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### **SPONSORSHIP**

BENEFITS	<b>Apex</b> \$10,000	\$5,000	<b>Base Camp</b> \$2,500
Naming Right	~		
Opportunity to Speak	✓		
Logo on all Promotional Material	~		
Acknowledgement on all Press Releases	✓	×	
Newsletter Spotlight	✓	✓	
Mentioned at Opening Remarks	<b>~</b>	✓	
Featured Post on Social Media	~	✓	~
Logo on Promotional Material	×	✓	✓
Opportunity to add to Rappelers Gift Bag	~	~	✓

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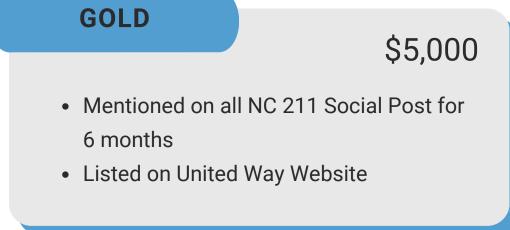
#### **Other Sponsor Opportunities:**

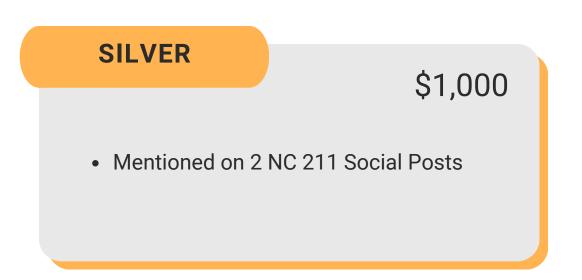
- Toss the Boss \$2,500
- Edge \$1,000
- Land \$500
- T-Shirts for Volunteers In Kind or Monetary Bags for Rappelers In Kind or Monetary
- MC In-Kind
- Room for OTE In Kind
- Portable Toilets In Kind
- Photo/Video In-Kind

# PROGRAM Sponsorships

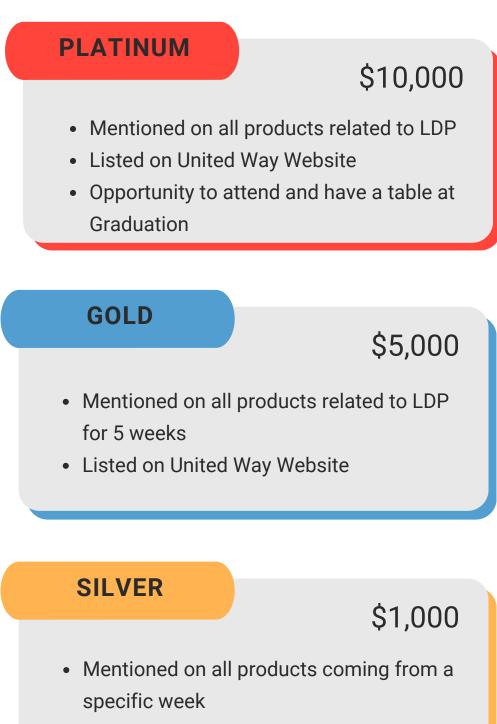
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## LEADERSHIP DEVELOPMENT LDP DEVELOPMENT PROGRAM



# COMMUNITY FUNDED Programs

#### **PLATINUM**

\$10,000

- Mentioned on all promotional signage
- Listed on the Website
- Welcomed to a Executive Director Meeting



#### \$5,000

\$1,000

- Mentioned on all promotional signage
- Listed on the Website

#### SILVER

• Listed on the Website

# GENERAL Sponsorships

# MARKETING

WEBSITE	Feature your logo and link on our homepage and sponsorship page.	\$2,000
EMAIL	Be the exclusive sponsor of our monthly newsletter 1 time.	\$100
VIDEO	Sponsor our campaign video, featured across all platforms.	IN - KIND
PRINT	Sponsor our campaign video, featured across all platforms.	IN - KIND
MEDIA	Gain recognition through press releases and media coverage.	IN - KIND

# REPORTING

ANNUAL REPORT	Be featured in our annual report, showcasing your support.	\$2,500
AUDIT	Provide support for our financial audit.	\$1,000
COMMUNITY ASSESSMENT	Support our community assessment project.	\$3,000

# **OTHER TYPES**

COMMITTEE	Support one on our list of our committees for a year.	\$1,500
GIVING TUESDAY	Sponsor a matching grant for Giving Tuesday.	UN- DETERMINDED
CAMPAIGN CHALLENGE GRANT	Sponsor a challenge grant to match donations.	UN- DÉTERMINDED



### United Way of Cumberland County

#### **Contact Us**

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