

UNITED WAY OF SOUTHWEST ALABAMA CORPORATE PARTNERSHIP PROGRAM

*Enhance your company's visibility by aligning
with the strong and trusted United Way brand.*



*United Way sponsors are community leaders.
Join others who choose to step beyond
the boundaries of traditional giving.*





United Way of Southwest Alabama is proud to introduce a new way of showing commitment for creating lasting changes in our local community. Our sponsorship program places you in an active role of improving lives. It is an additional way for corporations to give above and beyond the general campaign. Because of generous corporate partners, United Way is able to recognize, educate, train, and thank our supporters, without incurring additional expenses.



Why go beyond the boundaries of traditional giving: Corporate partners provide year-round support of United Way events so that more donor dollars can go directly to help people and strengthen lives.

Return on investment: As a business in the community, you benefit from helping others succeed. Our corporate partnership packages deliver favorable impressions and measured media value far exceeding the cost of the actual sponsorship.

A healthy community is good for business: When individuals throughout the community are succeeding, their quality of life improves and the ability to provide for their family improves with it.

Build positive opinions of your business with customers and clients: When you connect your business with United Way, customers and clients will view your business as personally invested in the community. Your corporate image as a "good neighbor" is enhanced and your company as a community leader is further established by the generated exposure through United Way of Southwest Alabama publications, promotions, media, internet and special events!

Sponsorships through United Way: Co-branding with us links you to new business connections and partners in the community.

Multiple events equal multiple exposure: The program offers corporations the ability to sponsor multiple United Way of Southwest Alabama events with a single contribution. The program eliminates approaching corporations to sponsor every separate special event.

BE IN GOOD COMPANY

Join others who choose to step beyond the boundaries of traditional giving.

In today's crowded marketplace, it is more important than ever for companies to separate themselves from the competition in the minds of consumers. United Way effectively links businesses to philanthropy. Gain the competitive edge with your sponsorship by partnering with us. It makes good business sense. Many companies trust United Way of Southwest Alabama with positioning their brand in our community.



RBC Bank



*An independent evaluation conducted by Interbrand places the value of the United Way brand at \$34.7 billion. ...the calculated brand value of United Way would place it in **the top ten of the World's Most Valuable Brands** – in the company of brand giants such as GE, Disney, and McDonald's.*

-Survey done by Interbrand



2011 UNITED WAY OF SOUTHWEST ALABAMA EVENT CALENDAR

Studies show consumers are more likely to support companies that are involved in the local community. Community support also helps build a positive brand image in the eyes of the consumer.

- **Annual Meeting and Awards Luncheon*** **March 2, 2011**
- Clarke County Annual Meeting March 10, 2011
- Washington County Annual Meeting Maarch 31, 2011
- New Business Breakfasts (4) TBA
- Young Leaders Society Professional Development Events (6) TBA
- Young Leaders Volunteer Events (5) TBA
- Washington County Annual Meeting March 31, 2011
- **Annual Tri-County Day of Caring*** **April 15, 2011**
- Annual Young Leaders Society 5K Fun Run May 8, 2011
- National Letter Carriers Food Drive May 14, 2011
- Employee Campaign Coordinator Trainings (4) TBA
- **Annual Cycle United*** **August 6, 2011**
- Major Giving Event TBA
- Loaned Executive Training TBA
- **Annual Campaign Kick-Off Luncheon - Mobile*** **September 1, 2011**
- Washington County Kick-off Event September 2011
- Clarke County Kick-off Event September 2011
- Women's Initiative Annual Event TBA

*** Major United Way event**



CORPORATE PARTNERSHIP PACKAGES AND MEMBERSHIP BENEFITS

United Way of Southwest Alabama offers a wide variety of sponsorship opportunities that match your company's philanthropic marketing goals with activities, programs or events. We offer six levels of corporate sponsorships:



2011 PLATINUM COMMUNITY TITLE SPONSORSHIP

\$20,000+/year

One Available

- Company logo in prominent position on event signage
- Company logo printed on awards programs
- Logo/Name listed on printed campaign ads
- Listed in United Way Annual Report (3,000 printed and distributed)
- Listed in United Way Directory (70,000 printed and distributed)
- Listed as a Platinum Community Title Sponsor at all United Way events
- Podium recognition at all events
- Check presentation opportunity *(1 event of your choosing)*
- Reserved seating and designated table at United Way events
- Linked logo on United Way of Southwest Alabama web-site
- Opportunity to provide organizational collateral materials *(3 events of your choosing)*
- Opportunity to provide branded décor items (pens, napkins, gift bags, etc) *(3 events of your choosing)*
- Logo on United Way event invitations
- Logo on event t-shirts
- Company booth/banner opportunity *(1 event of your choosing)*
- Acknowledgement as 2011 Platinum Community Title Sponsor during media interviews
- Company representative to assist with presentations at 2012 Annual Meeting and Awards Luncheon
- Logo on e-news blast (25+ sent to 2,500 contacts)
- Logo/name listed as sponsor on LIVE UNITED Newsletters (2,000/ printed twice per year)
- First right of refusal on 2012 Platinum Community Title Sponsorship



2011 GOLD LIVE UNITED SPONSORSHIP

\$10,000 /year

Five Available

- Company logo in prominent position on event signage *(4 events of your choosing)*
- Company logo printed on awards programs
- Logo/Name listed on printed campaign ads
- Listed in United Way Annual Report (3,000 printed and distributed)
- Listed in United Way Directory (70,000 printed and distributed)
- Listed as a Gold Live United Sponsor at all United Way events
- Podium recognition at events *(4 events of your choosing)*
- Check presentation opportunity *(1 event of your choosing)*
- Reserved seating and designated table at United Way events
- Linked logo on United Way of Southwest Alabama web-site
- Opportunity to provide organizational collateral materials *(2 events of your choosing)*
- Opportunity to provide branded décor items (pens, napkins, gift bags, etc) *(2 events of your choosing)*
- Logo on United Way event invitations *(2 events of your choosing)*
- Logo on event t-shirts *(2 events of your choosing)*
- Company booth/banner opportunity *(1 event of your choosing)*

2011 SILVER LIVE UNITED SPONSORSHIP

\$5,000/year

Unlimited

- Company logo on event signage (3 events of your choosing)
- Listed in United Way Annual Report (3,000 printed and distributed)
- Check presentation opportunity (1 event of your choosing)
- Reserved seating and designated table at United Way event
- Linked logo on United Way of Southwest Alabama web-site
- Opportunity to provide organizational collateral materials (1 event of your choosing)
- Logo on United Way event invitation (1 event of your choosing)
- Logo on event t-shirt (1 event of your choosing)
- Company booth/banner opportunity (1 event of your choosing)

2011 BRONZE LIVE UNITED SPONSORSHIP

\$2,500/year

Unlimited

- Listed in United Way Annual report (3,000 printed and distributed)
- Linked logo on United Way of Southwest Alabama web-site
- Logo on United Way event invitation (1 event of your choosing)
- Logo on event t-shirts (1 event of your choosing)
- Logo/name on Campaign Kick-Off table material (plus 1 event of your choosing)
- Logo on table tents at all trainings

2011 MEDIA PARTNERSHIP

\$5,000/year in advertising

Becoming a media sponsor, you can showcase the caring nature of your organization to the entire community

- Linked Logo on United Way of Southwest Alabama web-site
- Receive year-round identification at special events as United Way media partner
- Company booth/banner opportunity (1 event of your choosing)

2011 LOANED EXECUTIVE PROGRAM

Provide volunteers or stipend. For more information, please contact Ira Bates at (251) 431-0130

- Linked Logo on United Way of Southwest Alabama web-site
- Podium recognition (Campaign Kick-off and Annual Meeting)
- Logo on table tents at all trainings



CORPORATE PARTNERSHIP PACKAGES AND MEMBERSHIP BENEFITS

SPONSORSHIP OFFERINGS	PLATINUM	GOLD	SILVER	BRONZE	MEDIA	LOANED EXECUTIVE
	\$20,000/YR	\$10,000/YR	\$5,000/YR	\$2,500/YR	\$5,000/YR	
Company logo, prominent position on event signage		 (4 EVENTS OF CHOOSING)				
Company Logo printed on awards programs						
Logo/Name listed on printed campaign print ads						
Listed in United Way Annual Report (3,000)						
Listed in United Way Directory (70,000)						
Listed as a Sponsor at United Way events				 (1 EVENT OF CHOOSING)		
Podium recognition at events		 (4 EVENTS OF CHOOSING)				 (CAMPAIGN KICKOFF & ANNUAL MEETING)
Check Presentation opportunity	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)			
Reserved seating & designated table at United Way events						
Linked Logo United Way of Southwest Alabama web-site						
Opportunity to provide organizational collateral materials	 (3 EVENTS OF CHOOSING)	 (2 EVENTS OF CHOOSING)				
Opportunity to provide branded decor items (pens, napkins, gift bags, etc)	 (3 EVENTS OF CHOOSING)	 (2 EVENTS OF CHOOSING)				
Logo on United Way event invitations		 (2 EVENTS OF CHOOSING)	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)		
Logo on event t-shirts		 (2 EVENTS OF CHOOSING)	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)		
Company booth/banner opportunity	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)	 (1 EVENT OF CHOOSING)			
Sponsorship plaque for display						
Acknowledgement as 2011 platinum community title sponsor during media interviews & media releases						
Company representative to assist with award presentations at 2012 Annual Meeting and Awards Luncheon						
Logo on e-news blast (25+ sent to 2,500 contacts per year)						
Logo/name listed as sponsor on LIVE UNITED Newsletter (2,000/ printed twice per year)						
First right of refusal on 2011 Platinum Community Title Sponsorship						
Logo/Name on 2010 Campaign Kick-off table material						
Receive year-round identification at special events as United Way media partner						
Logo on table tents at all trainings						

...89% of individuals believe that corporations and non-profits should work together to raise money and awareness for causes. Moreover, after hearing about these partnerships, individuals are more likely to feel better about that organization and support the cause.

- Survey done by Cone Corporate Citizenship Study



2011 CORPORATE PARTNERSHIP AGREEMENT

218 ST. FRANCIS STREET • MOBILE, ALABAMA 36602 • PO DRAWER 89 • MOBILE, ALABAMA 36601
PH: 251-433-3624 • FX: 251-431-0120 • WEBSITE: WWW.UWSWA.ORG

*Reach new audiences, increase your company's year-round marketing presence
and community presence by becoming a United Way sponsor.*

We are interested in participating in the 2011 Corporate Partnership Program. This agreement is made between United Way of Southwest Alabama and (the named sponsor).

COMPANY/ORGANIZATION: _____.

This sponsor shall provide United Way of Southwest Alabama with the following consideration as indicated below:

PLEASE CHECK THE LEVEL YOUR COMPANY WOULD LIKE TO PARTICIPATE AT:

- _____ Platinum Community Title Sponsor @ \$20,000 / year
- _____ Gold Live United Sponsor @ \$10,000 / year
- _____ Silver Live United Sponsor @ \$5,000 / year
- _____ Bronze Live United Sponsor @ \$2,500 / year
- _____ Media Partnership @ \$5,000 / year
- _____ Loaned Executive Program

EVENTS OF CHOOSING:

1. _____
2. _____
3. _____
4. _____

*** SPONSORSHIP YEAR ENDS AFTER THE 2012 ANNUAL MEETING**

REPRESENTATIVE NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

WHAT IS THE BEST WAY TO REACH YOU?

ALTERNATE CONTACT ? _____

PHONE: _____ E-MAIL: _____

SIGNATURE OF SPONSOR / REPRESENTATIVE

DATE



**TO TAKE FULL ADVANTAGE OF MARKETING DISTRIBUTION OPPORTUNITY PLEASE FAX OR MAIL
COMMITMENT FORM AS SOON AS POSSIBLE.**



THANK YOU FOR LIVING UNITED.
LIVE UNITED TM



United Way
of Southwest Alabama