2019 PARTNERSHIP OPPORTUNITIES

LIVE UNITED®

United Way of Denton County, Inc.
We empower neighbors to invest in one another to help the Denton County community thrive. Working together, we identify needs, implement ideas, and improve lives.

Partnering with United Way of Denton County is good for business.

When you support United Way of Denton County through a corporate partnership, you gain unique and valuable multi-media co-branding opportunities with a trusted local nonprofit, as well as brand association with United Way.

United Way is both the world’s largest nonprofit network and the world’s most valuable nonprofit brand, widely recognized for the efficiency and effectiveness of each local United Way organization.

86% of consumers believe that companies should take a stand for social issues.
2018 Shelton Group’s ‘Brands & Stands: Social Purpose is the New Black’

89% of executives said a strong sense of collective purpose drives employee satisfaction.
Harvard Bus. Review’s The Business Case For Purpose

90% of consumers want companies to tell them how they’re supporting charitable causes.
2010 study by Cone Communications.

When you support United Way of Denton County through a corporate partnership, you gain unique and valuable multi-media co-branding opportunities with a trusted local nonprofit, as well as brand association with United Way.

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YOUR EXPOSURE WITH UNITED WAY OF DENTON COUNTY

We LIVE UNITED 4 Denton County

ONE

HELP CHILDREN & FAMILIES SUCCEED

TWO

SERVE VETERANS AND THEIR FAMILIES

THREE

END HOMELESSNESS RARE, BRIEF & NONRECURRING

FOUR

ADVOCATE FOR OVERALL MENTAL HEALTH

United Way of Denton County, Inc.

Donations like yours help us serve over 80,000 PEOPLE IN DENTON COUNTY
UNITED LEADER

$50,000 INVESTMENT

COMPANY RECOGNITION (INDUSTRY EXCLUSIVE)

• Company logo + link to your website on UnitedWayDenton.org website footer
• Logo recognition + link to your website in all email newsletter blasts
• Logo recognition on two (2) Thank You social posts + sponsored, dedicated social post with link to your website
• Logo recognition on all 2019 collateral materials
• Prominent logo recognition in annual Campaign Video
• Logo recognition in Annual Report
• Recognition on all 2019 Leadership Giving collateral

EVENT & COLLABORATIVE PROGRAM RECOGNITION

• Spotlight Sponsor at 8th Annual UNITED Tribute ($15,000 value)
• Diamond Sponsor at 2019 Campaign Kickoff Breakfasts ($5,000 value)
• Golf Glove Sponsor at 2019 People Helping People Golf Tournament ($5,000 value)
• Pocket Resource Directory Logo Recognition ($10,000 Value)
• Community Resource Directory ($5,000 Value)
• Project Blueprint Logo Recognition ($5,000 Value)
• Loaned Executive Logo Recognition ($2,500 Value)
• Mental Health First Aid ($2,500 Value)

Refer to pages 8-11 for descriptions

UNITED CHAMPION

$25,000 INVESTMENT

COMPANY RECOGNITION (INDUSTRY EXCLUSIVE)

• Company logo + link to your website on UnitedWayDenton.org website footer
• Logo recognition in all email newsletter blasts
• Logo recognition on two (2) Thank You social posts + dedicated social post with link to your website
• Name recognition on all 2019 collateral materials
• Prominent logo recognition in annual Campaign Video
• Logo recognition in Annual Report

EVENT & COLLABORATIVE PROGRAM RECOGNITION (PICK ONE)

• Spotlight Sponsorship at 8th Annual UNITED Tribute ($15,000 value)
• Diamond Sponsor at 2019 Campaign Kickoff Breakfasts ($5,000 value)
• Golf Glove Sponsor at 2019 People Helping People Golf Tournament ($5,000 value)
OR
• Producer Sponsorship at 8th Annual UNITED Tribute ($10,000 value)
• Gold Sponsor at 2019 Campaign Kickoff Breakfasts ($2,500 value)
• Eagle Sponsor at 2019 People Helping People Golf Tournament ($2,500 value)
• Pocket Resource Directory Logo Recognition ($10,000 Value)
OR
• Producer Sponsorship at 8th Annual UNITED Tribute ($10,000 value)
• Gold Sponsor at 2019 Campaign Kickoff Breakfasts ($2,500 value)
• Eagle Sponsor at 2019 People Helping People Golf Tournament ($2,500 value)
• Community Resource Directory ($5,000 Value)
• Loaned Executive Logo Recognition ($2,500 Value)
• Mental Health First Aid ($2,500 Value)

Refer to pages 8-11 for descriptions
## United Friend

**$15,000 Investment**

### Company Recognition
- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts + dedicated social post
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report

### Event & Collaborative Program Recognition (Pick One)
- Spotlight Sponsorship at 8th Annual UNITED Tribute ($15,000 value)
- Producer Sponsorship at 8th Annual UNITED Tribute ($10,000 value)
- Gold Sponsor at 2019 Campaign Kickoff Breakfasts ($2,500 value)
- Eagle Sponsor at 2019 People Helping People Golf Tournament ($2,500 value)
- Project Blueprint ($5,000 Value)

Refer to pages 8-11 for descriptions

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## United Anchor

**$10,000 Investment**

### Company Recognition
- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts + dedicated social post
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report

### Event & Collaborative Program Recognition (Pick One)
- Producer Sponsorship at 8th Annual UNITED Tribute ($10,000 value)
- Ringmaster Sponsorship at 8th Annual UNITED Tribute ($5,000 value)
- Gold Sponsor at 2019 Campaign Kickoff Breakfasts ($2,500 value)
- Eagle Sponsor at 2019 People Helping People Golf Tournament ($2,500 value)
- Ringmaster Sponsorship at 8th Annual UNITED Tribute ($5,000 value)
- Gold Sponsor at 2019 Campaign Kickoff Breakfast ($2,500 value)
- Loaned Executive ($2,500 Value)

Refer to pages 8-11 for descriptions

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## United Giver

**$5,000 Investment**

### Company Recognition
- Company Name + link to your website on UnitedWayDenton.org website footer
- Name recognition in all email newsletter blasts
- Name recognition at all events
- Name recognition on one (1) Thank You social media post
- Name recognition in Annual Report

### Event & Collaborative Program Recognition (Pick One)
- Ringmaster Sponsorship at 8th Annual UNITED Tribute ($5,000 value)
- Performer Sponsorship at 8th Annual UNITED Tribute ($2,000 value)
- Silver Sponsor at 2019 Campaign Kickoff Breakfast ($1,000 value)
- Birdie Sponsor at 2019 People Helping People Golf Tournament ($1,500 value)
- Performer Sponsorship at 8th Annual UNITED Tribute ($2,000 value)
- Mental Health First Aid ($2,500 Value)

Refer to pages 8-11 for descriptions

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Contact: Kristin Jones, Kristin@UnitedWayDenton.org (940) 566-5851 EXT 102
Our annual signature gala to celebrate the year’s successes and honor the companies, employees, and community leaders who made it happen. The evening features live music and a “Dancing with Our Stars” competition with nominated community dancers. **EXPECTED ATTENDANCE FOR 2020 EVENT: 1,000+**

### SPOTLIGHT SPONSOR $15,000

- Two (2) tables of ten (10) with logo recognition
- Logo recognition in program thank you
- Full-page advertisement (5 in x 7.5 in) in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Speaking opportunity during DentonRadio.com’s “Blue Carpet”
- Naming rights to Signature Drink
- Remarks from the podium
- Naming opportunity for bar, silent auction, or wine (4-5 available)
- Logo recognition on Mobile Bidding Platform
- Unique sponsor gift
- Two (2) bottles of wine at tables
- Provided drink tickets (4 per person)

### DIRECTOR SPONSOR $7,500

- Table of ten (10) with logo recognition
- Logo recognition in program thank you
- Quarter-page (2.355” x 3.685”) in advertisement in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Speaking opportunity during DentonRadio.com’s “Blue Carpet”
- Logo recognition on Mobile Bidding Platform
- Two (2) bottles of wine at table
- Provided drink tickets (2 per person)

### RINGMASTER SPONSOR $5,000

- Table of ten (10) with logo recognition
- Name recognition in program thank you
- Quarter-page (2.355” x 3.685”) in advertisement in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Logo recognition on Mobile Bidding Platform
- Two (2) bottles of wine at table
- Provided drink tickets (2 per person)

### PRODUCER SPONSOR $10,000

- Two (2) tables of ten (10) with logo recognition
- Logo recognition in program thank you
- Half-page advertisement (5” x 3.875”) in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Speaking opportunity during DentonRadio.com’s “Blue Carpet”
- Naming rights to Signature Drink
- Remarks from the podium
- Logo recognition on Mobile Bidding Platform
- Unique sponsor gift
- Two (2) bottles of wine at tables
- Provided drink tickets (4 per person)

### AERIAL SPONSOR $3,500

- Table of ten (10) with name recognition
- Name recognition in program thank you
- Eighth-page (2.355 in x 1.8425 in) advertisement in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails
- Naming opportunity for either bar, silent auction, or wine (Industry Exclusive, 4-5 available)

### PERFORMER SPONSOR $2,000

- Table of ten (10) with name recognition
- Name recognition in program thank you
- Eighth-page (2.355 in x 1.8425 in) advertisement in event program
- Name recognition on website & event emails
- Logo recognition on dancer posters

### DIAMOND SPONSOR $5,000

- Full-page advertisement (5” x 7.5”) in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on event website
- Two (2) tables of eight (8) with logo at both events

### GOLD SPONSOR $2,500

- Half-page advertisement (5” x 3.875”) in event program
- Name recognition in newspaper thank you advertisement
- Logo recognition in program thank you
- Four (4) seats at both events

### SILVER SPONSOR $1,000

- Quarter-page advertisement (2.355” x 3.685”) in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on event website
- Four (4) seats at both events

### BRONZE SPONSOR $500

- Quarter-page (2.355” x 3.685”) in event program
- Name recognition in newspaper thank you advertisement
- Two (2) seats at both events

A series of kickoff breakfasts and Community Conversations with county leaders for a candid discussion of the needs in Denton County and how various segments of the community are working together for solutions. **EXPECTED ATTENDANCE FOR EVENTS: 500+**

### PACESETTER AWARDS & EMPLOYEE GIVING CAMPAIGNS

In addition to our Community Conversation, we honor our Pacesetter Companies who lead the community in giving and set an example for what a model United Way of Denton County Employee Giving Campaign looks like.

**What’s an employee giving campaign?**

An Employee Giving Campaign enables your employees to give easily via payroll deduction, donating as little or as much as they want from each paycheck. As an employer, you can take pride in knowing your workforce’s donation is an investment for a better Denton County community. Your employees organize and implement special projects as teams of volunteers, lending strength and talents, as well as payroll deductions, to improve and transform lives in Denton County.
Denton County’s longest-running golf tournament, held at the exclusive Denton Country Club, features a four person scramble, numerous contests and prizes, and a “19th Hole” Celebration.

**June 17, 2019**

**Golf Glove Sponsor** $5,000
- Exclusive
- Golf foursome (Select morning or afternoon flight)
- Logo branding on Titleist® leather golf glove provided to all players
- Opportunity to meet and greet players during glove fitting at registration
- Flag signage on one hole
- Name recognition on event banner
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

**Eagle Sponsor** $2,500
- Golf foursome (Select morning or afternoon flight)
- Flag signage on one hole
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

**Air Cannon Hole Sponsor** $2,000
- Exclusive
- Two golfers (Select morning or afternoon flight)
- Organization logo displayed on AirCannon
- Vendor table at AirCannon hole
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

**Putting Contest Sponsor** $1,500
- Exclusive
- Golf foursome (Select morning or afternoon flight)
- Vendor table at putting green
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

**Birdie Sponsor** $1,500
- Golf foursome (Select morning or afternoon flight)
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

**Expected Attendance for Event: 200+**

**Community Resource Directory** $5,000 Value
Annual comprehensive resource directory of local social services to connect people in need with service providers in Denton County.
- Logo recognition on 1,500 directories distributed throughout Denton County

**Pocket Resource Directory** $10,000 Value
Mini directory of most requested local social services to help people through crisis.
- Logo recognition on 15,000 directories distributed throughout Denton County

**Mental Health First Aid** $2,500 Value
One-day, free course to equip participants with an action plan to respond and refer anyone experiencing a mental health crisis. Expected training of 75 individuals over five (5) trainings in 2019.
- Logo recognition on social media, email, and website promoting the trainings
- Logo recognition on slideshow presentation during training

**Loaned Executive** $2,500 Value
Dedicated members from Denton County businesses practicing leadership and relationship management through valuable hands-on experience in the community. Expected training of 20 individuals in 2019.
- Logo recognition on social media, email, and website promoting the program
- Logo recognition on slideshow presentation during training

**Project Blueprint Board Leadership Training** $5,000 Value
Nine (9) week training to teach local volunteers the skills needed to shape and govern a successful nonprofit organization. Expected training of 15 individuals in 2019.
- Logo recognition on social media, email, and website promoting the program
- Logo recognition on slideshow presentation during training
SECURE YOUR SPONSORSHIP TODAY

TO BE INCLUDED IN VIDEO, EVENTS AND ALL COLLATERAL MATERIALS PLEASE COMMIT BY 5-31-2019.

KRISTIN JONES
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(940) 566-5851 EXT 102

United Way
of Denton County, Inc.
UnitedWayDenton.org