



# Annual Sponsorship

Annual Sponsorship Program and Agreement

## Annual United Way of Washington County, MD Sponsorship Program

YOUR United Way works on behalf of the common good to make steady advances in Washington County by identifying and addressing common problems. This is accomplished by working with people and organizations from across the community who bring the passion, expertise and resources needed to get things done.

**YOU** are invited to join us to advance the common good.

We invite YOU to become a sponsor of an event or meeting that meets YOUR mission for supporting YOUR community. The beneficiary of each of these sponsorships is Washington County, MD. Through the Community Impact fund, you will advance the common good in ways that ripple out to the community as a whole.

As a United Way sponsor, you enhance your philanthropic image and visibility in the community; reinforce your reputation as a good corporate citizen with Washington County, MD residents and businesses; and develop closer relationships with current and prospective clients.

United Way of Washington County's sponsorship program is designed to help companies achieve their philanthropic goals while engaging them in our work.

Enhance your visibility by partnering with one of the world's most valuable brands.

- The United Way brand was ranked in 2010 at number 26 in the Top 50 of the most valuable brands according to Forbes magazine with a brand value of \$14.3 billion. United Way was the only nonprofit to make the list.
- United Way was named a 2012 Forbes All-Star Charity.
- United Way is ranked #1 in "The Philanthropy 400" in *The Chronicle of Philanthropy* as the most successful charity.
- LIVE UNITED now has 43% public recognition since launching in the spring of 2008.
- United Way has 91% recognition from the general population.
- Nearly \$125 million worth of donated media has been made possible through our unique partnership with the Ad Council, who embraced the LIVE UNITED message.

### **Prior Year Sponsors (July 2016 – June 2017)**

Live United Partner: Michael G. Callas Trust

First Data	Chick fil A	Holcim
BB&T	Coldwell Banker Innovations	First United Bank & Trust
Keller Stonebraker Insurance	Herald Mail	Rotary Club of Hagerstown
MS Johnston	Meritus Health	Suns
Advertising Inc.	The Columbia Bank	

## Summary of Events

**CEO Breakfast:** August 23, 2017 at Robinwood Professional Center. Local company CEOs and employee campaign coordinators gather to hear from the campaign chair(s) about funding and efforts in place for the coming year, including tools to support company efforts.

**Campaign & Day of Caring Kickoff:** September 28, 2017. Everyone who is involved in campaign efforts including local company CEOs, employee campaign coordinators, volunteers and donors gather to officially start the campaign that begins with a message from the chair(s) and includes presentations of pledges and completed campaigns from companies who have set their goal or completed their campaign by the Kickoff date. The event is combined with the 26<sup>th</sup> Annual Day of Caring. More than 900 volunteers will go into the community tackling projects at agencies and homes of the elderly and disabled to beautify, improve and make homes safe and more accessible.

**Campaign Finale & Annual Meeting:** June 20, 2018 at Fountain Head Country Club. Everyone who is involved in campaign efforts gather to hear the final amount raised and celebrate the closing of the campaign with announcements of company and individual awards and recognition. Donors, volunteers, community leaders interested in UW; messaging includes year in review and several individual awards. This is also the final Board of Directors meeting for the fiscal year and includes year in review and bringing in new volunteer leadership.

## Non-Event Sponsorships

**Campaign Champion:** Annually new marketing materials are created for campaign to include pledge forms, video, brochures, flyers, and pens. Sponsoring the campaign as the Campaign Champion allows for donor dollars to be used to support critical programs provided to Washington County residents. Please see Melissa Reabold if you are interested in this level of sponsorship.

**Employee Campaign Coordinators Champion:** The employee campaign coordinators are the “boots on the ground” for campaign. They are usually assigned by a supervisor to take on this role because of their success in meeting their regular work requirements and they are well-liked and respected by their peers. This group needs champions willing to provide sponsorship dollars to cover the expense of training and general campaign meetings that help the coordinator fulfill their campaign role well while staying productive in their regular work. Because of the nature of these non-event sponsorships, they will be customized for the sponsor. Please see Melissa Reabold if you are interested in this level of sponsorship.

- Sponsorship monies are not counted toward a workplace campaign. These sponsor opportunities are time sensitive due to the nature of scheduling printing, etc.
- Cycle United and Day of Caring sponsorships are separate from the Annual Sponsorship Program.
- Please ask your United Way team for information on sponsoring Cycle United or Day of Caring.

## **Comprehensive Sponsorships**

### **\$10,000 Community Leader (Exclusive Sponsorship)**

- Business name and/or logo mentioned or listed in all event and meeting related promotions held during 12 month period of sponsorship agreement which may include:
  - TV and radio public service announcements
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Recognition as a key UWWC sponsor and an opportunity to participate in the production of the annual campaign video
- Business name and/or logo on Live United t-shirts (annual minimum ordered is 500)
- Recognized as the LEAD SPONSOR of all campaign related trainings and meetings for Employee Campaign Coordinators held during 12 month period of sponsorship agreement
- Ten (10) tickets to the events held during 12 month period of sponsorship agreement and may include:
  - CEO Breakfast
  - Campaign Kickoff & Day of Caring Kickoff
  - Campaign Finale / Annual Meeting
- Opportunity to give a three minute corporate welcome at each UWWC event listed above held during 12 month period of sponsorship agreement
- Business name and/or logo on marketing materials of all events listed above held during 12 month period of sponsorship agreement
- Business name and/or logo displayed and name mentioned during all events listed above held during 12 month period of sponsorship agreement
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for the 12 month period of sponsorship agreement
- Business name and/or logo placement in Annual Report

### **\$5,000 Live United Partner**

- Business name and/or logo mentioned or listed in all event related promotions held during 12 month period of sponsorship agreement which may include:
  - TV and radio public service announcements
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Recognition in Campaign Kickoff video as a key UWWC sponsor (time sensitive)
- Four (4) tickets to the events held during 12 month period of sponsorship agreement and may include:
  - CEO Breakfast
  - Campaign Kickoff & Day of Caring Kickoff
  - Campaign Finale / Annual Meeting
- Business name and/or logo displayed and name mentioned during all events listed above held during 12 month period of sponsorship agreement
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for the 12 month period of sponsorship agreement
- Business name and/or logo placement in Annual Report

## **Day of Caring Sponsorships**

### **\$5,000 Live United Partner**

- Business name and/or logo mentioned or listed in all event related promotions held during 12 month period of sponsorship agreement which may include:
  - TV and radio public service announcements
  - Press releases
  - Web site announcements and emails
- Business name and/or logo on volunteer t-shirts (1500)
- Social media/e-marketing channels
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for the 12 month period of sponsorship agreement
- Business name and/or logo placement in Annual Report

### **\$2,500 Community Impact Partner**

- Business name and/or logo mentioned or listed in Day of Caring related promotions including:
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Logo on volunteer t-shirts (1500). *Hierarchy depends on sponsor level with \$5,000 as top listing.*
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for three months
- Logo placement in Annual Report

### **\$1,000 Community Investor**

- Business name and/or logo mentioned or listed in Day of Caring related promotions including:
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for three months
- Logo placement in Annual Report

### **In-Kind Gifts**

- Please talk with a member of your United Way team or Day of Caring Steering Committee.

## **Specific Event/Meeting Sponsorships**

The company or individual chooses which event / non-event to sponsor. Please replace **name of event** with correct event name or non-event sponsorship from the following list: CEO Breakfast, Campaign Kickoff, Campaign Finale / Annual Meeting (May or June), Campaign Champion or Employee Campaign Coordinator Champion (see Melissa Reabold for either of these two non-event sponsorships.)

### **\$2,500 Community Impact Partner**

- Business name and/or logo mentioned or listed in **name of event** related promotions including:
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Eight (8) tickets to **name of event**
- Your business logo on all **name of event** marketing materials
- Business name and/or logo displayed and name mentioned during **name of event**
- Opportunity to give a three minute corporate welcome at **name of event**
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in the monthly e-newsletter for three months
- Logo placement in Annual Report

### **\$1,000 Community Investor**

- Business name and/or logo mentioned or listed in **name of event** related promotions including:
  - Press releases
  - Web site announcements and emails
  - Social media/e-marketing channels
- Four (4) tickets to **name of event**
- Your business logo on all **name of event** marketing materials
- Business name and/or logo displayed and name mentioned during **name of event**
- Listing on UWWC website with link to your company website (one year)
- Business name and/or logo placement in Annual Report

### **\$500 Community Partner**

- Four (4) tickets to **name of event**
- Business name and/or logo displayed and name mentioned during **name of event**
- Listing on UWWC website with link to your company website (one year)

### **\$200 Partner**

- Two (2) tickets to **name of event**
- Business name mentioned during **name of event**
- Listing on UWWC website with link to your company website (one year)

### **In-Kind Gifts**

- Please talk with a member of your United Way team.

## Annual Sponsor Agreement

**General** The sponsor hereby agrees to sponsor the following events/ meetings to benefit United Way of Washington County, MD (UWWC) and the Community Impact Fund.

In consideration therefore, UWWC shall provide Sponsor with the benefits described in the Sponsorship Program. UWWC may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

**Payment** Sponsor agrees to pay on or before event date that is being sponsored unless other arrangements have been made with a UWWC representative. In-kind products and services that have been identified as needed by UWWC shall be scheduled in writing by UWWC representative and Sponsor.

- **All sponsorships must be at least half in cash and not entirely in kind.**

**Limitation of Sponsorship** Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the specific sponsorship level or event(s).

**License and Usage** Sponsor hereby grants UWWC a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. UWWC agrees that the Proprietary Information will be used only in connection with the specific sponsorship level or event(s) to provide the benefits set forth in the Sponsorship Program and such other benefits as Sponsor and UWWC may agree. UWWC's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

**Sponsor Understandings** No portions of the sponsorship cash payment or in-kind product or services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Sponsorship Program.

**Termination** UWWC may terminate this contract with 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, UWWC may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by UWWC for the specific event. Sponsor shall not terminate this agreement without the approval of UWWC.

**Amendments** This agreement may be amended only by a written instrument executed by both parties.

*Thank you for choosing to partner with your local United Way!*

United Way of Washington County, MD  
33 W. Franklin Street, Suite 203  
Hagerstown, MD 21740

301-739-8200

[www.unitedwaywashcounty.org](http://www.unitedwaywashcounty.org)

Please check appropriate sponsorship(s):

<b>Annual Sponsorships*</b>	
<input type="checkbox"/> <b>\$10,000 Community Leader</b> <i>This is an exclusive opportunity</i>	<input type="checkbox"/> <b>\$5,000 Live United Partner</b>
<b>Specific Sponsorships*</b>	
<input type="checkbox"/> <b>\$2,500 Community Impact Partner</b> _____ Event	<input type="checkbox"/> <b>\$1,000 Community Investor</b> _____ Event
<input type="checkbox"/> <b>\$500 Community Partner</b> _____ Event	<input type="checkbox"/> <b>\$_____ In-Kind</b> <i>Please list donated item(s) and value.</i>

\*All sponsorships are time sensitive due to strict printing and advertising timelines.

Complete this area to finalize your sponsorship selection process and return completed page to United Way:

_____ Sponsor Name (Business/Organization/Club) <i>Print as it should appear in future marketing materials</i>	Date of Agreement _____
Payment Options (circle one): Check / Credit Card / Bill Me  Billing (circle one): Monthly / Quarterly / Once    Date for billing: Credit Cards can be used on our secure website at <a href="https://www.unitedwaywashcounty.org">https://www.unitedwaywashcounty.org</a> and click on "Donate".	
_____ Sponsor Representative (Print name and title of individual authorized to sign for sponsor)	_____ UWWC Representative (Print name and title of individual authorized to sign for UWWC)
_____ Sponsor Representative (signature)	_____ UWWC Representative (signature)
Copies of this entire agreement should be distributed as follows: <input type="checkbox"/> Sponsor <input type="checkbox"/> UWWC <input type="checkbox"/> Event(s) staff/volunteer lead	

*Please return this completed page to your United Way representative. Thank you!*