

**LIVE UNITED**



United Way of the Big Bend

## WU Annual Sponsorship Package

### Platinum Level (1) \$15,000

-Includes Presenting Sponsorship benefits for Women's Leadership Webinar

- Top billing in all promotional event collateral including company logo
- Two reserved tables which include tickets for 16 in prominent location with company logo \*
- Tickets to Virtual Meet & Greet (16)
- Your leader introduced and recognized in opening statements/powerpoint
- Your leader featured as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat
- Video Interview with your leader to be used in pre/post event social media promotion
- Company name/logo listed as presenting sponsor on email invitation (more than 11,000+)
- Company logo placed on event webpage and registration page
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Full page feature for women leader in event program – sent digitally to all attendees and sponsors
- Full page color ad on back cover of the event program – sent digitally to all attendees and sponsors
- Your leader introduced and recognized virtually with opportunity to welcome Keynote Speaker
- Recognition at event as Presenting Sponsor

-Includes Presenting Sponsorship for Sip, Savor and Stroll

- Top billing in all promotional collateral including company logo
- Company logo on UWBB event website
- Reserved table which includes tickets for 8\*
- Company logo on email invitation (more than 5,000)
- Company logo on event registration page
- Event announcement through social media
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Opportunity to welcome attendees
- Promotional item in event bags (company provides the item)

-Includes Presenting Sponsorship for one Engagement Series

- Top billing in all promotional collateral including company logo (agenda, email invitations, mailed invitations, etc.)
- Company logo on UWBB event webpage. Only presenting sponsor logo will be on the registration page
- Opportunity to address attendees
- Company logo placement on event collateral
- Ten (10) attendee registrations
- Promotion through our digital board and social media outlets

Plus: Receive the additional benefits

- Full page ad in Tallahassee Magazine (Value: \$2,795)

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+ United Way specifically additional visibility (social media, newsletter)

## **Gold Level (2) \$7,500**

-Includes Diamond Sponsorship benefits for Women's Leadership Breakfast

- Significant billing on promotional event collateral
- Reserved Table which includes tickets for 8\*
- Tickets to Meet & Greet (8)
- Your leader introduced and recognized in opening statements/powerpoint
- Your leader featured as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat as well as at the breakfast
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)
- Company logo on event webpage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Full page feature for women leader in event program – sent digitally to all attendees and sponsors
- Full page ad in the inside back cover in event program – sent digitally to all attendees and sponsors
- Recognition at event as Diamond Sponsor

-Includes Leadership Sponsorship for Sip, Savor and Stroll

- Company logo on UWBB event website
- 4 event tickets
- Company logo on email invitation
- Event announcement through social media
- Recognition on event promotions/signage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Recognition at Kickoff event
- Opportunity to place company material at each place setting/table (company provides item)
- Promotional item in event bags (company provides the item)

-Includes Gold Sponsorship for one Engagement Series

- Company recognition on UWBB website (more than 3,000 views monthly)
- Four (4) reserved meeting registration
- Four (4) seats reserved in a prominent location
- Recognition in printed program
- Logo on Event Power point
- Opportunity to place company material in goodie bags (company provides item)
- Promotion through our digital board and social media outlets

**Total Value: \$9,500, Total Savings of \$2,000**

## **Silver Level - \$5,000**

-Includes Legacy Sponsorship benefits for Women's Leadership Breakfast

- Company logo displayed on UWBB event webpage
- Reserved Table which includes tickets for 8\*

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- Tickets to Meet & Greet 4
- Your leader showcased as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat, as well as at the breakfast
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)
- Company logo on event webpage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- ½ page full color ad in event program
- Recognition at event as Legacy Sponsor

-Includes Premium Sponsorship for Sip, Savor and Stroll

- Reserved vendor table in prominent location
- Recognition on event promotions
- Event announcement through social media
- 2 event tickets
- Recognition as Vendor Sponsor at Kickoff event
- Opportunity to place promotional item in event bag

-Includes Program Sponsorship for one Engagement Series

- Company recognition on UWBB website (more than 3,000 views monthly)
- Two (2) attendee registrations
- Logo on Event Signage
- Promotion through our digital board and social media outlets

**Total Value: \$6,000**

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United Way of the Big Bend

## **WU Sponsorship Package- A la Carte**

### **WU Engagement Events**

The Women United (WU) Engagement Breakfasts provide current and potential Women United members the opportunity to network over breakfast, while hearing a keynote speaker and learning about the role of Women United in the United Way. These events provide this community of women with focused priorities for the year and an understanding of the importance of women uniting in philanthropy.

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**Average Attendance:** 100-125

**Attendee Demographics:** C-Suite Women and Women Leaders in our community

**Presenting Sponsor - \$2500**

- Top billing in all promotional collateral including company logo (agenda, email invitations, mailed invitations, etc.)
- Company logo on UWBB event webpage. Only presenting sponsor logo will be on the registration page
- Opportunity to address attendees
- Company logo placement on event collateral
- Ten (10) attendee registrations
- Ten (10) reserved seating in a prominent location (*in person events*)
- One complimentary exhibit table to display products/services (*in person events-if space permits*)
- Opportunity to place company material at each place setting/table (*in person events-company provides item*)
- Promotional item in event bag (company provides the item)
- Promotion through our digital board and social media outlets

**Gold Sponsor - \$1000**

- Company recognition on UWBB website (more than 3,000 views monthly)
- Four (4) attendee registrations
- Four (4) reserved seating in a prominent location (*in person events*)
- Recognition in program
- Logo on Event Signage
- Opportunity to place company material in goodie bags (company provides item)
- Promotion through our digital board and social media outlets

**Program Sponsor - \$500**

- Company recognition on UWBB website (more than 3,000 views monthly)
- Two (2) attendee registrations
- Two (2) seats reserved in a prominent location (*in person events*)
- Logo on Event Signage
- Promotion through our digital board and social media outlets

## Women's Leadership Breakfast .

Women United, the women's affinity group of United Way of the Big Bend represent an influential force of women leaders and philanthropists who give, advocate, and volunteer to impact the lives of others throughout the Big Bend. Each Fall, Women United hosts their annual Women's Leadership Breakfast which serves as a call to action for women and all members of our community to create positive change through sharing their time, talent and treasure.

**Average Attendance:** 240

**Time of Year:** Fall

**Attendee Demographics:** Women United Board/Committee Members, C-Level Business Owners/Executives, Young Women Professionals, College students

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### **Presenting Sponsor (1) - \$10,000**

- Top billing in all promotional event collateral including company logo
- Two reserved tables which includes tickets for 16 in prominent location with company logo\*
- Tickets to Meet & Greet (16)
- One-to-one photo opportunity during Meet & Greet (*in person events*)
- Your leader featured as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat
- Video Interview with your leader to be used in pre/post event social media promotion
- Company name/logo listed as presenting sponsor on email invitation (more than 11,000+)
- Company logo placed on event webpage and registration page
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Full page feature for women leader in event program
- Full page color ad on back cover of the event program
- Your leader introduced and recognized on stage with opportunity to welcome Keynote Speaker
- Opportunity to set up exhibit table (*in person events*)
- Reserved parking (*in person events*)
- Opportunity to place company material at each place setting/table (*in person events*-company provides item)
- Opportunity to provide promotional item in event bags (company provides item)
- Recognition at event as Presenting Sponsor

### **Diamond Sponsor (1) - \$7,500**

- Significant billing on promotional event collateral
- One full table reserved which includes tickets for 8 in prominent location with company logo\*
- Tickets to Meet & Greet (8)
- Group photo opportunity during Meet & Greet (*in person events*)
- Your leader introduced and recognized on stage
- Your leader featured as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat as well as at the breakfast
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)
- Company logo on event webpage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Full page feature for women leader in event program
- Full page ad in the inside back cover in event program
- Opportunity to set up exhibit table (*in person events*)
- Reserved parking (*in person events*)
- Promotional item in event bags (company provides the item)
- Recognition at event as Diamond Sponsor

### **Legacy Sponsor (10) - \$5,000**

- Company logo displayed on UWBB event webpage
- One full table reserved which includes tickets for 8 in prominent location with company logo\*
- Tickets to Meet & Greet (4)
- Group photo opportunity during meet and greet (*in person events*)
- Your leader showcased as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat, as well as at the breakfast
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on email invitation (more than 11,000+)

- Company logo on event webpage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- ½ page full color ad in event program
- Recognition at event as Legacy Sponsor

### **Leadership Sponsor (10) - 2,500**

- Company logo on UWBB event website
- Half table reserved which includes tickets for 4 in prominent location with company logo\*
- Tickets to Meet & Greet (2)
- Group photo opportunity during meet and greet (*in person events*)
- Your leader showcased as one of our community's top women leaders, which may include Tallahassee Women, Tallahassee Magazine, and or Tallahassee Democrat, as well as at the breakfast
- Video Interview with your leader to be used in pre/post event social media promotion
- Company logo on event website page
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Quarter page full color ad in event program
- Logo on reserved table (*in person events*)
- Recognition at event as Leadership Sponsor

### **Table Sponsor - \$1,250**

- One full table of eight\*
- Logo on reserved table (*in person events*)
- Recognition at event as Table Sponsor

### **Tickets - \$125 each**

\*All reserved tables will be for in person events. Virtual events will accommodate the equivalent number of tickets.

## **Sip, Shop, Savor-(Dress Down & Dine)**

A fun ladies night out is hosted by Women United. The areas only Galentines event where women shop local women owned pop-up boutiques, sample delicious bites from local restaurants, and enjoy a fabulous atmosphere – all for a cause! Funds raised by this event support Early Learning programs/initiatives funded through United Way.

**Average Attendance:** 150-200

**Time of Year:** Winter/Early Spring

**Attendee Demographics:** Women United Board/Committee Members, C-Level Business Owners/Executives, Young Women Professionals

### **Presenting Sponsor - \$2,500**

- Top billing in all promotional collateral including company logo
- Company logo on UWBB event website
- Reserved table/Tickets for 8 in prominent location

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- Company logo on email invitation (more than 5,000)
- Company logo on event registration page
- Event announcement through social media
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Opportunity to welcome attendees
- Opportunity to place company material at each place setting/table (company provides item)
- Promotional item in event bags (company provides the item)

#### **Leadership Sponsor - \$1,000**

- Company logo on UWBB event website
- 4 event tickets
- Company logo on email invitation
- Event announcement through social media
- Recognition on event promotions/signage
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Recognition from Podium
- Opportunity to place company material at each place setting/table (company provides item)
- Promotional item in event bags (company provides the item)

#### **Premium Vendor Sponsor - \$500**

- Reserved vendor table in prominent location
- Recognition on event promotions
- Event announcement through social media
- 2 event tickets
- Recognition as Vendor Sponsor from podium
- Opportunity to place promotional item in event bag

#### **Music Sponsor - \$500**

- Recognition on event promotions
- Event announcement through social media
- 2 event tickets
- Recognition as Music Sponsor from podium
- Opportunity to place item in event bag

#### **Food Vendor**

- Opportunity to provide a signature food item to attendees (150-200 attendees)
- Logo on event promotional material
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Opportunity to place promotional item in event bag

#### **Drink Vendor**

- Opportunity to provide a signature drink to attendees (150-200 attendees)
- Logo on event promotional material
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Opportunity to place promotional item in event bag