



2024 SPONSORSHIP OPPORTUNITIES GUIDE



United Way of
the Capital Region

For more information, please contact
United Way of the Capital Region at 717.732.0700.



United Way of the Capital Region is pleased to offer a variety of sponsorship opportunities for many of our events, membership groups and videos in 2024. Thanks to the continued generosity of wonderful supporters, our events are highly visible, fun opportunities to connect with business and community leaders who believe in our mission, while supporting the important work of our organization. Our United Way is proud to say no donor dollars are used to sponsor our events.

Sponsorships include support above-and-beyond corporate and individual gifts made to United Way of the Capital Region. We hope you will consider partnering with us. Thank you for supporting United Way!

BECOME A SPONSOR TODAY!

For more information, or to sponsor an event or project, contact:

General Events, Bridges Society and Women's Leadership Network

Rae Lynn Cox
rcox@uwcr.org

Tocqueville Society Events

Alex Kruger
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Day of Caring, Youth Day of Caring and Volunteer Projects

Heidi Neuhaus
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Labor Day of Action

Susan Weldon
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You can also call United Way of the Capital Region at 717.732.0700.

Sponsorships marked with an asterisk (*) have First Right of Acceptance.



YOUTH DAY OF CARING

Harrisburg City Island
Friday, March 22, 2024
8 a.m. – 1:30 p.m.

Youth Day of Caring is a one-day event held in conjunction with National Youth Service Day, where high school juniors and seniors spend the day volunteering. The event brings together more than 200 high school students to perform landscaping, painting and general maintenance duties to prepare Harrisburg's City Island for the season.

In addition, members of United Way of the Capital Region's Bridges Society work with students as project leaders, chaperones, photographers and hospitality volunteers. Bridges Society connects a diverse group of emerging leaders through giving and volunteering.

LEAD (T-SHIRT) SPONSOR - \$5,000

- Company logo is printed on the back of the Youth Day of Caring T-shirt worn by nearly 300 student participants, chaperones and volunteers.
- Recognition in media advisory and press release.
- Company can display sign/banner at the event.
- Recognition as the lead sponsor in United Way's electronic communications:
 - Web story following the event.
 - Social media posts.
 - Acknowledgement as a sponsor in all Youth Day of Caring stories placed in United Way e-newsletter(s).

In 2023, Members 1st Federal Credit Union served as Lead Sponsor* and Capital Blue Cross Connect was the Lunch Sponsor.

LUNCH SPONSOR - \$2,000

(Monetary or In-Kind)

- Company can display sign/banner at the event.
- Recognition in media advisory and press release.
- Recognition as the lunch sponsor in United Way's electronic communications:
 - Web story following the event.
 - Acknowledgement as a sponsor in all Youth Day of Caring stories placed in United Way e-newsletter(s).

TRANSPORTATION, TOOL OR SNACK SPONSOR - \$500

(Four Sponsorships Available)

- Company can display sign/banner at the event.
- Recognition as a sponsor in United Way's electronic communications:
 - Web story following the event.
 - Acknowledgement as a sponsor in all Youth Day of Caring stories placed in United Way e-newsletter(s).



CAMPAIGN COORDINATOR CELEBRATION

Date and Location TBD (May-June)
noon – 1:30 p.m.

United Way of the Capital Region's Campaign Coordinator Luncheon recognizes the work of our dedicated campaign coordinators. At the event, the "Best Of" Awards are presented to the best small-, medium- and large-size company campaigns. Awards will also be given to the company with the best virtual engagement or special event, outstanding participation and best video around support of United Way.

EVENT SPONSOR - \$1,000

- Company logo included on electronic invitation.
- Company can display sign/banner at the event.
- Company recognized during the event.
- Opportunity to deliver brief remarks at the event.

In 2023, Capital Blue Cross Connect served as Event Sponsor.*



CELEBRATION EVENT

Hershey's Chocolate World

Tuesday, May 7, 2024

6-8 p.m.

Approximately 300 business and community leaders routinely attend this event. We will announce the amount raised during the 2023 campaign and recognize the achievements of local companies and volunteers.

LEAD SPONSOR - \$10,000

- Opportunity to deliver brief remarks at the event.
- Company can run a 30 second ad during the event.
- Company logo is included on general signage at the event.
- Company logo is included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- 20 complimentary tickets to the event.

SILVER SPONSOR - \$2,500

- Company name is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- 5 complimentary tickets to the event.

In 2023, Delta Dental, Enterprise Rent-A-Car, LINKBANK and UPMC Central PA served as Silver Sponsors. PA Media Group also helped support the event.

GOLD SPONSOR - \$5,000

- Company logo is included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- 10 complimentary tickets to the event.





STORIES OF IMPACT – VIDEO SPONSORSHIP

Sponsorship Due by May 24, 2024

Production Completed by September 1, 2024

United Way of the Capital Region produces a video series every year to showcase its work in the community. In 2023, the project included a series of seven videos focusing on access to health care, school readiness, workforce development, basic needs services and volunteerism, as well as United Way's overall work in our community. The videos are shown in companies within our footprint, as well as social media channels throughout the year. This is one of our most visible projects.

LEAD SPONSOR - \$15,000

- Logo included on all videos in this series.

In 2023, the Milton S. Hershey School supported United Way's video work.





TOCQUEVILLE SOCIETY RECEPTION(S)

Date, Time and Location TBD (One in Spring/Summer and One in Fall/Winter)

Our Tocqueville Society receptions provide networking opportunities for our most generous and notable donors, and serve as a forum to encourage philanthropic leadership in our community. These evening receptions also give Society members an opportunity to welcome new members to this group.

The Tocqueville Society is comprised of some of the Capital Region's most generous and community minded individuals who donate at least \$10,000 annually to United Way. There are currently 235 members in the Society. Sponsorship of this event will give visibility with the highest of company executives and philanthropic leaders in the community. Approximately 100 people routinely attend. ***Sponsorship levels are per event.***

EXCLUSIVE SPONSOR - \$7,500

- Company will serve as the sole sponsor of the event.
- Company name included in *The Book of Leaders in Giving*.
- Opportunity to deliver brief remarks during the event.
- Company can provide a giveaway to attendees.
- Company logo included on general signage at the event.
- Company logo included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 20 guests to the event.

In 2023, Fort Pitt Capital Group was the Exclusive Sponsor.*

GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks during the event.
- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 10 guests to the event.

SILVER SPONSOR - \$2,500

- Company name printed on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 5 guests to the event.



DAY OF CARING

Throughout the Capital Region
Friday, September 6, 2024
7:30 a.m. – 2 p.m.

United Way of the Capital Region's Day of Caring has been a staple of our community for more than 31 years and is the largest one-day mobilization of volunteers in Cumberland, Dauphin and Perry counties. In 2023, more than 1,000 volunteers from more than 50 local companies participated in indoor and outdoor clean-up, landscaping and support projects at local nonprofit organizations. This is one of our most visible and popular events.

As part of Day of Caring, United Way will also hold a "Stuff the Bus" signature project to collect health and school supplies for local children in ***Ready for School, Ready to Succeed***, United Way's school readiness initiative.

SPONSORSHIP LEVELS

EXCLUSIVE LEAD SPONSORSHIP - \$25,000 (*One Sponsorship Available*)

- Company logo printed on approximately 1,800 Day of Caring T-shirts distributed to participating volunteers.
- Opportunity to deliver brief remarks at the Day of Caring kickoff event.
- Company can display sign/banner at the event.
- Recognition as exclusive lead sponsor in all Day of Caring materials that are distributed to participating companies, including:
 - Fact sheet.
 - Recruitment information to participating companies and agencies.
- Recognition in media advisory and press release.
- Recognition as exclusive lead sponsor in United Way's electronic communications to include:
 - Web story.
 - Social media posts.
 - Recognition in United Way's e-newsletter(s).
- A company employee can serve on the Day of Caring volunteer committee.
- Opportunity for an employee team to volunteer on Day of Caring at the site of their choosing. The exclusive lead sponsor team is the only volunteer group that may choose their assignment.

In 2023, Highmark Blue Shield served as the Exclusive Lead Sponsor of Day of Caring.*



DAY OF CARING

SPONSORSHIP LEVELS *(cont.)*

LEAD CO-SPONSOR - \$12,500 *(Two Sponsorships Available)*

- Company logos printed on approximately 1,800 Day of Caring T-shirts distributed to participating volunteers.
- Opportunity to deliver brief remarks at the Day of Caring kickoff event.
- Companies can display sign/banner at the event.
- Recognition as co-sponsors in all Day of Caring materials that are distributed to participating companies, including:
 - Fact sheet.
 - Recruitment information to participating companies and agencies.
- Recognition in media advisory and press release.
- Recognition as co-sponsors in United Way's electronic communications to include:
 - Web story.
 - Social media posts.
 - Recognition in United Way's e-newsletter(s).
- A company employee from each sponsor can serve on the Day of Caring volunteer committee.

KICKOFF SPONSOR(S) - \$1,500 *(Three Sponsorships Available)*

- Listing as the kickoff sponsor on the kickoff invitation that is distributed to more than 1,100 volunteers.
- Recognition in media advisory and press release.
- Opportunity to display company signage at the kickoff event.
- Recognition during the kickoff event.
- Recognition as the kickoff sponsor in United Way's electronic communications.

BREAKFAST SPONSOR - IN-KIND DONATION

- Listing as the breakfast sponsor on the kickoff invitation that is distributed to more than 1,100 volunteers.
- Recognition in media advisory and press release.
- Opportunity to display company signage at the kickoff.
- Recognition during the kickoff event.
- Recognition as the breakfast sponsor in United Way's electronic communications.

In 2023, Penn State Health, UPMC Central PA and Wegmans served as Kickoff and Breakfast Sponsors.



DONOR NETWORK JOINT EVENT

Date and Time TBD (September - October) • Evening Reception

The Bridges Society, Capital Club, Tocqueville Society and Women's Leadership Society (WLN) joint event is an opportunity for all of our popular giving groups to network and learn more about the work of United Way in the community.

Bridges Society connects a diverse group of emerging leaders through giving and volunteering. Members donate \$500 or more annually to United Way.

Capital Club recognizes donors who contribute \$1,000 - \$9,999 annually to United Way.

Tocqueville Society recognizes the support of our most generous and community-minded contributors who donate at least \$10,000 annually to United Way.

WLN is an alliance of dynamic women who are changing our community through philanthropy and volunteerism. Members donate \$500 or more annually to United Way.

DIAMOND SPONSOR - \$7,500

- Opportunity to deliver brief remarks at the event.
- Company name included in *The Book of Leaders in Giving*.
- Company logo included on general signage at the event.
- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- 20 complimentary tickets to the event.

In 2023, Fort Pitt Capital Group, Fulton Bank, Bridges Society and Women's Leadership Network served as Silver Sponsors.

GOLD SPONSOR- \$5,000

- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- 10 complimentary tickets to the event.

SILVER SPONSOR - \$2,500

- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- 5 complimentary tickets to the event.



LABOR DAY OF ACTION

Throughout the Capital Region

Date TBD

8:30 a.m. – noon

During Labor Day of Action approximately 15-20 participants from local unions volunteer at nonprofit organizations throughout the Capital Region.

EVENT SPONSOR - \$1,500

- Company logo printed on the back of the Labor Day of Action T-shirt worn by all participants.
- Recognition as the event sponsor in United Way of the Capital Region's electronic communications.





YEAR-ROUND SPONSORSHIP OPPORTUNITIES



VOLUNTEER PROJECTS

United Way of the Capital provides hands-on volunteer projects for employees at local companies. Past projects have included dental kits, first aid supplies, literacy kits and snack bags, just to name a few. All kits go directly to children and adults in our programs. Volunteer projects are a great way to encourage volunteerism in the workplace.

To purchase supplies for the volunteer kits, we offer the following sponsorship opportunities. United Way will work with your company to select a project in the following areas: access to health care, basic needs, school readiness and workforce development as well as schedule a volunteer project at your place of work.

GOLD SPONSOR - \$5,000

- Company logo included on on project materials.
- Company recognized in United Way's electronic communications.
- On-site volunteer project for your company (extra supplies will be utilized at other volunteer projects).

SILVER SPONSOR - \$2,500

- Company logo included on on project materials.
- On-site volunteer project for your company (extra supplies will be utilized at other volunteer projects).



WOMEN'S LEADERSHIP NETWORK

**Year-Round Sponsorship Available
for United Way's 2024 Fiscal Year
(July 1, 2024 - June 30, 2025)**

The Women's Leadership Network (WLN) is an alliance of dynamic women changing our community through philanthropy and volunteerism. Membership is available to donors who make a minimum gift of \$500 to United Way annually. In 2022, 710 WLN members contributed \$2,339,110 to United Way.

Sponsorship support provides year-round volunteer and networking opportunities. There is no limit to the number of sponsors for this group, as more funding provides more engagement opportunities for members who, in turn, can make a greater impact in the Capital Region.

Sponsoring WLN is a win for your company:

- Increased success in raising money for our community.
- Affiliation with a highly regarded, well-connected organization that showcases leaders in your company.
- Opportunity to forge new individual and company relationships.
- Recognition as promoting women in philanthropy.

2023-2024 WLN SPONSORS

Gold

Highmark Blue Shield
Penn State Health
UPMC Central PA
West Shore Home

Silver

Boyer & Ritter LLC
Brown Schultz Sheridan & Fritz
Conrad Siegel
Gannett Fleming
The Hershey Company



WOMEN'S LEADERSHIP NETWORK SPONSORSHIP LEVELS

GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks at one WLN event.
- Company logo included on all WLN invitations.
- Company logo displayed on signage at all WLN events.
- Company name listed on the WLN page located on United Way of the Capital Region's website.
- Recognition at all networking events.
- Company name included on all WLN membership flyers and in *The Book of Leaders in Giving*.
- First right to renew 2024-2025 WLN Gold Level Sponsorship.

SILVER SPONSOR - \$2,500

- Company name appears on all WLN invitations.
- Company name displayed on signage at all WLN events.
- Company name listed on the WLN page located on United Way of the Capital Region's website.
- Company name included on all WLN membership flyers and *The Book of Leaders in Giving*.
- Recognition at all networking events.
- First right to renew 2024-2025 WLN Silver Level Sponsorship.



WOMEN'S LEADERSHIP NETWORK CORPORATE MEMBERSHIP PROGRAM

Sponsor a rising female star(s) or current female leader(s) to join WLN for one year. Our goal is to help empower and engage women in the work of our United Way and our community. We hope this program will inspire participants to donate individually following their experience.

WLN mentors will be matched with a mentee(s) for one year. Mentors will:

- Attend a small group coffee/social event(s) to personally get to know their mentee(s).
- Meet their mentee(s) at WLN and United Way events to help them network and meet other female leaders.
- Be available for the mentee to discuss the work of WLN and United Way.

CORPORATE MEMBERSHIP SPONSOR - \$500 per member

- Organizations identify the female leader(s) they want to sponsor.
- Sponsorship dollars will be directed to United Way's Community Impact Fund. This fund supports United Way's work in access to health care, basic needs, school readiness and workforce development.
- United Way will track the engagement of the sponsored mentee to share with your organization.
- Mentees will be recognized as WLN members.





BRIDGES SOCIETY

**Year-Round Sponsorship Available
for United Way's 2024 Fiscal Year
(July 1, 2024 - June 30, 2025)**

Bridges Society connects a diverse group of emerging leaders through giving and volunteering. Membership is available to donors who make a minimum gift of \$500 to United Way of the Capital Region annually. In 2022, 699 Bridges Society members contributed \$1,544,450 to benefit our community through United Way.

Sponsorship support provides year-round volunteer and networking opportunities. There is no limit to the number of sponsors for this group, as more funding provides more engagement opportunities for members.

Sponsoring Bridges Society is a win for your company:

- Opportunity to create meaningful relationships with leaders who want to improve our community.
- Increased volunteer and giving resources.
- Chance to develop new audiences and forge further connections within companies already partnering with United Way of the Capital Region.

2023-2024 BRIDGES SOCIETY SPONSORS

Silver

Capital Blue Cross
KPMG LLP



BRIDGES SOCIETY SPONSORSHIP LEVELS

GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks at one Bridges Society event.
- Company logo on all Bridges Society event invitations.
- Company logo displayed on signage at all Bridges Society events.
- Company name displayed on Bridges Society web page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in *The Book of Leaders in Giving*.
- Recognition at all networking events.
- First right to renew 2024-2025 Bridges Society Gold Level Sponsorship.

SILVER SPONSOR - \$2,500

- Company name appears on all Bridges Society event invitations.
- Company name displayed on signage at all Bridges events.
- Company name displayed on Bridges Society page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in *The Book of Leaders in Giving*.
- Recognition at all networking events.
- First right to renew 2024-2025 Bridges Silver Level Sponsorship.

BRONZE SPONSOR - \$1,000

- Company name displayed on signage at all Bridges events.
- Company name displayed on Bridges Society page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in *The Book of Leaders in Giving*.
- Recognition at all networking events.
- First right to renew 2024-2025 Bridges Bronze Level Sponsorship.





United Way of
the Capital Region

2235 Millennium Way
Enola, PA 17025
uwcr.org

The mission of United Way of the Capital Region is to improve lives in Cumberland, Dauphin and Perry counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.

Connect with Us!



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