

YOUR COMPANY + YOUR COMMUNITY = A WISE INVESTMENT

Become a proud corporate partner of United Way of Broward County

**UNITED,
we've got this!**



Magnolia Luncheon

CORPORATE PARTNERS

Partner with our prestigious network of donors



Day of Caring



Enhance your company's reputation in the community as an exemplary corporate citizen and support United Way of Broward County, an organization that represents your business's premium market.

For more than 80 years, United Way of Broward County has worked with top community leaders, corporations and families to build a vibrant, inclusive and supportive community.

Place your business front and center with this desirable and admired network of decision makers by becoming a Corporate Partner.

It's More Than Good Will – It's Good Business

United Way of Broward County reserves its corporate partnership opportunities for companies like yours who we believe will benefit most by associating your brand with our local community – thus furthering your business goals. When you partner with United Way you will:

- Play a role in the success of events that attract the most influential member of our local community – including top business leaders, professionals and philanthropists
- Associate with donors who prefer to do business with companies giving back to the community and supporting United Way of Broward County's mission
- Receive premiere placement on print and digital communications that reach tens of thousands of interested, active and local consumers

Strengthen interest in your business among a well-educated, influential and diverse audience, tap into a well-connected community and build brand trust and equity with our community by becoming a United Way of Broward County Corporate Partner.

United, we've got this!

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Mayors' Gala

OUR COMMUNITY IS...

United Way of Broward County had a total philanthropic impact of nearly **\$40 million** during LAST YEAR'S campaign

1,200 Volunteers

24,000 Donors

500 Businesses

United Way of Broward County has more than **100,000 names** verified in our database

...YOUR CUSTOMER

THANK YOU to our leading Broward County businesses who have already **partnered with our United Way**

DIAMOND CHAIRMAN'S CIRCLE



GOLD CHAIRMAN'S CIRCLE



SILVER CHAIRMAN'S CIRCLE



DIAMOND CORPORATE PARTNER



GOLD CORPORATE PARTNER



SILVER CORPORATE PARTNER



SIGNATURE EVENTS

Nearly **3,000 people** attended United Way of Broward County's largest events last year

- Broward County Mayor's join United Way of Broward County to raise dollars to support our community work and enjoy an evening of dinner and dancing
- Invitations are sent to over 4,500 community leaders with an average attendance of 800 guests



- Volunteers gather for a full day of packing meals for families in need during United Way's largest community project
- More than 900 volunteers attend



Magnolia Luncheon

- Recognize Women United donors who showcase dignity and strength through their support to United Way through a leadership gift of \$1,000 or more
- More than 4,000 philanthropic minded women are invited and over 500 attend



Other Partnership Opportunities

- Alexis de Tocqueville
- Legacy
- Women United
- Volunteer Engagement
- NextGen United
- Impact Initiatives



BENEFIT OVERVIEW

Proud **Corporate Partner** Categories and Benefits

CHAIRMAN'S CIRCLE PARTNERS <small>A three year commitment of your partnership gift which includes the following benefits in addition to those listed below.</small>	DIAMOND Chairman's Circle \$50,000	GOLD Chairman's Circle \$25,000+	SILVER Chairman's Circle \$15,000+
Title sponsor of a Signature Event	•		
Presenting sponsor of a Signature Event	•	•	
Opportunity to host an event at your business or present at a United Way event	•	•	•
Corporate materials/giveaways at United Way events (where applicable)	•	•	•
Premier placement on event materials	•	•	•
Company logo included on all United Way campaign materials delivered to more than 500 companies	•	•	•
UNITED WAY OF BROWARD COUNTY SIGNATURE EVENTS			
Opportunity to speak at the event	•		
Mention in press release	•	•	•
Company logo on event materials - including invitation, program book, signage, banners, event page, etc.	•	•	•
Opportunity for company representative to serve on event planning committee	•	•	•
Tickets to United Way Signature Events (where applicable)	•	•	•
DIGITAL COMMUNICATIONS AND SOCIAL MEDIA			
Recognition in United Way's Campaign video	•		
Exposure on United Way of Broward County's social media platforms with more than 10,000 combined active followers	•	•	•
Recognition in monthly e-blasts sent to nearly 40,000 recipients	•	•	•
Logo with link to your website on United Way of Broward County's homepage - UnitedWayBroward.org	•	•	•
GENERAL UNITED WAY COMMUNICATIONS IN PRINT			
Company logo included on all United Way campaign materials delivered to more than 200 companies	•		
Sponsor Highlight – dedicated newsletter column highlighting your company	•		
Recognition in United Way of Broward County's tri-annual newsletter mailed to nearly 3,000 donors	•	•	•
Recognition in United Way of Broward County's Donor Report handed out to more than 500 business and philanthropic leaders in Broward County	•	•	•
Company logo recognition in "Thank You" advertisement in local newspaper	•	•	•
VOLUNTEER OPPORTUNITIES			
Access to volunteer events for your organization	•	•	•



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