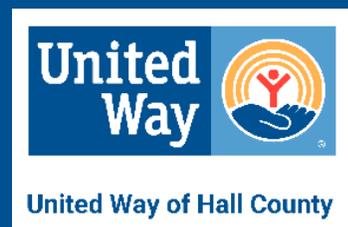




UNITED WAY OF HALL COUNTY

2021

PARTNERSHIP
OPPORTUNITIES





UNITED WE LIFT UP OUR COMMUNITIES



We are more than the fundraisers. We are the problem solvers, the hand raisers. We are the game changers. We surround a community's most critical problems—and we fight. With our partners—including 538 companies across the Hall County—we're offering hope and help where it's needed the most. For 77 years United Way has served the Hall County community, and in the last year alone provided \$1,000,000 in funding to 35 programs across the county. We are strengthening our community from the inside out, but there's still so much more to do. We're fighting to build a better tomorrow today, right here in our own backyard.

Corporate partnerships illustrate your organization's commitment to the community through United Way. They offer an opportunity to enhance your company's philanthropic image and visibility in the community, and support investments that help solve our community's most pressing needs. Your partnership will make a difference right here, right now by helping United Way of Hall County carry out its mission: "Uniting people, organizations and resources to improve lives in Hall County." In return,

your company is promoted alongside the trusted United Way brand, giving your company exposure as a good corporate citizen with your customers, employees and community for an entire year.

A partnership with United Way provides your company with:

- Visibility as a strong community supporter with exposure to 538 local donors.
- Year-round co-branding with the #1 non-profit in the world, United Way.
- An excellent use of your marketing dollars. Your corporate sponsorship is a single, comprehensive annual gift, beyond the corporate pledge made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to impact lives right here in your community.

WHY GIVE TO UNITED WAY

Every day, communities struggle with issues that seem impossible to solve. Limited access to health services. Lack of education. Financial instability.

54%

of Hall County families are financially burdened

40%

of the Hall County population struggles to meet their basic needs such as food, clothing, shelter, and healthcare.

1 in 5

children in Hall County are living in poverty

WHY POVERTY MATTERS...



Children in poor families are **4X** as likely to be in poor/fair health



Households below the poverty level experience **2X** the rate of violent crimes



Children in poor families hear **30 million** fewer words by the age of 3 than their affluent peers, leaving them behind before they even enter kindergarten



Students in low-income families are **4X** more likely to drop out of high school than students from higher-income families

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED®.



United Way of Hall County

CORPORATE SPONSOR OPPORTUNITIES

A single, comprehensive annual gift in support of all special activities and initiatives implemented by United Way during the year and entitles your organization to year-round co-branding with United Way of Hall County

PLATINUM SPONSORSHIP

\$10,000 / YEAR

- Large logo on sponsor banner and t-shirts (if applicable) at all United Way events
- Premier seating for 10 and special recognition at all United Way events and activities
- Logo and link on United Way of Hall County website
- Feature in United Way of Hall County newsletter
- Year round recognition on United Way of Hall County social media channels
- Certificate and window decal for display in your place of business recognizing your support
- Logo featured in yearly campaign video
- Check presentation and press release
- United Way of Hall County Young Leaders Society Membership for a year for two employees
- Logo and recognition as platinum sponsor in Annual Report
- Board 101 course registration for two employees
- Logo and recognition as supporter on United Way Billboard
- Speaking opportunities at United Way of Hall County events

GOLD SPONSORSHIP

\$5,000 / YEAR

- Logo on sponsor banner and t-shirts (if applicable) at all United Way events
- Premier seating for 8 and special recognition at all United Way events and activities
- Logo and link on United Way of Hall County website
- Year round recognition on United Way of Hall County social media channels
- Certificate and window decal for display in your place of business recognizing your support
- United Way of Hall County Young Leaders Society Membership for a year for one employee
- Check presentation and press release
- Logo and recognition as platinum sponsor in Annual Report
- Board 101 course registration for two employees



SILVER SPONSORSHIP

\$2,500 / YEAR

- Logo on sponsor banner and t-shirts (if applicable) at all United Way events
- Premier seating for 5 and special recognition at all United Way events and activities
- Logo and link on United Way of Hall County website
- Year round recognition on United Way of Hall County social media channels
- Certificate and window decal for display in your place of business recognizing your support
- United Way of Hall County Young Leaders Society Membership for a year for one employee
- Logo and recognition as silver sponsor Annual Report
- Board 101 course registration for one employee.

BRONZE SPONSORSHIP

\$1,000 / YEAR

- Name on sponsor banner at all United Way events
- Premier seating for 3 and special recognition at all United Way events and activities
- Year round recognition on United Way of Hall County social Media channels
- Certificate and window decal for display in your place of business recognizing your support
- Recognition as bronze sponsor in Annual Report

SMALL BUSINESS SPONSORSHIP

\$500 / YEAR

- Logo and link on United Way of Hall County website
- Year round recognition on United Way of Hall County social Media channels
- Certificate and window decal for display in your place of business recognizing your support
- Recognition as small business sponsor in Annual Report

COMMUNITY WIDE SERVICE PROJECTS

Assemble Care Packages

**Engage your team in a fun and meaningful volunteer project from wherever you are!
Our community wide service projects brings volunteers together to make a difference.**

United Way connects employee teams to meaningful volunteer experiences that impact lives in Hall County. Whether it's a one day activity or quarterly teambuilding projects, we will assist you through the entire process. United Way manages logistics from start to finish and a representative will be available to help on site at the event to welcome the group, manage the project, and assist with clean-up.

BLESSING BOTTLES



Blessing Bottles are filled with basic necessities that are essential to good health hygiene for our neighbors living in transitional or low-income housing.

SUPPLIES:

- Large Waterbottle, socks, toothpaste, toothbrush, wet wipes, granola bar, beef stick, deodorant, \$5 fast food card

COST: \$15/KIT (MINIMUM 20 KITS)

BIRTHDAY PARTY BAGS



Each Birthday Party Bag will provide a child in need with an opportunity to blow out candles and make a birthday wish on his or her special day.

SUPPLIES:

- Birthday gift bag, cake mix, frosting, candles, aluminum cake pan, decorative plates and napkins, streamers

COST: \$15/KIT (MINIMUM 20 KITS)



CLEANING SUPPLIES BUCKETS



Cleaning supplies can be an extra expense that many low-income families cannot afford. Cleaning buckets provide each family with the supplies they need to maintain a clean and healthy home.

SUPPLIES:

- Bucket, scrub brush, sponge, cleaning cloths, disinfectant wipes, disinfectant spray, all purpose cleaner, toilet bowl cleaner, bleach

COST: \$15/KIT (MINIMUM 20 KITS)

FOREVER BAGS



Foster children are typically given a trash bag to pack up their belongings. Forever bags give children entering foster care a duffel bag filled with comfort items to give them a sense of dignity and hope.

SUPPLIES:

- Duffel bag, book, stuffed animal, blanket, toiletries

COST: \$25/KIT (MINIMUM 20 KITS)

READING LITERACY KITS



Reading literacy kits bring books to life and deepens the reading experience for children. Each kit is filled with a grade-level appropriate book and related activity to make story time more fun and interactive.

SUPPLIES:

- Drawstring bag, book, complimentary activity kit and craft, craft supplies, crayons, scissors, pencils

COST: \$10/KIT (MINIMUM 20 KITS)

VOLUNTEER

COMMUNITY WIDE SERVICE PROJECTS

Host a Donation Drive

COMMUNITY BABY SHOWER

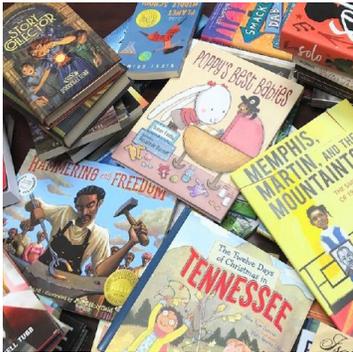


The high cost of diapers means that 1 in 3 American mothers struggle to provide diapers for their babies. A community baby shower entails collecting, assembling and delivering supplies that help ensure a healthy start for newborns.

ITEMS TO COLLECT:

- Diapers size 3 and up, baby wipes, formula, lotion, baby wash/shampoo, bibs and burp cloths, hooded bath towels, washcloths, receiving blankets, hand toys, rattles, sippy cups

BOOK DRIVE



It's hard to imagine growing up without books. But, this is the sad reality for many children. In fact, 61% of low-income homes have no books. Help give a child the tools for success by hosting a book drive to fill our "Little Libraries" throughout the community.

ITEMS TO COLLECT:

- Gently used or new books appropriate for babies and toddlers to teens and adults

SHARE THE WARMTH DRIVE



Having warm clothes to wear during those harsh winter days is something to which many of us do not give a second thought to. Share the warmth with Hall County families and individuals in need this winter by donating new or gently used cold weather gear.

ITEMS TO COLLECT:

- Space heaters, blankets, new or gently used coats, gloves, and scarves, new hats and socks



BACK TO SCHOOL DRIVE



Many parents are unable to provide the basic school supplies their children need at school. Help children in school by giving them the tools they need to succeed.

ITEMS TO COLLECT:

Waterbottles (big need), backpacks, paper, pencils, binders, pocket folders, crayons, markers, colored pencils, notebooks, pencil pouches, glue sticks, highlighters and more.

CUSTOM OPPORTUNITIES

Already have a service project in mind? Bring us your ideas, and we will help create a personalized opportunity for your organization to have a unique and positive impact on our community's critical needs.

GIVE. ADVOCATE. VOLUNTEER.



SPONSORSHIP AGREEMENT FORM

Named Sponsor

Representative Name and Title

Address

City

State

Zip Code

Phone Number

Email

Signature

Date

This sponsor shall provide United Way of Hall County with the following consideration as indicated below.

\$ _____ for selected sponsorship package.

Payment is due by April 30, 2021.

**Email Completed Form and
Company Logo (jpg. or png.) to:**
mmitchell@unitedwayhallcounty.org

OR

Mail form to:
United Way of Hall County
P.O. Box 2656
Gainesville, GA 30503

If you are interested in setting up a Workplace Campaign at your place of business please email mmitchell@unitedwayhallcounty.org

I WOULD LIKE TO BE A...

Corporate Sponsor

Platinum - \$10,000

Gold- \$5,000

Silver- \$2,500

Bronze- \$1,000

Small Business- \$500

I AM INTERESTED IN...

Assembling Care Packages...

Blessing Bottles

Birthday Party Bags

Cleaning Supplies Buckets

Reading Literacy Kits

Forever Bags

Hosting a Drive...

Community Baby Shower

Book Drive

Share the Warmth Drive

Back to School Drive

Custom Opportunity...