WE ARE ALL IN THIS TOGETHER

SPONSORSHIP OPPORTUNITIES
Become a proud partner with United Way of Weld County
PARTNER WITH OUR PRESTIGIOUS TARGET AUDIENCE

For more than 75 years, United Way of Weld County has worked with individuals, organization and corporate partners to build a vibrant, inclusive and supportive community. Place your business front and center with a desirable and prestigious target audience by working with us to improve the lives of residents in Weld County. United Way of Weld County offers:

• Print and digital communications which reaches tens of thousands of interested, active and local consumers eager to pay a premium for trusted goods and services from companies whose values align with their own.

• Events that attract the most influential members of our local community – including top business leaders, professionals and philanthropists – and give you a premier venue for customer stewardship and networking within a highly targeted market.

• Donors who prefer to do business with companies giving back to the community and supporting United Way of Weld County’s mission.
United Way of Weld County, a local nonprofit that focuses on bringing the community together to develop collaborative solutions for helping children get a good start, helping youth graduate and be ready for the workforce, helping families and adults achieve household stability and helping vulnerable older adults remain healthy and in their homes, offers corporate partnership opportunities for companies we believe will benefit from a connection with us. United Way of Weld County is addressing issues that help build a healthy community for you and your employees.

- Enhance your company’s reputation in the community as an exemplary corporate citizen and support an organization that represents your business’s premium market.
- Strengthen interest in your products among a knowledgeable, community-minded and diverse audience.
- Tap into our well-connected, cohesive community.
- Build brand trust and equity with an influential segment of the community.
- Connect with decision makers and opinion leaders who will become your brand’s ambassadors.

**Opinion Leaders and Decision Makers**

- Our volunteers and donors dedicate themselves to making our community a better place through United Way of Weld County.
- They represent every corner of the consumer marketplace – from tech savvy millennials to comfortable baby boomers. They engage. They inspire. They connect. They lead. They influence.
- They are on-the-ground ambassadors for your brand who will convey your positive image to their vast personal and professional networks.
The work we do at United Way of Weld County is possible because of our Cornerstone Partners. Their generous gifts help those most vulnerable and strengthen our community by increasing philanthropy in Weld County.

Cornerstone Partners are companies and organizations who donate all or a portion of their donation to help cover administrative and fundraising costs for the resources under our management. This ensures that your donation goes directly to programs and services that benefit our community through UWWC. This is a powerful message to individual and small business donors thereby empowering UWWC to attract contributions needed to serve our community. For information on how to become a Cornerstone Partner, please contact Christi Smith, VP Resource Development at 970-353-4300.

These special companies and foundations:
- understand, like any well-managed and effective business, United Way of Weld County has operating costs to cover
- understand the essential role that United Way of Weld County plays in collaboration and coordination of services
- understand corporate social responsibility and are willing to oversee that all United Way of Weld County monies are prudently and efficiently expended to support the goals of our community
- demonstrate corporate leadership in our community
- set an example for all of their employees as a model for philanthropy in Weld County
- stand proud and nurture the ideals of our community

Why become a cornerstone partner?
Cornerstone Partners set examples to their employees and customers by caring about building a stronger Weld County. Becoming a Cornerstone Partner also demonstrates your company's reputation for and commitment to integrity, best practices and a healthy, thriving community. Your company will receive special recognition and promotions.
NEARLY 3,000 PEOPLE ATTEND UNITED WAY OF WELD COUNTY’S LARGEST EVENTS EVERY YEAR

LIVE UNITED CELEBRATION

• The goal of our annual celebration is to thank our key donors, bring awareness to the many volunteers who serve our community, recognize excellence and raise additional funds, while socializing with our friends and neighbors.

Who Benefits? Partners, companies UWWC programs
Who Attends? Community members, partner agencies and volunteers. Average attendance: 450

DAY OF ACTION

• Every June, UWWC holds several days of action where volunteers serve at various nonprofit projects in Weld County. Projects range from painting, landscaping, cleaning, filing and setting up of an event venue. Over 250 volunteers work to make a difference in the lives of their neighbors.

Who Benefits? Community nonprofit agencies, schools and organizations that submit projects
Who Attends? Community members and volunteers

WELD PROJECT CONNECT

• Weld Project Connect is a one-day event held every October, providing on-site services for individuals and families struggling in our community. They include those who are in need due to natural disaster, housing instability, job loss, health problems and other issues that can interrupt a life. Residents are able to receive free services at the event. The event also brings volunteers of all ages, backgrounds, and experience levels together to serve the people of Weld County. Held at the Island Grove Events Center in Greeley, the goal of this event is to improve the quality of life for the entire community. On average, over 1,000 residents and 400 volunteers participate.

Who Benefits? Community guests in need of services
Who Attends? Community members and volunteers
LIVE UNITED 5K RUN

- The Annual Live United 5K Run engages adults, youth and children while also promoting a healthy activity in the community.

Who Benefits? Proceeds help fund the UWWC Housing Navigation Center for those experiencing homelessness or housing instability in our community

Who Attends? Over 250 Community members and volunteers

NORTHERN COLORADO CHILDREN’S FESTIVAL

- Every April, UWWC Promises For Children hosts a day of fun, food, entertainment and free family activities at Island Grove Events Center in Greeley. Parents connect to community resources while enjoying a day of arts and crafts, safety tips, car seat safety, jumping and laughing with their children. It is a free day of learning and family time together.

Who Benefits? Northern Colorado community

Who Attends? Over 4,000 children and their parents/guardians
## PROUD CORPORATE PARTNER CATEGORIES: AN OVERVIEW OF BENEFITS

<table>
<thead>
<tr>
<th>Special Event Sponsors</th>
<th>$25,000+ Premier</th>
<th>$10,000 Gold</th>
<th>$5,000 Silver</th>
<th>$2,500 Bronze</th>
<th>$1,000 Sapphire</th>
<th>$250 &amp; Under Copper</th>
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<tbody>
<tr>
<td>Presenting Sponsor of a signature event</td>
<td>X</td>
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<td>Opportunity to speak at event</td>
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<tr>
<td>Recognition in final reporting</td>
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<td>Recognition in e-blasts sent to nearly 9,000 recipients</td>
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<td>Invitation to serve as key representative on event committee</td>
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<tr>
<td>Award at event</td>
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<tr>
<td>Placement on all event publications</td>
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<td>LIST</td>
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<td>Recognition on media/advertising</td>
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<tr>
<td>Placement in program on the night of the event</td>
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<td>Tickets to signature events as designated</td>
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<td>Website recognition</td>
<td>LOGO/LINK</td>
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<td>T-shirt Recognition as applicable</td>
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<td>Social media recognition</td>
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<tr>
<td>Company banner/yard sign recognition (either provided by company or by UWWC) at the event</td>
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</tbody>
</table>
Support UWWC through AmazonSmile

Shop on smile.amazon.com and you can choose to support our organization with every purchase you make on Amazon. Thank you for your support!

Support UWWC’s Housing Navigation Center while doing your everyday shopping.

Register your loyalty rewards card with UWWC and support this essential program helping in the process of helping people move from homelessness to stable housing.

Like us on Facebook and Twitter!

We love sharing with our online community the great things that corporate partners are doing to support UWWC. Share your pictures, stories and videos with your Resource Development staff member and we will be sure to include them on our social media accounts.