



# United Way Corporate Sponsors

**How will your business  
engage with and invest in  
the well-being of your Weld  
County community?**

“As someone who loves the Weld County community and has supported different organizations, there is no better steward of my investment than United Way. I trust them as they put community first.”

- Dick Monfort  
Owner/Chairman & CEO  
Colorado Rockies



Dear Weld County Business Leader,

**Is your business a community leader?** Do you want to become one? How do we become community leaders? Provide a quality product or service. Employ people. Encourage them to volunteer. In many ways.

An expedient and impactful way is to **invest in the well-being of our Weld County neighborhood and neighbors through United Way**. Businesses and community leaders throughout the world engage their community via United Ways in nearly 2,000 local areas. Would you consider investing in ours?

Being a United Way of Weld County Corporate Sponsor brings intangible and tangible benefits. Intangibly, we know that we are helping create the best possible Weld County for everyone. Tangibly, we receive name recognition, preferential tax treatment, and align or meet our Corporate Social Responsibility goals. There are upsides to generosity.

Through United Way, together we are building a better Weld County, one where children are reading to learn by the start of fourth grade, youth are working at good jobs by age 25, families have stable housing, older adults are aging well, and people are connecting to the help they need.

**Won't you join us and become a Corporate Sponsor?** You can do so at [www.UnitedWay-Weld.org/sponsor](http://www.UnitedWay-Weld.org/sponsor) or by contacting Patty Gates, our VP of donor engagement and leadership giving, at 970-304-6185 or [PGates@UnitedWay-Weld.org](mailto:PGates@UnitedWay-Weld.org) to consider your choice of sponsorship, an annual amount, or to discuss tax incentives. **Won't you join us?**



Sara Seely  
Chair, Board of Directors



Jeannine Truswell  
President & CEO



## Annual Sponsorship Opportunities\*

### ❑ Cornerstone Partner (Year-Round)

Cornerstone Partners understand the importance of United Way's role of bringing organizations together to address our greatest challenges. These companies and organizations make large directed gifts so that donations from individuals and small businesses go directly to programs and services that help our more vulnerable Weld County neighbors.

### ❑ Leadership Giver Recognition Events

Each year United Way has 350+ committed, connected, and resourced donors that contribute \$500, \$5,000, \$10,000 or more to help catalyze our transformative efforts. These givers are recognized at a number of events, presently including the Community Leaders Luncheon (September), a UNC Football Tailgate (September/October), a Leaders in Giving Reception (December), and multiple smaller gatherings. This sponsorship opportunity allows your business or organization to be mentioned to our most influential supporters.

### ❑ Northern Colorado Children's Festival (Early April)

This is a day and event to celebrate children and to connect families to information, opportunities, and services that contribute to child health and well-being. 4,000+ children, parents, and caregivers attend the NoCO Children's Festival each year.

### ❑ Spring Into May (Late April/Early May)

Spring Into May is an experience that includes mention on the annual KFKA 1310-a-thon and at the Steps for Stability 5K/10K run/walk. Proceeds benefit Weld's Way Home, which is ending and preventing homelessness in Weld County. 100's of people participate.

### ❑ Day of Caring (August)

A chance for individuals, families, youth groups, service clubs, and businesses and their employees to volunteer and help Weld County nonprofit organizations. Projects can include painting, landscaping, packaging food, making craft items, visiting clients, office filing, and more. This service day helps our partners accomplish their missions. 250+ people participate.

### ❑ Weld Project Connect (October)

A one-day event, 60+ vendors provide on-site services to 1,000+ individuals and families that are struggling due to housing instability, job loss, health problems, natural disaster, and other challenges. Over 400 volunteers of all ages, backgrounds, and experience level help attendees navigate the service opportunities.

## Example Sponsor Levels Include\*\*

- From \$5,000 to \$50,000+ per year
- See [www.UnitedWay-Weld.org/cornerstone](http://www.UnitedWay-Weld.org/cornerstone) for more details

- Presenting - \$7,500 to \$10,000
- Venue - \$7,500
- Food & Beverage - \$5,000
- Wine Pull - \$2,500

- Presenting - \$7,500
- Stage - \$2,500
- Food & Beverage - \$2,500

- Presenting - \$5,000
- Awards - \$2,500
- Food & Beverage - \$2,500

- Presenting - \$7,500
- Event Shirts - \$2,500
- Food & Beverage - \$1,500

- Presenting - \$20,000
- Event Shirts - \$10,000
- Food & Beverage - \$5,000

\* Many other sponsorship opportunities are available. Find out more from United Way donor engagement staff.

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## About Weld County & United Way of Weld County

At 4,017 square miles, an area half the size of the State of New Jersey, Weld County is the third largest county in Colorado. Our home is consistently ranked as one of the top 10 agricultural and energy producing counties in the United States. There is great wealth and opportunity in Weld County. We are thankful for it.

Nevertheless, there are persistent challenges indicating some of our neighbors lack the opportunity to thrive. The United Way of Weld County board of directors has identified and is resourcing five initiative areas that, with your support, can solve Weld County's long-term challenges. Find out more at [www.UnitedWay-Weld.org/CWMG](http://www.UnitedWay-Weld.org/CWMG).

- **Reading Great by 8: Children are entering kindergarten ready and reading at grade level by the start of 4th grade.** Currently 39% of Weld County children are reading to learn by the beginning of 4th grade; the goal is to increase this to at least 43% by 2024.
- **Thrive by 25: Youth are graduating high school and transitioning to a successful adulthood by age 25.** Currently nearly 1 in 8 Weld County youth do not earn a high school diploma (82% graduation rate); the goal is that by 2024 88% of students graduate.
- **Weld's Way Home: Households are attaining and maintaining stable housing.** Currently there are approximately 225 people living out-of-doors or in a car in Greeley/Evans; the goal is to end homelessness by 2024.
- **Aging Well: Older adults are aging well in community.** Currently a number of Weld County municipalities have not taken older adult needs into consideration when planning; the goal is to increase this to 75% by 2024.
- **Connecting Weld: Human services are increasing in visibility, accessibility, and capacity.** Goals are set for individual programs. Community-wide measurable goals are being determined.



“Simply put, United Way of Weld County brings our community together. We are proud to be a part of United Way’s efforts to build a stronger Weld County, to find solutions to problems, to fill gaps, to connect people with the resources they need and to help people when they need it the most.”

- **Marilyn Schock**

Greeley Hospital president, UCHHealth

“Partnering with United Way here in Weld County and with community leaders is so important to help support our communities. United Way has been a great partner for us. They have several big and relevant projects for our community, and I hope that you support them.”

- **Andre Nogueira**

CEO, JBS USA

“One of our core values involves giving back to our community. United Way of Weld County does an incredible job of meeting the needs of so many families and agencies and always with compassion and integrity.”

- **Scott Warner**

president, Connecting Point