



LIVE UNITED
 United Way 
 RappahannockUnitedWay.org

Become a CORPORATE SPONSOR today!

Be Part of the Solution.



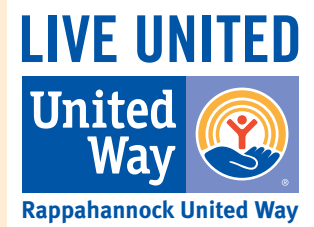
HOW IT WORKS

Our corporate sponsorship program is an opportunity for your company to align with the strong, trusted brand of United Way and increase your company's visibility in our community. A single donation that supports Rappahannock United Way's special events, campaign materials, and marketing programs will give your company exposure as a good corporate citizen with your customers, employees and community for an entire year.

Individuals pictured are all local people in our community whose lives have been impacted by Rappahannock United Way funded programs.

A POWERFUL RETURN ON INVESTMENT FOR YOUR BUSINESS AND OUR COMMUNITY.

When you become a Sponsor of Rappahannock United Way, you'll have the opportunity to be recognized at key events such as the following:



Campaign Celebration Event – March

Local businesses, community leaders and volunteers are recognized for their outstanding campaign support.

Audience Reach: 650 individuals.

Media Reach (print, online, social media): 1,000 individuals



Days of Action – Fall & Spring

Hundreds of local volunteers complete critical one-day community service projects at local nonprofits in our community.

Audience Reach: 300 individuals.

Media Reach (print, online, social media): 533,550 individuals



Campaign Coordinator Training – September

Volunteer coordinators from local businesses receive training and materials to kick off our fundraising campaign.

Audience Reach: 100 individuals



Campaign CEO Breakfast – August

Local CEOs gather at this high-energy event to begin our annual fundraising campaign.

Audience Reach: 50-100 individuals.

Media Reach (print, online, social media): 1,000 individuals



Leadership Giving Circle Recognition Reception – June

This exclusive event attracts Leadership Giving Circle donors who contribute \$1,000 or more to Rappahannock United Way.

Audience Reach: 500 individuals

2016-17 SPONSORSHIP PACKAGE

LIVE UNITED SPONSOR \$10,000

(if acquired before August 15, 2016)

- Choice of Title Sponsor for one RUW Event: Days of Action, Campaign Celebration, Tax Celebration, Employee Campaign Coordinator Training, Leadership Giving Circle Reception
- Title Sponsor for two RUW Nonprofit Capacity Building Trainings
- 2 Complimentary Tables to the Campaign Celebration 2016 and recognition as sponsor on table, in program full page-page ad, other printed materials, and website
- VIP Table at the Leadership Giving Circle Reception
- Company Logo top and center on Sponsorship Board which will be displayed at all events
- Company Logo top and center on RUW Event Materials: programs, presentations
- Public Recognition at all events
- Company Logo top and center on Day of Action T-shirt
- Opportunity to speak (5 minutes) at Day of Action Kickoff
- Full page ad in 2016 Annual Report demonstrating partnership with RUW
- One Social Media Post highlighting Partnership with RUW a month
- Year-round logo recognition on rappahannockunitedway.org website with link to your company website

PLATINUM SPONSOR \$5,000

- One Complimentary Table at Campaign Celebration with Company Recognition on Table
- Title Sponsor for one RUW Nonprofit Capacity Building Training
- Invitation for two to attend the Leadership Giving Circle Reception Recognition
- Company Logo on Sponsorship Board which will be displayed at all events
- Company Logo on Day of Action T-shirt
- Company Logo on Sponsorship Board which will be displayed at all events
- Company Logo on RUW Event Materials: programs, power points
- Company Logo on Annual Report
- Public Recognition at all events
- Quarterly Social Media Posts highlighting Company Partnership with RUW
- Year-round logo recognition on rappahannockunitedway.org website

GOLD SPONSOR \$2,500

- One Complimentary Table at Campaign Celebration with Company Recognition on Table
- Company Logo on Sponsorship Board which will be displayed at all events
- Company Logo on Day of Action T-shirt
- Company Logo on RUW Event Materials: programs, power points
- Company Logo on Annual Report
- Public Recognition at all events
- Year-round logo recognition on rappahannockunitedway.org website
- Bi Yearly Social Media Posts highlighting Company Partnership with Rappahannock United Way

SILVER SPONSOR \$1,000

- Company Logo on Day of Action T-shirt
- Company Name on Sponsorship Board which will be displayed at all events
- Company Name on RUW Event Materials: programs, power points
- Company Name on Annual Report
- Public Recognition at all events
- Year-round logo recognition on rappahannockunitedway.org website

BRONZE SPONSOR \$500

- Company Name on Day of Action T-shirts
- Year-round company name on rappahannockunitedway.org website
- Company Name in Annual Report

Sponsorship opportunities are good for one year from the date of sign up. Guarantee your spot on all printed materials by sending in your sponsorship agreement and logo.

BECOME A CORPORATE SPONSOR TODAY:

Go to www.RappahannockUnitedWay.org. Click on the “Donate Now” button. Follow the instructions. Please include the words “2016-17 Corporate Sponsorship” in the description line.

Or simply contact Janel Donohue: 540-371-0041 ext. 307 | jdonohue@rappahannockunitedway.org

JOIN OUR ROSTER OF VALUED CORPORATE SPONSORS!

PLATINUM



Mary Washington
Healthcare



GOLD



Booz | Allen | Hamilton
delivering results that endure



VIRGINIA
PARTNERS BANK



SILVER

Dominion Virginia Power
Hilldrup
Lockheed Martin
Rappahannock Electric Cooperative
Synergy Periodontics and Implants

BRONZE

DLR Contracting, Inc.
PermaTreat Pest Control

WHY BECOME A CORPORATE SPONSOR?

- Rappahannock United Way has the charitable support of over 200 local companies.
- Rappahannock United Way is a leader in uniting local businesses, governments and nonprofits to help achieve community goals.
- Your sponsorship ensures all events are completely underwritten and donor dollars are wisely invested in creating impact in our community in the areas of Education, Income and Health.
- United Way is ranked #1 of the 50 largest U.S. charities in Forbes magazine.
- The United Way brand is recognized by 87% of the general public.
- Your company will experience the guaranteed reach of local marketing exposure and benefit from the positive image of supporting Rappahannock United way.

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