

Become a CORPORATE SPONSOR today!

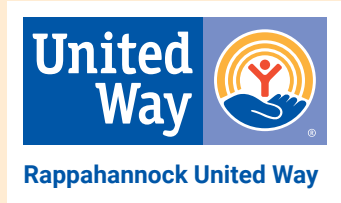
Enhance your visibility by partnering with one of the world's most valuable brands.

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. Become an annual sponsor with a single donation that gives your company year-round exposure OR sponsor individual events to show your community support as a good corporate citizen.



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

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



Campaign Celebration – April

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

Audience Reach: 150-200 individuals

Media Reach (print, online, social media): 50,000 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 – August

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

Audience Reach: 50 individuals



Leadership Giving Circle – June

Connect with our Leadership Donors who give generously of \$1,000 or more.

Audience Reach: 100-150 individuals

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



(NEW!) WOMEN UNITED – Affinity Group

Leading the charge, inspiring the change. Connect with women leaders who drive impact in our community.

Audience Reach: 100 individuals

ANNUAL SPONSORSHIP PACKAGES AVAILABLE

LIVE UNITED SPONSOR \$10,000

- Choice of Title Sponsor for one of the following RUW events: Days of Action, Campaign Celebration, Volunteer Celebration, Leadership Giving Circle Reception, Celebrity Waiter Luncheon or Building Leaders Luncheon.
- Title Sponsor for one (1) RUW Nonprofit Capacity Building Trainings
- One (1) complimentary table to the Campaign Celebration with company logo displayed on the table, plus a full page ad in the Campaign Celebration program
- Company logo top and center on our Annual Sponsorship board to be displayed at all events
- Company logo included in RUW Event Materials
- Public recognition at all RUW Events
- Company logo top and center on LIVE UNITED t-shirt
- Opportunity to speak briefly at Fredericksburg Day of Action Kick Off
- Year-round logo recognition on RappahannockUnitedWay.org website with link to your company website
- Company logo in Leadership Giving Circle brochure
- 2 teams for Days of Action projects
- 4 tickets to Celebrity Waiter event
- Social media recognition

PLATINUM SPONSOR \$5,000

- One (1) complimentary table to the Campaign Celebration with company logo displayed on the table
- Company logo on Annual Sponsorship board to be displayed at all events
- Company logo on LIVE UNITED t-shirt
- Company logo on Annual Report
- Public recognition at all events
- Year-round logo recognition on RappahannockUnitedWay.org website with link to your company website
- Company logo in Leadership Giving Circle brochure
- 10 person team for Days of Action projects
- WOMEN UNITED membership
- Social media recognition

GOLD SPONSOR \$2,500

- Four (4) complimentary tickets to Campaign Celebration event with company logo on a table
- Company logo on Annual Sponsorship board to be displayed at all events
- Company logo on LIVE UNITED t-shirt
- Company logo on Annual Report
- Public recognition at all events
- Year-round logo recognition on RappahannockUnitedWay.org website with link to your company website
- Company logo in Leadership Giving Circle brochure
- 8 person team for Days of Action projects
- WOMEN UNITED membership
- Social media recognition

SILVER SPONSOR \$1,000

- Company logo on LIVE UNITED t-shirt
- Company name on Annual Sponsorship board to be displayed at all events
- Company name on Annual Report
- Year-round logo recognition on RappahannockUnitedWay.org website with link to your company website
- Company name in Leadership Giving Circle brochure
- 4 person team for Days of Action projects
- Social media recognition

BRONZE SPONSOR/INDIVIDUAL SPONSOR \$500

- Company name or individual name on LIVE UNITED t-shirt
- Year-round name recognition on RappahannockUnitedWay.org website with link to your company website
- Name on Annual Report
- Name in Leadership Giving Circle brochure
- Social media recognition

Annual sponsorship opportunities are good for one year. Guarantee your spot on all printed materials by submitting your sponsorship agreement, logo and payment.

BECOME AN ANNUAL CORPORATE SPONSOR TODAY:

Simply contact Ann Jones: 540-373-0041 ext. 304 | ajones@rappahannockunitedway.org

JOIN OUR ROSTER OF VALUED CORPORATE SPONSORS!

PLATINUM



**Mary Washington
Healthcare**



GOLD



SILVER

BB&T	Quarles Petroleum, Inc.
DLR Contracting, Inc.	Featherstone
Hilldrup	Comcast NBC Universal
Lockheed Martin	Wegmans

BRONZE

Community Bank of the Chesapeake
PermaTreat Pest and Termite 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 was 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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