

# SPONSORSHIP PROGRAM

2024-2025



## WHY

Advertise your company and reinforce your reputation as a good corporate citizen with customers, employees, and Tygart Valley residents. Experience the guaranteed reach of local marketing exposure and benefit from the positive image of supporting Tygart Valley United Way.

## HOW IT WORKS

Corporate sponsors provide a single donation that supports United Way's special events, campaign materials, and marketing programs, eliminating multiple requests. In return, your company's support is promoted throughout the year. In addition, you help United Way keep overhead costs low so we can put more money back into the community!

## GUARANTEED VISIBILITY

We link your company to the general public and more than 1,500 loyal donors and volunteers. Your brand will be visible to over 95 workplaces with over 10,000 employees.

You receive year-round identification at special events and in advertising and key communication pieces.

## RETURN ON INVESTMENT

Our sponsorship packages deliver tangible impressions and measured media value far exceeding the cost of sponsorship.

Four levels of sponsorship are available to best fit your budget and meet your needs. Packages start as low as \$1,000.

At the end of the year, you will receive a sponsorship summary detailing your visibility.

You will receive first right of negotiation in the following year.

## TERM

April 1, 2024 - March 30, 2025



# SPONSORSHIP BENEFITS

## PREMIER

1 Available

\$6,000

- Exclusive Logo on local Live United t-shirts
- Top Logo on Day of Action t-shirts
- Special Newspaper Ad- Highlighting Sponsorship
- Large Logo included in measured media
  - Times West Virginian- Full Page Kick-off Ad (September)
  - The InterMountain- Full Page Kick-off Ad (September)
  - Times West Virginian- Thank You Ad (February)
  - The InterMountain- Thank You Ad (February)
- Large Logo in UW Communications
  - Contributor Guides (10,000)
  - United Way website home page, with link to your site
  - Company profile on sponsors page of website
  - Annual Report
  - Bi-annual newsletter
  - Campaign film credits
- 10 special tickets to Celebration of Lights event
- Large Logo on Sponsor Banner at ALL United Way events and activities

## SIGNATURE

3 Available

\$4,000

- Large Logo on Day of Action t-shirts
- Newspaper Ad- Highlighting Platinum Sponsorships
- Large Logo included in measured media
  - Times West Virginian- Full Page Kick-off Ad (September)
  - The InterMountain- Full Page Kick-off Ad (September)
  - Times West Virginian- Thank You Ad (February)
  - The InterMountain- Thank You Ad (February)
- Large Logo in UW Communications
  - Contributor Guides (10,000)
  - United Way website home page, with link to your site
  - Company profile on sponsors page of website
  - Annual Report
  - Bi-annual newsletter
- 8 special tickets to Celebration of Lights event
- Large Logo on Sponsor Banner at ALL United Way events and activities

## SPOTLIGHT

4 Available

\$2,000

- Medium Logo on Day of Action t-shirts
- Medium Logo included in measured media
  - Times West Virginian- Full Page Kick-off Ad (September)
  - The InterMountain- Full Page Kick-off Ad (September)
  - Times West Virginian- Thank You Ad (January)
  - The InterMountain- Thank You Ad (January)
- Medium Logo in UW Communications
  - Contributor Guides (10,000)
  - United Way website, with link to your site
  - Annual Report
  - Bi-annual newsletter
- 6 special tickets to Celebration of Lights event
- Medium Logo on Sponsor Banner at ALL United Way events and activities

## PARTNER

6 Available

\$1,000

- Small Logo on Day of Action t-shirts
- Small Logo in measured media
  - Times West Virginian- Full Page Kick-off Ad (September)
  - The InterMountain- Full Page Kick-off Ad (September)
  - Times West Virginian- Thank You Ad (January)
  - The InterMountain- Thank You Ad (January)
- Small Logo in UW Communications
  - Contributor Guides (10,000)
  - United Way website, with link to your site
  - Annual Report
  - Bi-annual newsletter
- 4 special tickets to Celebration of Lights event
- Small Logo on Sponsor Banner at ALL United Way events and activities

# LIVE UNITED





## THE VALUE OF THE UNITED WAY BRAND

- Ranked at number 26 in the Top 50 of most valuable brands according to Forbes magazine with a brand value of \$14.3 billion.
- United Way was the first non-profit ever included on the list.
- Ranked #1 in "The Philanthropy 400" in The Chronicle of Philanthropy as the most successful charity.
- LIVE UNITED now has 43% public recognition since launching in the spring of 2008.
- United Way has 91% recognition from the general population.
- Nearly \$125 million worth of donated media has been made possible through our unique partnership with the Ad Council, who embraced the LIVE UNITED message.
- LIVE UNITED is ranked in the top 10 of all Ad Council campaigns.

# SPONSORSHIP COMMITMENT FORM



## COMPANY/BUSINESS INFORMATION

Business Name:

Contact Name:

Mailing Address:

Phone:

Email:

## SPONSORSHIP LEVEL

Premier Sponsorship- \$6,000

Spotlight Sponsorship- \$2,000

Signature Sponsorship- \$4,000

Partner Sponsorship- \$1,000

## PAYMENT

Pay in full by check

Pay in full by credit card

Pay quarterly by check

*Billed on January 1, April 1, July 1, October 1*

Pay quarterly by credit card

*Charged on January 1, April 1, July 1, October 1*

Pay monthly by check

*Billed on 1st of month for twelve consecutive months*

Pay monthly by credit card

*Charged on 1st of month for twelve consecutive months*

Credit Card #:

Expiration Date:

CVV Code:

Signature:

For more information, contact:  
Brett White, CEO  
(304) 366-4550  
brett@tvunitedway.org

You can also register online at  
[tvunitedway.org/sponsors](http://tvunitedway.org/sponsors)