

Invest **UNITED | LIVE UNITED**[®]



2021 PARTNERSHIP OPPORTUNITIES

PARTNERING WITH UNITED WAY OF DENTON COUNTY IS GOOD FOR BUSINESS



When you support United Way of Denton County through a corporate partnership, you gain unique and valuable multi-media co-branding opportunities with a trusted local nonprofit, as well as brand association with United Way.

United Way is both the world's largest nonprofit network and the world's most valuable nonprofit brand, widely recognized for the efficiency and effectiveness of each local United Way organization.

Investments like yours help us
IMPROVE & TRANSFORM LIVES
 in Denton County

Thanks to you,
WE WERE BUILT FOR THIS

Our Corporate Partners and donors built and prepared us to weather this storm. With your help, we were already addressing homelessness, food insecurity, family financial instability, and lack of access to healthcare, among other social issues, when COVID-19 hit. Our strength, built by our partners like you over 67 years, is our ability to identify our community's needs and convene partners, providers and resources to address those needs as we did during this pandemic.

86% of consumers

believe that companies should take a stand for social issues.

2018 Shelton Group's 'Brands & Stands: Social Purpose is the New Black'

89% of executives

said a strong sense of collective purpose drives employee satisfaction.

Harvard Bus. Review's The Business Case For Purpose

90% of consumers

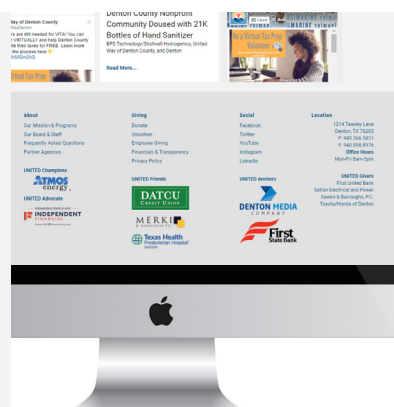
want companies to show how they're supporting charitable causes.

2010 study by Cone Communications,

Your investment built the framework for the Eviction Prevention program which helped **OVER 2,271 HOUSEHOLDS** impacted by income loss due to COVID-19 with rent/mortgage/hotel assistance, **PREVENTING A 597% INCREASE** in Denton County's homeless population.



YOUR EXPOSURE WITH UNITED WAY OF DENTON COUNTY



Company Featured on UnitedWayDentonCounty.org

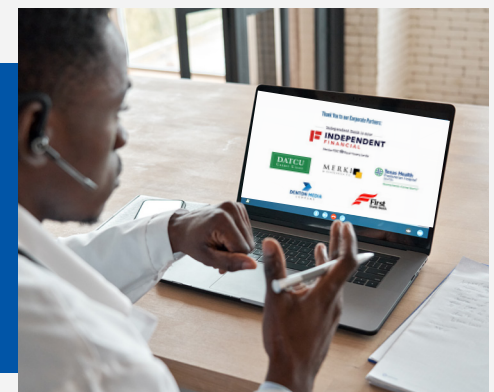
478,611

TOTAL PAGE VIEWS
Jan - Dec 2020

Company Featured on Campaign Video Shared With

18.3K

PEOPLE AT EVENTS & CAMPAIGN KICKOFFS



RESPOND
 RECOVER
 REIMAGINE
 REBUILD

WE LEVERAGED YOUR INVESTMENTS TO SECURE ADDITIONAL GRANT FUNDING FOR THE CREATION AND IMPLEMENTATION OF INNOVATIVE PROGRAMS THAT REIMAGINE HOW TO ADDRESS CRITICAL NEEDS IN OUR COMMUNITY.



The Denton County Family Child Care Network assisted 31 home and church-based child care centers to help meet the **RIISING DEMAND FOR RELIABLE, FLEXIBLE & COST-EFFECTIVE CHILD CARE**

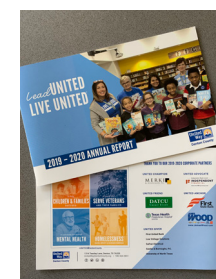
for working families across Denton County.



The Denton County Veteran Stability Program served **75 VETERANS & THEIR FAMILIES** in crisis situations with housing, utilities, transportation, and education-related financial assistance.



Neighbors with a mental health condition often end up in jail due to lack of appropriate resources. **199 INDIVIDUALS WITH A DIAGNOSABLE MENTAL ILLNESS** received integrative services in a pilot program designed to prevent re-entry into the justice system.



Company Featured in our Annual Report

1,000

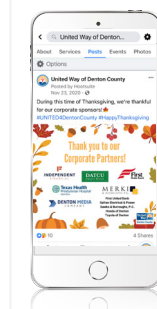
Annual Reports printed and mailed with additional views online



Company Featured on Email Newsletters

33,616

Total email opens
Jan - Dec 2020



Company Featured on Social Media

3,435 LIKES
626 FOLLOWERS
1,094 FOLLOWERS
10,643 VIEWS
1,331 FOLLOWERS

UNITED LEADER

\$50,000 INVESTMENT

COMPANY RECOGNITION (INDUSTRY EXCLUSIVE)

- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition + link to your website in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts + sponsored, dedicated social post with link to your website
- Logo recognition on all Campaign training & recruitment materials
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report
- Recognition on all 2021 Leadership Giving collateral

EVENT & COLLABORATIVE PROGRAM RECOGNITION

Spotlight Sponsor at 9th Annual UNITED Tribute (\$15,000 value)
Diamond Sponsor at 2021 Campaign Kickoff Breakfasts (\$5,000 value)
Golf Glove Sponsor at 2021 People Helping People Golf Tournament (\$5,000 value)
Community Resource Directories (\$5,000 Value)
Back to School Fair (\$2,500 Value)
Mental Health First Aid (\$2,500 Value)
Community Fund Contribution (\$15,000)

Refer to pages 8-11 for descriptions and additional options

COMMUNITY FUND

In lieu of Event & Collaborative Program Recognition, you may designate a portion or all of your investment to United Way of Denton County's Community Fund. Investments in the Community Fund have the greatest impact on the Denton County community. Your company will receive all Company Recognition benefits.

UNITED CHAMPION

\$25,000 INVESTMENT

COMPANY RECOGNITION (INDUSTRY EXCLUSIVE)

- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts + dedicated social post with link to your website
- Name recognition on all Campaign training & recruitment materials
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report

EVENT & COLLABORATIVE PROGRAM RECOGNITION

EXAMPLE COMBINATIONS

Spotlight Sponsorship at 9th Annual UNITED Tribute (\$15,000 value)
Diamond Sponsor at 2021 Campaign Kickoff Breakfasts (\$5,000 value)
Golf Glove Sponsor at 2021 People Helping People Golf Tournament (\$5,000 value)

OR

Producer Sponsorship at 9th Annual UNITED Tribute (\$10,000 value)
Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)
Eagle Sponsor at 2021 People Helping People Golf Tournament (\$2,500 value)
Community Resource Directories (\$5,000 Value)
Community Fund Contribution (\$5,000)

OR

Producer Sponsorship at 9th Annual UNITED Tribute (\$10,000 value)
Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)
Eagle Sponsor at 2021 People Helping People Golf Tournament (\$2,500 value)
Mental Health First Aid (\$2,500 Value)
Community Fund Contribution (\$7,500)

Refer to pages 8-11 for descriptions and additional options

UNITED FRIEND

\$15,000 INVESTMENT

COMPANY RECOGNITION

- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts + dedicated social post
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report

EVENT & COLLABORATIVE PROGRAM RECOGNITION

EXAMPLE COMBINATIONS

Spotlight Sponsorship at 9th Annual UNITED Tribute (\$15,000 value)

OR

Producer Sponsorship at 9th Annual UNITED Tribute (\$10,000 value)

Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)

Eagle Sponsor at 2021 People Helping People Golf Tournament (\$2,500 value)

OR

Orchestra Sponsorship at 9th Annual UNITED Tribute (\$5,000 value)

Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)

Eagle Sponsor at 2021 People Helping People Golf Tournament (\$2,500 value)

Financial Coaching/Volunteer Income Tax Assistance Programs (\$5,000 Value)

Refer to pages 8-11 for descriptions and additional options

UNITED ANCHOR

\$10,000 INVESTMENT

COMPANY RECOGNITION

- Company logo + link to your website on UnitedWayDenton.org website footer
- Logo recognition in all email newsletter blasts
- Logo recognition on two (2) Thank You social posts
- Prominent logo recognition in annual Campaign Video
- Logo recognition in Annual Report

EVENT & COLLABORATIVE PROGRAM RECOGNITION

EXAMPLE COMBINATIONS

Producer Sponsorship at 9th Annual UNITED Tribute (\$10,000 value)

OR

Orchestra Sponsorship at 9th Annual UNITED Tribute (\$5,000 value)

Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)

Eagle Sponsor at 2021 People Helping People Golf Tournament (\$2,500 value)

OR

Orchestra Sponsorship at 9th Annual UNITED Tribute (\$5,000 value)

Gold Sponsor at 2021 Campaign Kickoff Breakfasts (\$2,500 value)

Loaned Executive (\$2,500 Value)

Refer to pages 8-11 for descriptions and additional options

UNITED GIVER

\$5,000 INVESTMENT

COMPANY RECOGNITION

- Company Name + link to your website on UnitedWayDenton.org website footer
- Name recognition in all email newsletter blasts
- Name recognition at all events
- Name recognition on one (1) Thank You social media post
- Name recognition in Annual Report

EVENT & COLLABORATIVE PROGRAM RECOGNITION

EXAMPLE COMBINATIONS

Orchestra Sponsorship at 9th Annual UNITED Tribute (\$5,000 value)

OR

Performer Sponsorship at 9th Annual UNITED Tribute (\$2,000 value)

Mental Health First Aid (\$2,500 Value)

Community Fund Contribution (\$500)

Refer to pages 8-11 for descriptions and additional options

COMMUNITY FUND

In lieu of Event & Collaborative Program Recognition, you may designate a portion or all of your investment to United Way of Denton County's Community Fund. Investments in the Community Fund have the greatest impact on the Denton County community. Your company will receive all Company Recognition benefits.



SPOTLIGHT SPONSOR \$15,000

Industry Exclusive

- Two (2) tables of ten (10) with logo recognition
- Logo recognition in program thank you
- Full-page advertisement (5 in x 7.5 in) in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Logo recognition on dancer posters
- Speaking opportunity during DentonRadio.com's "Blue Carpet"
- Naming rights to Signature Drink
- Remarks from the podium
- Naming opportunity for bar, silent auction, or wine (4-5 available)
- Logo recognition on Mobile Bidding Platform
- Unique sponsor gift
- Two (2) bottles of wine at tables
- Provided drink tickets (4 per person)

PRODUCER SPONSOR \$10,000

Industry Exclusive

- Two (2) tables of ten (10) with logo recognition
- Logo recognition in program thank you
- Half-page advertisement (5" x 3.875") in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Speaking opportunity during DentonRadio.com's "Blue Carpet"
- Naming rights to Signature Drink
- Remarks from the podium
- Logo recognition on Mobile Bidding Platform
- Unique sponsor gift
- Two (2) bottles of wine at tables
- Provided drink tickets (4 per person)

Our annual signature gala to celebrate the year's successes and honor the companies, employees, and community leaders who made it happen. The evening features a "Dancing with Our Stars" competition with nominated community dancers. **EXPECTED ATTENDANCE FOR 2022 EVENT: 1,100+**

DIRECTOR SPONSOR \$7,500

Industry Exclusive

- One (1) table of ten (10) with logo recognition
- Logo recognition in program thank you
- Quarter-page (2.355" x 3.685") in advertisement in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Speaking opportunity during DentonRadio.com's "Blue Carpet"
- Logo recognition on Mobile Bidding Platform
- Two (2) bottles of wine at table
- Provided drink tickets (2 per person)

ORCHESTRA SPONSOR \$5,000

Industry Exclusive

- One (1) table of ten (10) with logo recognition
- Name recognition in program thank you
- Quarter-page (2.355" x 3.685") in advertisement in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website & event emails
- Logo recognition on Mobile Bidding Platform
- Two (2) bottles of wine at table
- Provided drink tickets (2 per person)

BOX-OFFICE SPONSOR \$3,500

- One (1) table of ten (10) with logo recognition
- Name recognition in program thank you
- Eighth-page (2.355 in x 1.8425 in) advertisement in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails
- Naming opportunity for either bar or wine (4-5 available)

PERFORMER SPONSOR \$2,000

Limited Number Available

- One (1) table of ten (10) with logo recognition
- Name recognition in program thank you
- Eighth-page (2.355 in x 1.8425 in) advertisement in event program
- Name recognition on website & event emails
- Logo recognition on dancer posters



A series of kickoff breakfasts and Community Conversations with county leaders for a candid discussion of the needs in Denton County and how various segments of the community are working together for solutions. **EXPECTED ATTENDANCE FOR EVENTS: 500+**

DIAMOND SPONSOR \$5,000

- Full-page advertisement (5" x 7.5") in event program
- Logo recognition in newspaper thank you advertisement
- Logo recognition on website
- Two (2) tables of eight (8) with logo at both events
- Eight (8) virtual tickets

GOLD SPONSOR \$2,500

- Half-page advertisement (5" x 3.875") in event program
- Name recognition in newspaper thank you advertisement
- Logo recognition on website
- One (1) table of eight (8) at both events
- Four (4) virtual tickets

SILVER SPONSOR \$1,000

- Quarter-page advertisement (2.355" x 3.685") in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website
- Four (4) seats at both events
- Two (2) virtual tickets

BRONZE SPONSOR \$500

- Quarter-page (2.355" x 3.685") in event program
- Name recognition in newspaper thank you advertisement
- Two (2) seats at both events

PACESETTER AWARDS & EMPLOYEE GIVING CAMPAIGNS

In addition to our Community Conversation, we honor our Pacesetter Companies who lead the community in giving and set an example for what a model United Way of Denton County Employee Giving Campaign looks like.

What's an employee giving campaign?

An Employee Giving Campaign enables your employees to give easily via payroll deduction, donating as little or as much as they want from each paycheck. As an employer, you can take pride in knowing your workforce's donation is an investment for a better Denton County community. Your employees organize and implement special projects as teams of volunteers, lending strength and talents, as well as payroll deductions, to improve and transform lives in Denton County.



UNITED WAY OF DENTON COUNTY'S 30TH ANNUAL
**PEOPLE HELPING PEOPLE
GOLF TOURNAMENT**



June 21, 2021

Denton County's longest-running golf tournament, held at the exclusive Denton Country Club, features a four-person scramble, numerous contests and prizes, and a "19th Hole" Celebration.
EXPECTED ATTENDANCE FOR EVENT: 120+

GOLF GLOVE SPONSOR \$5,000

Exclusive

- Golf foursome
- Logo branding on Titleist® leather golf glove provided to all players
- Opportunity to meet and greet players during glove fitting at registration
- Flag signage on one hole
- Name recognition on event banner
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

EAGLE SPONSOR \$2,500

- Golf foursome
- Flag signage on one hole
- Name recognition on event banner
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

AIRCANNON HOLE SPONSOR \$2,000

Exclusive

- Two golfers
- Organization logo displayed on AirCannon
- Vendor table at AirCannon hole
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

PUTTING CONTEST SPONSOR \$1,500

Exclusive

- Golf foursome
- Vendor table at putting green
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

BIRDIE SPONSOR \$1,500

- Golf foursome
- Name recognition in event program
- Name recognition in newspaper thank you advertisement
- Name recognition on website & event emails

Presented By:



UNITED WAY OF DENTON COUNTY PROGRAM RECOGNITION

COMMUNITY RESOURCE DIRECTORIES \$5,000 Value

Annual comprehensive resource directory of local social services and mini resource directory of most requested services to connect people in need with service providers in Denton County.

- Logo recognition on 1,500 directories distributed throughout Denton County
- Name recognition on 15,000 pocket directories distributed throughout Denton County
- Name recognition on our upcoming digital directory on the UWDC website



BEHAVIORAL HEALTH LEADERSHIP TEAM \$2,500 Value

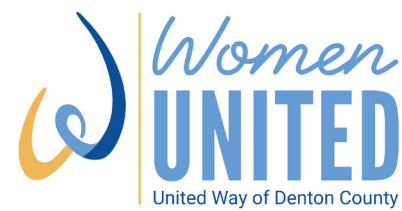
A county-wide group of community leaders and experts that advocates and facilitates a collaborative person-centered behavioral health system to repair and restore lives.

- Logo recognition on presentation slides and handouts at meetings held six times/year and on Team website.

LOANED EXECUTIVE \$1,500 Value

Dedicated members from Denton County businesses practicing leadership and relationship management through valuable hands-on experience in the community. Expected participation of 15 individuals in 2021.

- Logo recognition on social media, email, and website promoting the program
- Logo recognition on slideshow presentation during training



WOMEN UNITED \$1,500 Value

Members contribute annually to provide individuals and families in Denton County the tools they need to become financially stable, help ensure children are ready to succeed in school and offer opportunities for healthier lifestyles.

- Logo recognition on Women United website and marketing materials
- Logo recognition on all presentations, event advertisements, and email blasts

FREE TAX PREP (VITA) /FINANCIAL COACHING \$5,000 Value

Program to train and support volunteers helping low-and-moderate-income households improve their financial capabilities.

- Logo recognition on website, fliers/posters, and volunteer recruitment/training
- 100% of clients served meet Community Reinvestment Act low-and-moderate income criteria for Denton County



We LIVE UNITED 4 Denton County

CHILDREN & FAMILIES

MENTAL HEALTH

HOMELESSNESS

VETERANS & THEIR FAMILIES

SECURE YOUR SPONSORSHIP TODAY

TO BE INCLUDED IN VIDEO, EVENTS, AND
ALL COLLATERAL MATERIALS PLEASE
COMMIT BY 6-30-2021.

KRISTIN JONES

KRISTIN@UNITEDWAYDENTON.ORG

(940) 566-5851 EXT 102

www.UnitedWayDentonCounty.org

UNITED WAY VOTED
AMERICA'S #1 CHARITY 2020

Forbes

UNITED WAY NAMED #5 ON

FASTCOMPANY



► 2019 Honoree

 /UnitedWayDentonCounty

 @UnitedWayDenton

 @UnitedWayDenton

 /company/united-way-of-denton-county

 /UnitedWayDentonCo

