

YEARS UNITED

SPONSORSHIP DECK



United Way for Greater Austin

IN 100 YEARS OF CHANGE, THE ONLY CONSTANT IS COMMUNITY.

United Way for Greater Austin was here before the Great Depression. Before the Second World War. We grew roots long before the Civil Rights Movement and saw the first man land on the moon. And well before Austin's largest population boom in the 90s. Alongside community partners and leaders, we've grown to become a steady and powerful force for driving change, through large and small moments. And throughout our evolutions over the last century, the enduring thread that weaves us together, then and now, is community.

It's a community that's been lovingly built and rebuilt by the hands of Greater Austin. It's been a respite, a village, a friend, and a catalyst for creating equal opportunity. One where every child is set up for success with high-quality early care and education. A community where everyone is connected to essential resources they need, when they need them.

Whether it's the one you grew up in or you just got here yesterday. United Way is the community that will always be here – for those who need help, for those who find their place by helping others, for all of us.



In a time where community is more important than ever, we invite you to be a part of ours. This year, we're celebrating the power of community over three special events with impactful sponsorship opportunities:

A Night United

SATURDAY, MARCH 2, 2024
FAIR MARKET

CO-CHAIRS:
MOLLIE & CLAY DUCKWORTH
MALINI & VIM RAJPUT

GATHERING FOR GOOD BRINGING CHANGE TO THE TABLE. WOMEN UNITED

THURSDAY, MAY 2, 2024
BRANCH PARK PAVILION

CO-CHAIRS:
LAURA HERNANDEZ HOLMES
JENNIFER WU



THURSDAY, SEPTEMBER 19, 2024
LADY BIRD JOHNSON AUDITORIUM &
THOMPSON CONFERENCE CENTER AT UT

Thank you to our Centennial Sponsor!

TexasMutual[®]
WORKERS' COMPENSATION INSURANCE



CENTENNIAL SPONSOR



A cumulative commitment of **\$100,000** or more through a philanthropic gift or sponsorship to United Way for Greater Austin unlocks the following benefits during our 2024 Centennial Year:

- Recognition in perpetuity on Centennial Sponsor display at United Way for Greater Austin's new building.
- Opportunity for custom sponsorship activations and branding.
- Unique media engagements.
- Prominent logo or name recognition as "Centennial Sponsor" throughout 2024 Centennial year.





SPONSORSHIP BENEFITS

Saturday, March 2, 2024, Fair Market



	PRESENTING \$50,000	CHANGEMAKER \$25,000	UNITER \$15,000	CONVENER \$10,000	PARTNER \$5,000	TABLE HOST \$3,000
EVENT ACCESS AND GUEST EXPERIENCE BENEFITS:						
Reserved seating for guests including cocktail hour, dinner, open bar, and live entertainment	20	10	10	10	10	10
Complimentary valet parking for you and your guests	x	x	x	x	x	x
BRANDING AND RECOGNITION BENEFITS:						
Exclusive recognition as the 2024 Presenting Sponsor	x					
Speaking opportunity	x					
Opportunity to provide branded guest takeaway featuring logo	x					
Exclusive logo recognition on choice of auction bidder paddles		x				
Verbal recognition by event emcee	x	x	x			
Recognition in pre-event press release	x	x	x	x		
Recognition in United Way's annual Impact Report	x	x	x	x		
Recognition in United Way's post-event blog	x	x	x	x		
Recognition in United Way's Live United email	x	x	x	x	x	
Social media post on United Way's channels	Dedicated	Dedicated	x	x	x	
Recognition on all printed and digital promotional assets	x	x	x	x	x	x
Recognition on dedicated event webpage	x	x	x	x	x	x

	PRESENTING \$25,000	EMPOWER \$10,000	PARTNER \$5,000	FRIEND \$2,750	WOMEN-OWNED BUSINESS IN-KIND DONORS
EVENT ACCESS AND GUEST EXPERIENCE BENEFITS:					
Reserved seating for guests including delicious lunch and drinks	20	10	10	10	2
BRANDING AND RECOGNITION BENEFITS:					
Exclusive recognition as the 2024 Presenting Sponsor	x				
Speaking opportunity	x				
Opportunity to provide branded guest takeaway featuring logo	x				
Verbal recognition by event emcee	x	x			
Recognition in pre-event press release	x	x			
Recognition in United Way's annual Impact Report	x	x			
Recognition in United Way's post-event blog	x	x			
Recognition in United Way's Live United email	x	x	x		
Social media post on United Way's channels	Dedicated	Dedicated	x		x
Recognition on all printed and digital promotional assets	x	x	x	x	x
Recognition on dedicated event webpage	x	x	x	x	x
Featured as "women-owned business" on dedicated event webpage	x	x	x	x	x
In-kind donation featured in promotion of curated raffle packages					x
Logo featured on special signage at event					x



SPONSORSHIP BENEFITS

Thursday, September 19, 2024, UTexas LBJ Auditorium and Thompson Center



	PRESENTING \$100,000	VISIONARY \$75,000	CHANGEMAKER \$50,000	LEADER \$25,000	UNITER \$10,000	CONNECTOR \$7,500
EVENT ACCESS AND GUEST EXPERIENCE BENEFITS:						
Access for guests to all Impact Summit activities including keynote, breakout panels, and cocktail hour	20	20	10	10	10	10
"Give or Get" sponsorship for additional community tickets	10	10	5	5	3	3
Complimentary parking for you and your guests	x	x	x	x	x	x
"Meet and Greet" with keynote speakers	x	x	x			
THOUGHT LEADERSHIP:						
Thought leadership opportunities for company leaders as speakers, program contributors, or guests	x	x	x			
BRANDING AND RECOGNITION BENEFITS:						
Exclusive naming options as Presenting Sponsor	x	x	x			
Presenting Sponsor activation	x	x				
Verbal recognition at Keynote welcome	x	x				
Verbal recognition at breakout / panel	x	x	x			
Recognition on step and repeat	x	x	x			
Opportunity to provide branded guest takeaway featuring logo	x	x	x			
Verbal recognition by event emcee	x	x	x			
Social media post on United Way's channels	Dedicated	Dedicated	Dedicated	x	x	
Recognition in pre-event press release	x	x	x	x		
Recognition in United Way's annual Impact Report	x	x	x	x		
Recognition in United Way's post-event blog	x	x	x	x		
Recognition in United Way's Live United email	x	x	x	x	x	
Social media recognition on United Way's channels	x	x	x	x	x	
Recognition on all printed and digital promotional assets	x	x	x	x	x	x
Recognition on dedicated event webpage	x	x	x	x	x	x
Opportunity for custom sponsorship activations and branding	x	x	x	x	x	x



BRAND REACH

We reach thousands of fellow community leaders across Greater Austin.

- Monthly website visitors: **6.6K**
- Live United email: **34K**
- Facebook: **8.3K**
- LinkedIn: **2.9K**
- Instagram: **2.7K**
- Twitter: **5.6K**





**A CENTURY OF CHANGE,
A LEGACY OF IMPACT**



United Way for Greater Austin

Join us and Live United. Email giving@uwatx.org.