

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 first man landed 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.



United Way for Greater Austin

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!



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.



A Night United

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.



Together, we're continuing to build a community where every child is set up for success with high-quality early care and education, and where everyone is connected to essential resources they need when they need them.

Read about some of the ways United Way is turning our investments into action.



YOUR INVESTMENT IN ACTION: EARLY CHILDHOOD EDUCATION

Reopening the doors at Pease Elementary School

United Way is honored to be a partner with Austin ISD to reimagine the Pease Elementary campus, reopening its doors to local children and families. Pease, like United Way, has a long legacy here in our community and we are excited to carry that legacy forward and deepen our work to ensure every child is set up for success with high-quality early care and education.

The renovated Pease campus will be an innovative, community-center space that welcomes children and families from diverse backgrounds and offers programming that inspires a sense of belonging. It will serve as a hub for early childhood education with high-quality, affordable child care for up to 120 children ages 6 months to 5 years through a partnership between United Way for Greater Austin and Goodwill Central Texas. Beyond early childhood education, United Way plans to create a Center of Excellence in early childhood, embedding best practices in learning, teaching, and convening. The 35,000-square-foot facility will offer opportunities focused on workforce development in hands-on learning, educational observations, continuing education, and professional development.



Additionally, the Pease Campus will house United Way's administration offices and 2-1-1 Navigation Center, where we will continue to convene coalitions that aim to improve education systems and advocate for local and regional policies that support children and families.

This landmark opportunity is a tangible example of how United Way is giving children a strong start in life, so they can reach their highest potential.



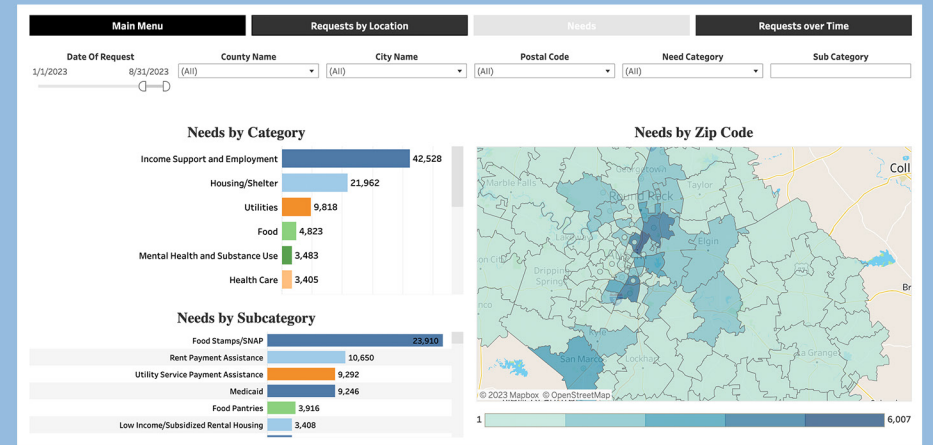
YOUR INVESTMENT IN ACTION: EQUITABLE ACCESS TO SUFFICIENT RESOURCES

Expanding access to resources with our new 2-1-1 Dashboard



Reflecting back on the last century serving the Greater Austin community, one of our biggest takeaways is a simple one: information is power. Since 1996, 2-1-1 has connected individuals in need to 30,000 local, statewide, and national resources, including food, child care, employment, housing, transportation, and disaster relief. And now, this essential community resource is evolving to become more streamlined, more efficient, and most importantly, more accessible to our partners, elected officials, and residents.

United Way launched the 2-1-1 DataDashboard: an innovative platform that provides information about needs, geography, and demographics from each request for help, offering a powerful tool that analyzes community needs geographically over time. The dashboard can show needs broadly or granularly, and can inform community resource allocation, research, and planning efforts. By pinpointing our region's most pressing needs and evolving trends, we will be better equipped to serve and support our growing and vibrant community.





YOU ARE PART OF THE LEGACY OF CHANGE IN GREATER AUSTIN,
AND YOUR CONTRIBUTIONS POWER
THE GROWTH AND POTENTIAL OF EVERYONE IN OUR COMMUNITY.

Email us to get involved and start making a difference.
giving@uwatx.org



United Way for Greater Austin