

MARKETING *for a Cause* WITH UNITED WAY

For 100 years, United Way for Greater Austin has served our community. Together with people like you, we're building a future where everyone has access to high-quality early care and education and essential resources.

United Way serves as the premier coordinator of business philanthropy services in Central Texas. We build stronger communities in ways that also build stronger businesses, including:



Increasing brand equity as a socially responsible business



Increasing brand visibility through our vast network of supporters



Providing opportunity to differentiate your business from competitors



Engaging employees with local businesses and organizations they care about, helping attract and retain strong talent



Breaking economic barriers and building opportunity for all

CAUSE MARKETING REQUIREMENTS

We kindly request our Cause Marketing Partners commit to supporting United Way's mission with \$2,500 or more.

SPONSORSHIP BENEFITS

- Recognition on United Way's social media channels
- Recognition on United Way's website, with a link to your website
- Invitation to United Way's annual educational and networking summit with our organization's leaders and fellow philanthropic businesses

BRAND REACH

Partnering with United Way means expanding your own community. We reach thousands in Greater Austin and beyond.



Monthly website visitors: **6.6K**



Live United email: **34K**



Facebook: **8.3K**



LinkedIn: **2.9K**



Instagram: **2.7K**



Twitter: **5.6K**



United Way for Greater Austin brings our community together to break economic barriers and build opportunity for all.
unitedwayaustin.org @unitedwayATX