



UNITED WAY
of Southwestern
Pennsylvania

SPONSORSHIPS AND PARTNERSHIPS

SHOW YOUR SUPPORT. TRANSFORM OUR COMMUNITY.



**2025-2026 SPONSORSHIP &
PARTNERSHIP OPPORTUNITIES**



WHY YOUR SUPPORT MATTERS

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At the heart of United Way of Southwestern Pennsylvania are supporters who are deeply connected to our mission. Corporate sponsors enable United Way to create meaningful donor events. Corporate partners fund the purchase of much-needed items that are distributed through nonprofit agencies across the region to the people who need them most.

Sponsorship and partnerships both serve as powerful platforms to inspire your customers and clients and to engage our most loyal supporters. Attendees leave with a stronger bond to our cause and a clearer understanding of their impact.

Our events are not just social occasions or fundraising mechanisms — they are intentional opportunities to highlight our mission. We thoughtfully design each one to move beyond transactional giving by creating emotional connections, showcasing tangible outcomes and helping participants experience the real-world results of their generosity. We also provide opportunities for networking and community-building so supporters feel part of a larger movement.

Choose the approach that fits your goals.

As a sponsor you receive promotional support and recognition and exclusive access to our donors, who are among the most engaged and generous thought leaders in the region. It's an investment that brings individuals closer to our mission, fosters meaningful relationships, and ensures the long-term sustainability of our work.

As a partner, you fund the cost of needed supplies that our volunteers and staff pack and distribute in the community. With your support, every volunteer engagement event is a powerful step on the journey toward lasting change for our neighbors in need.

Event sponsorships and partnerships are subject to different tax deductibility rules. Talk with your United Way representative about which approach aligns best with your goals.



CAMPAIGN SPONSORSHIP



With support from Campaign Sponsors and donors, United Way provided assistance to 1.35 million people last year.

As a United Way campaign sponsor, your organization will enjoy premium visibility in front of nearly 50,000 donors—including our most generous leadership-level contributors—as well as thousands of community members. Your brand will be prominently featured across our website, social media channels, and through targeted media outreach, ensuring maximum exposure. You will help us broaden our appeal and deepen community understanding of United Way's impact. The more people understand the impact their donation makes, the more willing they are to invest in the work of United Way.



SPONSORSHIP AMOUNTS

\$30,000
Premiere

\$15,000
Signature

Company Recognition

Footer of United Way website.	Logo	Company name
All promotional materials for leadership and affinity group events including email invitations, thanks you, event registration page.*	Logo	Company name
Event day materials and signage for leadership and affinity group events.*	Logo	Company name
Newsletters, printed (Tocqueville Spotlight) and emailed (Leadership, Next Gen United, Giving in Action, United in Action).	Logo	Company name
Inclusion in sponsor section of annual report.	Logo	Company name

Communications Recognition

Dedicated social media post.	Two	One
Tagged in first promotional and recap post on social media for leadership and affinity group events.*	x	x
Company name listed in news release/media advisory leadership and affinity group events.*	x	x

Event Exposure

Verbal recognition from podium at leadership and affinity group events.*	x	
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Event Tickets

Bring executive-level representatives to any United Way donor-only event.	x	x
Reserved seats at events with concierge at registration, by request.	x	
Teams for Giveback Games, by request.	Two teams of six.	One team of six.
Celebrate to Elevate tickets, by request.	Six tickets.	Four tickets.

Disclaimers and exclusions:

Inclusion of company names and logos is subject to print/production deadlines. Sponsorships begin July 1, 2025 and end June 30, 2026, regardless of sign-on date. *Excludes volunteer engagement and prospect events.

ANNUAL EVENTS



Each year, United Way hosts a variety of events, engaging various stakeholders from across our community. United Way's events are highly visible, engaging opportunities to connect with members of the business, nonprofit and government communities.

To review a list of proposed events for the 2025-2026 campaign season, please reach out to your main United Way contact or Wendy Koch, senior director of regional engagement at wendy.koch@unitedwayswpa.org. *Please note events are not confirmed until sufficient sponsorship is secured to cover the cost of the event. Multiple sponsors are permitted at each level for each event. Excludes volunteer engagement and prospect events.*



SPONSORSHIP AMOUNTS

\$5,000
Benefactor

\$2,500
Sustainer

\$1,000
Supporter

Company Recognition

All event promotional materials including email invitation, event registration page and thank you message.

Logo

Logo

Company name

Event day materials and signage.

Logo

Logo

Company name

Communications Recognition

Tagged in first promotional and recap post on social media.

x

Name listed in news release/media advisory.

x

Event Exposure

Verbal recognition from podium.

x

x

x

Event Tickets

Bring executive-level representatives to any United Way donor-only event.

x

x

Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time.



CELEBRATE TO ELEVATE

UNITED WAY
WOMEN UNITED

Approximately 70% of United Ways grants support nonprofit agencies that primarily serve women and children.

Women United is one of the nation's largest and most engaged donor networks. Our 2,000+ strong and enthusiastic members give, volunteer and network while supporting United Way's investment priorities of meeting basic needs, moving to financial stability and building for success in school and life. Open to all, Women United raises \$9 million annually and hosts several popular, exciting and highly visible events, including Celebrate to Elevate, our largest event of the year.

Each year, nearly 400 of the region's most dynamic and influential community members come together to celebrate the power of Women United. As a Celebrate to Elevate sponsor, your company will help to inspire, empower and motivate women and their allies to become agents of change through philanthropy, leadership and volunteerism.



SPONSORSHIP AMOUNTS

\$10,000 Contributor **\$5,000** Benefactor **\$2,500** Sustainer **\$1,000** Supporter

Company Recognition

All event promotional materials including email invitation, event registration page and thank you message.	Logo	Logo	Logo	Company name
Event day materials and signage.	Logo	Logo	Logo	Company name
Packing for Impact kits (two available).		Logo		
Swag/giveaway items (one available – must provide materials).			Logo	
Raffle materials (two available).			Logo	
Hospitality (two available).			Logo	
Photo booth (one available).				Company name

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x		
Name listed in news release/media advisory.	x	x		

Event Exposure

Verbal recognition from podium.	x	x	x	x
Recognized in PowerPoint presentation.	Logo	Logo	Logo	

Event Tickets

Celebrate to Elevate tickets.	10	Six	Four	Two
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Company name and/or logo on photo booth and hospitality requires a two-week lead time. Celebrate to Elevate supporters are also encouraged to contribute items to our basket raffle. Swag/giveaway items and raffle materials must be delivered one week before the event.

GIVEBACK GAMES

— UNITED WAY —
NEXTGEN

Sponsors made it possible for 350 young professionals to participate in Giveback Games last year.

Through the Next Gen Ambassador Circle, launched in 2022, United Way engages with young professionals and their allies from across the region through networking opportunities, unique personal and professional development sessions and



high-impact volunteer events. Our 150+ Next Gen Ambassadors donate and participate in at least one United Way engagement activity per year. Giveback Games is our signature Next Gen Ambassador Circle event, bringing together several hundred young professionals from across United Way's five-county region for an evening of fun-first games, networking and an inside look at how United Way impacts the lives of our neighbors. Young professionals are increasingly demanding that the companies they work for and support have strong commitments to corporate social responsibility. By sponsoring Giveback Games, your company demonstrates to emerging leaders that your company aligns with their values, and you empower individuals to act to make lasting change in our community.

SPONSORSHIP AMOUNTS

\$10,000 Contributor **\$5,000 Benefactor** **\$2,500 Sustainer** **\$1,000 Supporter**

Company Recognition

All Giveback Games promotional materials including email invitation, event registration page and thank you message.	Logo	Logo	Logo	Company name
Event day materials and signage.	Logo	Logo	Logo	Company name
Activity stations (four available).		Logo		
Swag/giveaway items (one available – must provide materials).			Logo	
Hospitality (two available).			Logo	
Photo booth (one available).				Company name

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x		
Name listed in news release/media advisory.	x	x	x	

Event Exposure

Verbal recognition from podium.	x	x	x	x
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Event Tickets

Teams of six.	Five	Three	Two	One
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Company name and/or logo on photo booth and hospitality requires a two-week lead time. Giveback Games supporters are also encouraged to contribute prize items. Giveaway/Swag items and raffle materials must be delivered one week before the event.

BUILD A BIKE

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA

BUILD A BIKE

41% of Pennsylvania households do not earn enough money to keep up with the rising costs of running their households.

With United Way's help, 3,000 kids across our region have received a brand-new bike to call their own – taking that burden off their family.

Build A Bike is one of our most popular and highly anticipated volunteer engagement events. Each summer, teams of volunteers from across our five counties gather to assemble high-quality bikes that are donated, along with helmets, locks and bike safety cards, to



partner agencies that serve children and families. As a Build A Bike partner, you will have an unforgettable teambuilding experience for your employees, and help give 600 children annually the freedom, joy, and confidence that comes with having their own bike.

PARTNERSHIP AMOUNTS

\$25,000**\$15,000****\$10,000****\$5,000****\$2,500****\$1,000**

Provide bicycles, helmets and locks to 600 children across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

Number of bikes.	250	150		50	25	10
Number of helmets and locks (one available).			600			

Additional benefits below.

Company Recognition

Event day materials and signage, including event signage and thank you messages.	Logo	Logo	Logo	Company name	Company name	Company name
Bicycle safety card.	Logo					

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x	x	x	x	x
Company name listed in news release/media advisory.	x	x	x			

Event Exposure

Verbal recognition during remarks.	x	x	x	x	x	x
Opportunity to make opening remarks at one event location.	x					
Opportunity to provide company promotional materials to volunteers along with supplies distributed at events.	x	x	x	x	x	x

Volunteer Opportunity

Teams of five.	Six	Five	Four	Three	Two	One
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Promotional materials must be brought to the event.

MEAL KIT PACKING

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA MEAL KIT PACKING

One in eight individuals in Southwestern Pennsylvania are food insecure. Through United Way's Meal Kit Packing, 42,000 meals have been provided to families to ensure they have access to healthy meals.

At United Way, we believe that all families need access to healthy, nutritious meals to fuel their energy and curiosity and make it possible to succeed in school and life and at work. Our Meal Kit Packing event provides an exceptional opportunity for

your employees and customers to gather with other volunteers from across the region to pack a weekend's worth of healthy meals for a family of four. It's a true partnership: Our volunteers create a mini grocery warehouse where volunteers "shop" for specific items and pack them with recipe instruction cards. All 1,750 boxes are delivered to agencies that help families and individuals meet their basic needs. It's a team-building experience that makes it possible for your company's employees and other volunteers to improve the lives of their neighbors and make a difference.



PARTNERSHIP AMOUNTS

\$25,000 \$15,000 \$10,000 \$5,000 \$2,500

1,750 Meal Kits distributed to families across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

Number of meal kits.	350	200	150	60	30
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Additional benefits below.

Company Recognition

Promotional materials including email invitation, event registration page and thank you message.	Logo	Logo	Logo	Company name	Company name
Event day materials including meal kit box stickers, acknowledgment card inside boxes, signage and PowerPoint.	Logo	Logo	Logo	Company name	Company name
Recipe cards.	Logo				

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x	x	x	x
Company name listed in news release/media advisory.	x	x			

Event Exposure

Verbal recognition during remarks.	x	x	x	x	x
Opportunity to make opening remarks at main packing event.	x				

Volunteer Opportunity

Advanced access to registration.	10 days	Seven days	Three days		
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Registrations are limited and fill quickly.

BIG BOOK DROP

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA
BIG BOOK DROP

Having a home library can bolster a child's academic skills, encourage a love of reading and increase their vocabulary. Since 2019, United Way's Big Book Drop has distributed nearly 215,000 books to children to help them start a home library.

Reading is one of the most effective ways to support early brain development and improve school readiness in children. Your company can give the gift of reading and curiosity to children across our region by signing on as a Big Book Drop partner. Since 2019, United Way has distributed nearly 215,000 books through Big Book Drop. By partnering on this energizing and meaningful event, your company will provide much-needed high-quality books to children and families and after-school and educational programs. Your staff will volunteer alongside community members to get enriching books into the hands and homes of children across our region.

PARTNERSHIP AMOUNTS

\$25,000 **\$15,000** **\$10,000** **\$5,000** **\$2,500**

35,000 books distributed to children across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

Number of books for pre-school through fourth graders.	5,000	3,000	2,000	1,000	500
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Additional benefits below.

Company Recognition

Promotional materials including email invitation, event registration page and thank you message.	Logo	Logo	Logo	Company name	Company name
Event day materials including signage, PowerPoint and box stickers.	Logo	Logo	Logo	Company name	Company name
Book sticker for cover of all books for the event.	Logo				

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x			
Company name listed in news release/media advisory.	x	x			

Event Exposure

Verbal recognition during remarks.	x	x	x	x	x
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Volunteer Opportunity

Advanced access to registration.	10 days	Seven days	Three days		
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Registrations are limited and fill quickly.



TOOLS FOR SCHOOLS

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA
TOOLS FOR SCHOOLS

In Pennsylvania, 46% of children live in a household that does not earn enough money to run their household. Through United Way's Tools for Schools, we equipped more than 46,000 kids with the supplies they need for success in school.

Opening and organizing new school supplies is one of the most exciting parts of the back-to-school season. The support is more critical for families than ever, with inflation making it increasingly difficult for families to afford school supplies. Your company can give local kids a burst of back-to-school joy and their parents financial relief by becoming a United Way's Tools for Schools event partner. Your employees and community volunteers from across the region will sort and organize truckloads of supplies into 10,000 colorful learning kits stocked with everything elementary school-age students need to succeed. It's a values-aligned, hands-on way to support families, kids and schools in preparing kids to succeed in school and in life.

PARTNERSHIP AMOUNTS

\$25,000 \$15,000 \$10,000 \$5,000 \$2,500

10,000 School supply kits distributed to students across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

Number of school supply kits.	5,000	3,000	2,000	1,000	500
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Additional benefits below.

Company Recognition

Promotional materials including email invitation, event registration page and thank you message.	Logo	Logo	Logo	Company name	Company name
Event day materials including box stickers and signage.	Logo	Logo	Logo	Company name	Company name
School supply kit insert.	Logo				

Communications Recognition

Tagged in first promotional and recap post on social media.	x	x	x	x	x
Company name listed in news release/media advisory.	x	x			

Event Exposure

Verbal recognition during remarks.	x	x	x	x	x
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Volunteer Opportunity

Advanced access to registration.	10 days	Seven days	Three days		
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Disclaimers and exclusions:

Logo and company name inclusion in event materials requires a six-week lead time. Registrations are limited and fill quickly.



UNITED WAY DAYS



United Way funds 107 nonprofit agencies across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

United Way is focused on helping with the most pressing needs in our community. We communicate regularly with our nonprofit partner agencies to find out what volunteer help they need and turn those needs into projects with our United Way Days. Your support will help fund these vital projects in our region and provide the opportunity

to host four United Way Days projects for your employees. Opportunities vary and have included sorting and preparing food donations, landscaping and urban farming, park cleanup, sorting and preparing diaper donations and many more. Offerings change often and capacity and activities vary based on the real needs of the community. Current activities are listed on our website at unitedwayswpa.org/united-way-days.



PARTNERSHIP AMOUNT

\$10,000

Company Recognition

Promotional materials including informational emails about the program, individual event registration pages and yard signs.

Logo

United Way Days page of United Way website.

Logo

Communications Recognition

Tagged in social media post related to your four projects.

x

Volunteer Opportunity

United Way Days events for your company.

Four

Disclaimers and exclusions:

Opportunities change often. Visit our website to see the most current and pressing community needs.



CARDS OF CARING



Social isolation in older adults can have lead to higher rates of depression and other health conditions. Since the start of Cards of Caring, United Way has distributed over 50,000 cards to older adults, helping them feel connected to our community.

The holidays are a time to gather with loved ones and reflect on all that we have. For many of our neighbors, particularly for older adults who live alone, it can be a lonely and isolating time. United Way's Cards of Caring ensure that thousands of older adults receive a handwritten card. By signing on as a Cards of Caring partner, you help United Way distribute up to 5,000 cards across our five-county region. And your employees can come together to provide holiday cheer by signing cards that provide messages of hope, inspiration and friendship.



PARTNERSHIP AMOUNT

\$5,000

5,000 holiday cards to older adults in our region across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

Company Recognition

Promotional materials including informational emails about the program, individual event registration pages and yard signs.

Logo

On back of all holiday cards.

Logo

Communications Recognition

Tagged in recap post on social media.

X

Volunteer Opportunity

Card writing activity for employees to sign up to 1,000 cards.

X

Disclaimers and exclusions:

Logo inclusion requires commitment by October 15, 2025.



MAKE AN IMPRESSION



United Way events generate media coverage and social media buzz, which is amplified in our newsletters to our many engaged and connected donors. Here are just a few of the ways we reach the community and make an impression.



OVERALL REACH OF UNITED WAY

Our engaged donor network

- **Nearly 50,000 donors, including:**
 - 450+ Tocqueville Society donors, each contributing \$10,000 or more annually.
 - 3,000+ Bridges Society donors, our largest leadership donor group, contributing \$1,000 to \$9,999 annually.
 - 2,000+ Women United members, each contributing at least \$1,000 annually.
 - Over 150 Next Gen Ambassador Circle members, our young donor group, and their allies.
- **Regular outreach through our donor newsletters and communications, including:**
 - Tocqueville Spotlight printed publication: Twice a year to 450+ donors.
 - Leadership Donor newsletter: six times a year to approximately 3,000 recipients.
 - Giving in Action newsletter: four times a year to approximately 14,000 donors and volunteers.
 - United in Action newsletter: four times a year to 80+ regional legislators and their key staff.
 - Next Gen United newsletter: four times a year to 1,000 Next Gen Ambassador circle members and prospects.
- **Event invitations:** Approximately 25 invitations and event reminders annually.

Community Reach

- **6,350 volunteers last year.**
- **Website pageviews:** Approximately 150,000 annually.
- **More than 17,000 social media followers** on LinkedIn (4,500+), Facebook (8,700+) and Instagram (4,000+).
- **Visibility at major sporting events**, including Campaign Kickoff Pre-Season Steelers game (about 67,000 in stadium) and Pirates First Pitch (about 21,000 in the ballpark).
- **Media impressions for our signature events** over the past three years:
 - **Celebrate to Elevate:** Total media hits: 19 and total impressions: 13.4 million.
 - 2025: 1.8 million impressions.
 - 2024: 337,000 Impressions.
 - 2023: 8.8 million impressions.
 - **Big Book Drop:** Total media hits: 50 and total impressions: 3.6 million.
 - 2025: 1.2 million impressions.
 - 2024: 1.6 million impressions.
 - 2023: 778,000 impressions.
 - **Build A Bike:** Total media hits: 49 and total impressions: 7.6 million.
 - 2025: 2 million impressions.
 - 2024: 4.5 million impressions.
 - 2023: 1.1 million impressions.
 - **Meal Kit Packing:** Total media hits: 17 and total impressions 9.9 million.
 - 2025: 1.8 million impressions.
 - 2024: 4.1 million impressions.
 - 2023: 4 million impressions.

Become a United Way sponsor or partner and stake your claim to our valuable audiences and outreach.

SPONSOR OR PARTNER INFORMATION



Thank you for your support of United Way. To maximize your support of United Way and receive all deliverables available to you, please provide us with additional information.

Company contact for marketing questions.

Please provide the information for the contact who will coordinate marketing requests.

- Name: _____
- Title: _____
- Email: _____
- Phone: _____

Company contact for event tickets or volunteer registration.

Please provide the information for the contact who will coordinate event registration.

- Name: _____
- Title: _____
- Email: _____
- Phone: _____

Company logo.

- Please provide your company logo in PNG or vector format in the following color variations:
 - Full-color.
 - Single-color/black.
 - Reverse/white.

Social Media.

Please provide your organization's social media handles for the following platforms so that we can tag you and acknowledge your support:

- Instagram _____
- Facebook _____
- LinkedIn _____

Please tag United Way in any of your social media posts about our partnership and use the hashtag **#UnitedIsThe Way**.

- Facebook: facebook.com/unitedwayswpa
- Instagram: [@unitedwayswpa](https://instagram.com/unitedwayswpa)
- LinkedIn: linkedin.com/company/united-way-of-southwestern-pennsylvania

Please return this information to your main United Way contact or Wendy Koch, senior director of regional engagement at wendy.koch@unitedwayswpa.org.

SPONSORSHIP/PARTNERSHIP PLEDGE FORM



We would like to support our community by pledging a TOTAL GIFT of \$ _____

• Campaign sponsorships*

- ☐ Campaign Premier\$30,000
- ☐ Campaign Signature\$15,000

• Annual event sponsorships*

- ☐ Contributor Level (only available for Celebrate to Elevate and Giveback Games)\$10,000
- ☐ Benefactor Level\$5,000
- ☐ Sustainer Level\$2,500
- ☐ Supporter Level\$1,000

Event choice _____

• Volunteer partnerships

- ☐ \$25,000
- ☐ \$15,000
- ☐ \$10,000
- ☐ \$5,000
- ☐ \$2,500
- ☐ \$1,000 (only available for Build A Bike).

Event choice

- ☐ Big Book Drop
- ☐ Build A Bike
- ☐ Cards of Caring
- ☐ Meal Kit Packing
- ☐ Tools for Schools
- ☐ United Way Days
- ☐ Other _____

BILLING DETAILS

Billing contact name:* _____

Billing contact title: _____

Work email: _____

Work phone: _____

** The invoice for support will be sent to this person directly.*

Company name: _____

Billing address: _____

City: _____ State: _____ Zip: _____

TO BE PAID BY

☐ BILL ME

Start Day: (mm/yyyy) _____

Frequency: ☐ once ☐ monthly ☐ quarterly

☐ CREDIT CARD (United Way's Finance team will contact you for payment.)

Signature: _____

Date: _____

United Way use only:

Account ID: _____

Account name: _____

Organization ID: _____

Event Occurrence: _____

Check one below:

- ☐ Sponsorships: corporate sponsorship (Bill/DSGN) (non-campaign)
- ☐ Volunteer custom event: corporate event participation non-renewable (Book #11936820)
- ☐ Volunteer partnerships: corporate grant non-renewable (billable) (Book# 11936820)

**Contact Adam Baron at adam.baron@unitedwayswpa.org to determine the amount that is deductible as a charitable contribution for your sponsorship commitment(s).*