



UNITED WAY
of Southwestern
Pennsylvania

SPONSORSHIPS AND PARTNERSHIPS

SHOW YOUR SUPPORT. TRANSFORM OUR COMMUNITY.



**2026-2027 SPONSORSHIP &
PARTNERSHIP OPPORTUNITIES**

CAMPAIGN SPONSORSHIP



With support from Campaign Sponsors and donors, United Way provided assistance to more than 1 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 (excluding volunteer events) including email invitations, thanks you, event registration page.	Logo	Company name
Event day materials and signage for leadership and affinity group events (excluding volunteer 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 promotional post 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 donors-only event.	x	x
Reserved seats at events with concierge at registration, by request.	x	
Celebrate to Elevate tickets.	Six tickets.	Four tickets.

Disclaimers and exclusions:

Inclusion of company names and logos is subject to print/production deadlines. Sponsorships begin July 1, 2026 and end June 30, 2027, regardless of sign-on date.

**Excludes volunteer engagement and prospect events.*

CELEBRATE TO ELEVATE



Celebrating 100 years of impact and the women helping shape our community's future.

Women United is one of the nation's largest and most engaged donor networks, bringing together passionate individuals who give, volunteer, advocate and lead in support of United Way's mission. Open to all, Women United members contribute nearly \$9 million annually, helping drive meaningful change

and improve the lives of people and families across Southwestern Pennsylvania.

As United Way celebrates its 100th year, Celebrate to Elevate will honor the lasting impact Women United has made across our community and convene nearly 400 of the region's most dynamic and influential leaders, philanthropists and community advocates for our largest event of the year.

Through your sponsorship, your company will help honor a century of community impact while inspiring the next generation of women and their allies to drive meaningful 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 post 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. Giveaway/Swag items and raffle materials must be delivered one week before the event. *Excludes volunteer engagement and prospect events.*

SIGNATURE CENTENNIAL EVENTS



As United Way approaches its 100th anniversary, we are offering numerous meaningful opportunities to honor a century of service while looking ahead to the future of our work across the region. Because donors make this work possible, our centennial year is a special time to celebrate generosity, leadership and lasting impact our donors have on people in our community.

United Way will host six donor stewardship events throughout its centennial year to celebrate generosity, legacy and community impact. United Way's events are highly visible, engaging opportunities to connect with members of the business, nonprofit and government communities.



DONOR STEWARDSHIP EVENTS	\$50,000 Centennial Champion	\$25,000 Centennial Legacy	\$10,000 Centennial Cornerstone	\$5,000 Centennial Benefactor	\$2,500 Centennial Sustainer	\$1,000 Centennial Supporter
Recognition Across Events	Sponsor at all six events.	Sponsor at all six events.	Sponsor at two events.	Sponsor at one event.	Sponsor at one event.	Sponsor at one event.
Company Recognition						
All event promotional materials including email invitation, event registration page and thank you message.	Logo with premiere placement.	Logo with prominent placement.	Logo	Logo	Logo	Company name
Event day materials and signage.	Logo with premiere placement.	Logo with prominent placement.	Logo	Logo	Logo	Company name
Communications Recognition						
Tagged in on social media.	Dedicated feature story and six social posts.	Two dedicated social posts.	Tagged in first promotional and recap post.	Tagged in recap post.		
Name listed in new release/media advisory.	x	x	x	x		
Event Exposure						
Verbal recognition from the podium.	x	x	x	x	x	x
Opportunity to make opening remarks at event.	Six events.	One event.				
Event attendance						
Event tickets (at each event)	15	10	6*	4*	2*	2*
Disclaimers and exclusions:						

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

* Number of tickets at each sponsored event.

CORNHOLE CLASSIC



Where Friendly Competition Fuels Young Readers. The United Way 100th Anniversary Cornhole Classic is a high-energy, city-center celebration that brings companies, employees and community members together for friendly competition — while advancing youth literacy across our region. In honor of 100 years of impact, this signature event leverages fun and connection to support one of the most critical building blocks for lifelong success: reading.

As part of the event, each participant will be invited to bring a new children's book, helping expand access to age-appropriate, high-quality reading materials. Literacy-focused nonprofit partners will be onsite to engage attendees, share volunteer and mentoring opportunities, and highlight ways individuals and companies can support children's learning beyond the event.

Supporting the Cornhole Classic positions your company as a champion for education and community impact while offering a highly visible, engaging experience for employees and guests. With branded lanes, team participation and strong public presence, sponsors help fuel youth literacy efforts while celebrating United Way's legacy — and future — of strengthening our region.



SPONSORSHIP AMOUNTS

\$60,000
Exclusive
Partner

\$40,000

\$20,000

\$10,000

Company Recognition

	Logo	Logo	Logo	Company name
Event day materials and signage.				
Event naming rights.	x			

Communications Recognition

Media package that includes 1.8 million estimated impressions.	x	x		
Tagged in first promotional post and recap post on social media.	x	x	x	x
Company name listed in news release/media advisory.	x	x	x	x

Event Exposure

Branded bean bags.	x			
Branded bank of lanes.	All	10 lanes	Four lanes	Two lanes
Verbal recognition during remarks.	x	x	x	x
Opportunity to make opening remarks event.	x	x		
Opportunity to provide promotional materials to participants.	x	x	x	x

Event Participation

Teams of four.	15 teams	10 teams	Five teams	Two teams
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Disclaimers and exclusions:

Promotional materials must be brought to the event.

100TH BIRTHDAY PARTY



United Way Celebrates Everyone. United Way's 100th Birthday Party in downtown Pittsburgh will be a joyful, family friendly community celebration marking a century of service — while ensuring the fun extends far beyond United Way itself. This special event invites neighbors, families and corporate partners to come together to honor birthdays across our community.

All guests will be asked to bring a new, unwrapped birthday gift for a child or older adult — or supplies to help create a birthday cake including candles. Gifts collected will be paired with handwritten cards at the onsite birthday cardwriting station, adding a personal touch to every celebration shared. The event will also feature fun activities for all ages and a 100th birthday cake for the entire community to enjoy.

As a partner of the 100th Birthday Party, your company helps transform a milestone anniversary into a moment of collective generosity — ensuring children and older adults feel seen, celebrated and valued on their special day. This sponsorship offers strong visibility in a vibrant downtown setting while engaging employees and families in a feelgood experience that reflects United Way's mission of bringing the community together.



PARTNERSHIP AMOUNTS

\$50,000
Exclusive
Partner

\$30,000

\$20,000

Company Recognition

Event day materials and signage.	Logo	Logo	Company name
Birthday card for activity station.	Logo	Logo	Company name

Communications Recognition

Media package that includes 1.8 million estimated impressions.	x	x	
Tagged in first promotional post and recap post on social media.	x	x	x
Company name listed in news release/media advisory.	x	x	x

Event Exposure

Host activity station at party.	x	x	x
Verbal recognition during remarks.	x	x	x
Opportunity to make opening remarks event.	x	x	
Opportunity to provide promotional materials to participants.	x	x	x

Volunteer Opportunity

Advanced volunteer registration access.	Two weeks	One week	Three days
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BUILD A BIKE



With United Way's help, 3,900 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.



Make a greater impact in celebration of United Way's 100th Anniversary. Expanded partnership opportunities can increase volunteer participation, project scale and community impact. Contact Wendy Koch, wendy.koch@UnitedWaySWPA.org for more information.

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.

Bikes to be assembled by volunteers.	250 bikes	150 bikes		50 bikes	25 bikes	10 bikes
Build A Bike 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 post 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



Through United Way's Meal Kit Packing, 63,000 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.



Make a greater impact in celebration of United Way's 100th Anniversary. Expanded partnership opportunities can increase volunteer participation, project scale and community impact. Contact Wendy Koch, wendy.koch@UnitedWaySWPA.org for more information.



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.

	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Meal kits with six meals for a family of four.	350 boxes	200 boxes	150 boxes	60 boxes	30 boxes

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 post 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	One week	Three days
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Disclaimers and exclusions:

Logo and company name inclusion in promotional materials requires a six-week lead time. Logo and company name inclusion in event day materials, presentation and recipe cards requires a four-week lead time. Registrations are limited and fill quickly.

BIG BOOK DROP



Since 2019, United Way's Big Book Drop has distributed nearly 250,000 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. 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.



Make a greater impact in celebration of United Way's 100th Anniversary. Expanded partnership opportunities can increase volunteer participation, project scale and community impact. Contact Wendy Koch, wendy.koch@UnitedWaySWPA.org for more information.

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.

	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Books for pre-school through fourth graders.	5,000	3,000	2,000	1,000	500

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 post 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	One week	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



Through United Way's Tools for Schools, we equipped more than 66,000 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.



Make a greater impact in celebration of United Way's 100th Anniversary. Expanded partnership opportunities can increase volunteer participation, project scale and community impact. Contact Wendy Koch, wendy.koch@UnitedWaySWPA.org for more information.

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.

	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
School supply kits for kindergarten through second grade students.	5,000	3,000	2,000	1,000	500

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 post 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 provide promotional materials for the school supply kits.	x	x	x	x	x

Volunteer Opportunity

Advanced access to registration.	10 days	One week	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.



CARDS OF CARING



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.



Make a greater impact in celebration of United Way's 100th Anniversary. Expanded partnership opportunities can increase volunteer participation, project scale and community impact. Contact Wendy Koch, wendy.koch@UnitedWaySWPA.org for more information.

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, 2026.



HOLIDAY MEAL KIT PACKING



Fighting hunger during the holidays. At United Way, we believe every child deserves access to healthy, nutritious meals to fuel learning and growth. During the long holiday break, families often struggle to provide breakfast and lunch that kids would normally get at school. Our Meal Kit Packing event helps bridge that gap by providing essential food items to children across our five-county region. Volunteers will pack breakfast and lunch kits, ensuring kids have the nourishment they need to thrive.

Your support fights hunger and supports families during a critical time, showcasing your commitment to health and nutrition for all. Partners gain visibility, advance child well-being and offer employees a hands-on opportunity to make a real difference.



SPONSORSHIP AMOUNTS

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

Provide 3,000 food bags to children across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

	1,200	725	450	225	115
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Company Recognition

Event day materials and signage.	Logo	Logo	Logo	Company name	Company name
Meal bag insert.	Logo	Logo			

Communications Recognition

Tagged in first promotional post 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	
Opportunity to make opening remarks at event.	X				

Volunteer Opportunity

Advanced volunteer registration access.	10 days	Seven days	Five days		
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TOOLS FOR SCHOOLS REFRESH



By midyear, many students need fresh school supplies to stay focused and engaged in the classroom. United Way's Tools for Schools Refresh provides mid-year critical resources that help children succeed academically while easing the financial burden on families. Volunteers assemble 10,000 colorful learning kits filled with essential, high-use items for elementary students — delivering support where it's needed most.

You'll provide critical tools to thousands of students while showcasing your commitment to education and community. Partners gain visibility as champions for local families and while offering employees a meaningful volunteer experience.



SPONSORSHIP AMOUNTS

\$35,000 **\$15,000** **\$10,000** **\$5,000** **\$2,500**

Provide 10,000 school supplies to children across Allegheny, Armstrong, Butler, Fayette and Westmoreland counties.

	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Number of school supply kits.	5,800	2,500	1,700	850	425

Company Recognition

	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Event day materials and signage.	Logo	Logo	Logo	Company name	Company name
School supply kit insert.	Logo	Company name			

Communications Recognition

	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Tagged in first promotional post and recap post on social media.	x	x	x	x	x
Company name listed in news release/media advisory.	x	x	x	x	x

Event Exposure

	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Verbal recognition during remarks.	x	x	x	x	x
Opportunity to make opening remarks at one event location.	x				
Opportunity to provide promotional materials for the school supply kits.	x	x	x	x	x

Volunteer Opportunity

	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500
Advanced volunteer registration access.	Two weeks	Seven days	Five days		

Disclaimers and exclusions:

Promotional materials must be brought to the event.



PLAYGROUND BUILD



High-quality play spaces encourage physical activity for kids, relaxation for adults and the joy of childhood play. United Way will build a new playground for children who currently lack access to a safe play area in their community.

Your support will fund the playground build, making play and exercise accessible for hundreds of children. Sponsorship demonstrates your commitment to health, opportunity for all and community well-being — while creating a lasting, visible impact.



SPONSORSHIP AMOUNTS	\$50,000	\$25,000	\$10,000	\$5,000
Company Recognition				
Event day materials and signage.	Logo	Logo	Company name	Company name
Communications Recognition				
Tagged in first promotional post and recap post on social media.	x	x	x	x
Company name listed in news release/media advisory.	x	x	x	x
Event Exposure				
Verbal recognition during remarks.	x	x	x	x
Opportunity to make opening remarks at event.	x			
Volunteer Opportunity				
Advanced volunteer registration access.	10 days	Five days	Three days	
Disclaimers and exclusions:				

If full funding is not confirmed by April 1, 2027, the event may be cancelled.



UNITED WAY DAY OF ACTION



January Day of Action: Honoring Dr. Martin Luther King Jr.

United Way's January Day of Action honors the life and leadership of Dr. Martin Luther King Jr. by turning reflection into action. Volunteers will come together to support local nonprofit partners through up to 20 hands-on service projects across the region. By engaging corporate teams, individuals and families, this day brings Dr. King's vision of service, justice and community to life.

June Day of Action: A Summer of Service

United Way's June Day of Action builds momentum for community impact during the summer months. Volunteers will participate in up to 20 hands-on projects with local nonprofit agencies, addressing critical needs while strengthening neighborhoods. This day unites corporate partners, families and individuals around a shared commitment to service and positive change.

Partnership provides brand recognition, meaningful employee engagement opportunities and alignment with enduring values of service and justice — positioning your company as a leader in building a stronger, more equitable community.



PARTNERSHIP AMOUNT	\$25,000	\$10,000
Support hands-on volunteer opportunities MLK Day in January or June.	20 projects for one Day of Action.	10 projects for one Day of Action.
Company Recognition		
Event day materials and signage.	Logo	Logo
Volunteer t-shirts.	Logo	
Communications Recognition		
Tagged in first promotional post and recap post on social media.	X	X
Company name listed in news release/media advisory.	X	X
Event Exposure		
Verbal recognition during remarks at each project.	X	X
Volunteer Opportunity		
Reserved projects for your employees.	Six projects at either Day of Action.	Two projects at either Day of Action.



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.
 - 2,400+ Bridges Society donors, our largest leadership donor group, contributing \$1,000 to \$9,999 annually.
 - 1,500+ Women United members, each contributing at least \$1,000 annually.
 - 150 and growing 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 16,000 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 1,500 Next Gen Ambassador circle members and prospects.
- **Event invitations:** Approximately 25 invitations and event reminders annually.

Community Reach

- **6,844 volunteers last year.**
- **Website pageviews:** Approximately 170,000 annually.
- **More than 19,000 social media followers** on LinkedIn (5,500+), Facebook (9,500+) and Instagram (3,800+).
- **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: 20 and total impressions: 13.7 million.
 - 2026: 263,802 impression.
 - 2025: 1.8 million impression.
 - 2024: 337,000 Impressions.
 - **Big Book Drop:** Total media hits: 57 and total impressions: 5.5 million.
 - 2026: 1.9 million impressions.
 - 2025: 1.2 million impressions.
 - 2024: 1.6 million impressions.
 - **Build A Bike:** Total media hits: 49 and total impressions: 7.6 million.
 - 2026: 615,109 impressions.
 - 2025: 2 million impressions.
 - 2024: 4.5 million impressions.
 - **Meal Kit Packing:** Total media hits: 17 and total impressions 9.9 million.
 - 2026: 1.8 million impressions.
 - 2025: 1.8 million impressions.
 - 2024: 4.1 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 to Events@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

• Donor stewardship event sponsorships*

- ☐ Centennial Champion\$50,000
- ☐ Centennial Legacy\$25,000
- ☐ Centennial Cornerstone\$10,000
- ☐ Centennial Benefactor\$5,000
- ☐ Centennial Sustainer\$2,500
- ☐ Centennial Supporter\$1,000

Event choice _____

• Centennial special events

- ☒ Cornhole classic
 - ☐ \$60,000
 - ☐ \$40,000
 - ☐ \$20,000
 - ☐ \$10,000
- ☒ 100th Birthday Party
 - ☐ \$50,000
 - ☐ \$30,000
 - ☐ \$20,000

Event choice _____

• Volunteer partnerships

Enter event name and dollar amount here: _____

United Way use only:

Account ID: _____

Account name: _____

Organization ID: _____

Event Occurrence: _____

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: _____

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).*