2021-2022 SPONSORSHIP OPPORTUNITIES

#UNITED4VEGAS

United Way of Southern Nevada
uwsn.org
United Way of Southern Nevada mobilizes the caring power of the community and helps businesses build lasting relationships where your employees live and work.

Because of our ability to convene community partners and leverage a wide array of resources, we make sure our partners’ investments yield high returns. United Way provides our business partners a unique opportunity to reach their corporate social responsibility objectives, engage employees and leaders, meet the expectations of customers, and make a difference in our community.

A donation to United Way of Southern Nevada is the best way to have the greatest impact in our community. There are many ways to partner with United Way:

- Supporting Major Events
- Engaging Community Leaders
- Mobilizing Volunteers
- Providing Inspiration and Engagement
- Connecting to the Community
- Advocating for Success
- Enhancing Community Awareness
- Memorializing/Naming Opportunities

This proposal outlines the opportunities for you to serve as a partner for 2021-22 events and activities at United Way of Southern Nevada. A partnership with UWSN provides a tremendous platform for your organization to show your community pride and position yourself as a leader in Southern Nevada philanthropy before thousands of individuals
Your organization’s support creates positive change for our entire community and helps to put opportunity in the hands of all Southern Nevadans.

Your investment creates innovative solutions in education, workforce development, and community support to create a community where everyone can succeed. Since 2018, we have created incredible outcomes like:

- **2,725** children received a free high-quality pre-kindergarten education
- **13,331** students received support to graduate high school
- **1,575** people received job training and coaching to find a good job
- **772,160** individuals received housing, food, and utility assistance

United Way of Southern Nevada 2021 - 2022 Sponsorship Opportunities | 3
Celebrate local women and empower the next generation of female leaders! Sponsor the Women United Signature Event on April 23, 2021 and help raise funds to provide scholarships to local female students. As a sponsor, your company can take advantage of the event's extremely high profile while engaging 500 attendees.

SPONSORSHIP BENEFITS:

Brand Visibility and Awareness

**EMPOW(HER)MENT: $10,000**

- Logo Placement in Las Vegas Review-Journal Ad (FMV: $20,380)
- Company Logo on Virtual Invitations reaching 17,000 contacts
- 3 Posts on Social Media Platforms reaching 13,000 followers
- 15-second Sponsor Speaking Moment (Prerecorded)
- Company Logo on Pre-Show Sponsor Loop and Verbal Recognition at Virtual Event
- Company Logo Included in Party Box Recognition
- Company Logo on Women United Signature Event webpage
- Company Logo Included in Pre- and Post-Event Communication
- Private Viewing Party and Exclusive Boxes for 10 (FMV: $1,500)
- One year Women United membership for a new member (FMV: $1,500)
VISIONARY: $5,000
Select 5 of the following:

• Logo Placement in Las Vegas Review-Journal Ad (FMV: $20,380)
• Company Logo on Virtual Invitations reaching 17,000 contacts
• 2 Posts on Social Media Platforms reaching 13,000 followers
• 15-second Sponsor Speaking Moment (Prerecorded)
• Company Logo on Pre-Show Sponsor Loop and Verbal Recognition at Virtual Event
• Company Logo Included in Party Box Recognition
• Company Logo on Women United Signature Event webpage
• Company Logo Included in Pre- and Post-Event Communication
• Event Admission and Exclusive Boxes for 10 (FMV: $1,500)

PROGRESSIVE: $3,000
Select 3 of the following:

• Logo Placement in Las Vegas Review-Journal Ad (FMV: $20,380)
• 1 Post on Social Media Platforms reaching 13,000 followers
• Company Logo on Pre-Show Sponsor Loop and Verbal Recognition at Virtual Event
• Company Logo Included in Party Box Recognition
• Company Logo on Women United Signature Event webpage
• Company Logo Included in Pre- and Post-Event Communication
• Event Admission and Exclusive Boxes for 5 (FMV: $750)

CHAMPION: $1,500
Includes the following:

• Company Name/Logo on Pre-Show Sponsor Loop
• Company Logo on Women United Signature Event webpage
• 2 Event Tickets and Exclusive Boxes (FMV: $320)

PROVIDE AN AUCTION ITEM
Includes the following:

• Event Ticket (FMV: $90)
• Social Media Recognition
Day of Caring is our largest, one-day community-wide volunteer event promoting and celebrating the spirit and value of volunteering, increasing awareness of our local community needs and collaborating efforts of impact through corporate groups and individuals.

During this one special day, some of the community’s largest employers bring their employees to volunteer and make an impact in Southern Nevada. As a Day of Caring sponsor, your company will enjoy the wide media coverage that UWSN’s most visible event creates and the chance to reach 700 individuals who are committed to improving the community.

**PREMIER: $15,000**

- Media interviews – Partnership with UWSN
- Media coverage – Mention in all press releases, solicited media coverage and advertisements
- LIVE UNITED® – Inclusion in e-blasts and e-newsletters
- Print & digital – Mention in pre- and post-event communications; logo on event website
- Social media – (3) dedicated and (2) general social media posts on Facebook, Twitter, LinkedIn and Instagram
- Day of event – Recognition at Kickoff Celebration; logo on event background
VISIONARY: $10,000

• Media coverage – Mention in all press releases, solicited media coverage and advertisements
• LIVE UNITED® – Inclusion in e-blasts and e-newsletters
• Print, digital & social media – Mention in pre- and post-event communications; logo on event website
• Social media – (2) dedicated and (2) general social media posts on Facebook, Twitter, LinkedIn and Instagram
• Day of event – Recognition at Kickoff Celebration; logo on event background

LEGACY: $5,000

• Print, digital & social media – Mention in pre- and post-event communications; logo on event website
• Social media – (1) dedicated and (2) general social media posts on Facebook, Twitter, LinkedIn and Instagram
• Day of event – Recognition at Kickoff Celebration; logo on event background

CHAMPION: $2,500

• Day of event – Recognition at Kickoff Celebration and logo on event signage
• Social media – Included in (2) General social media post on Facebook, Twitter, Instagram and LinkedIn
Tocqueville Society Event: January 2022
United Way of Southern Nevada’s most generous donors are honored for their commitment to the community at the annual Alexis de Tocqueville Society Event. As a sponsor, your organization can access United Way’s highest level of donors and position itself as a corporate and community leader that is invested in the future of Southern Nevada.

Operation Home: May 2021
Join together with civic and community leaders and house 2,022 individuals and youth. Your support will help those experiencing homelessness, including foster youth, build a home and provide for their families.

31 Days of Giving: December 2021
Inspire the community to give back during the holidays as a sponsor of 31 Days of Giving. During 31 Days of Giving, you can reach an audience of 17,000 Southern Nevadans committed to making their community a better place.
Operation Welcome Back: August 17, 2021
Help students prepare to return to the classroom during Operation Welcome Back. Sponsors participate in a school drive unlike any other and reach 50 donors and volunteers committed to supporting local students and ensuring they can succeed.

Operation Thanksgiving: November 1, 2021
Provide a Thanksgiving meal to a family in need as United Way of Southern Nevada partners with community organizations for Operation Thanksgiving. Sponsors can reach 100 active and engaged donors and volunteers during Operation Thanksgiving.

Women United Suit Drive: November 5, 2021
UWSN’s Women United empowers local women through an inspiring annual community collection of women's professional wear for women in return-to-work programs. As a sponsor of the Women United Suit Drive, you can reach 50 engaged community volunteers and show your community-wide support.

Operation Holiday Cheer: December 1, 2021
Gift the gift of hope to someone in need by donating food supplies, warm clothing items, and other essentials that partner organizations need to help people survive and thrive. Sponsors can reach 100 donors and volunteers during Operation Holiday Cheer.

Black History Month Book Drive: February 1, 2022
Honor Black History Month by donating used or new books for local students featuring Black characters, influential figures, and pivotal moments in Black history. Reach 50 community members and donors as a sponsor of the United Way of Southern Nevada and Spread the Word Nevada Black History Month Book Drive.
Women United Connecting with Conversations
UWSN’s Women United hosts regular Connecting with Conversations lunchtime presentations to educate and inspire 30 community members. Sponsors will gain access to some of Southern Nevada’s most influential female leaders through Women United.

Women United Connects
UWSN’s Women United hosts regular social events to help members connect and engage, participating in activities like wine and chocolate tasting and dance and art classes. Sponsors will gain access to 100 female leaders through Women United.

YPS Lunch & Learns
The Young Philanthropists Society is made up of like-minded young professionals dedicated to improving the lives of children and families in our community and helping to change the future of Southern Nevada. Inspire and engage a new generation of customers and advocates by sponsoring ongoing YPS member events.
Nonprofit Sector Calls
Every other week, over 200 nonprofit, government and community organizations come together to share resources, identify opportunities for collaboration, and celebrate successes during the UWSN Nonprofit Sector Call. Sponsors of the Nonprofit Sector Call will reach some of Southern Nevada’s most prominent nonprofit and community organizations.

Spanish-Language Nonprofit Sector Calls
UWSN created the Spanish-Language Nonprofit Sector Calls to bring together organizations and companies serving the Latino community in Southern Nevada. Sponsors of the weekly Spanish-Language Nonprofit Sector Call will reach a highly-engaged group of 20 community leaders dedicated to improving the lives of the Latino community in Southern Nevada.

Spanish-Language Community Webinars
UWSN, UNLV School of Public Health, Nevada Minority Health and Equity Coalition, and HCI Advertising have joined to offer a series of Spanish-language webinars on different topics of interest to our Latino community. This is a great opportunity to position your business as a trusted voice and promote your organization’s commitment to the Latino community of Southern Nevada.
Nonprofit and Philanthropy Day at the Legislature: March 29, 2021
A partnership of United Way of Southern Nevada, United Way of Northern Nevada, Moonridge Group Philanthropy Advisors, and the CEO Exchange, Nonprofit & Philanthropy Day at the Legislature will celebrate all that the nonprofit and philanthropic sectors have accomplished together and show the value of their work to support Nevadans in need. Sponsors of Nonprofit & Philanthropy Day at the Legislature will reach government officials and community and philanthropic leaders across the state.

United Way Day at the Legislature: April 22, 2021
United Way of Southern Nevada and United Way of Northern Nevada and the Sierra partner for this special day at the Legislature to call attention to issues important to the organizations and the nonprofit community. Sponsors of United Way Day at the Legislature will bring their business to Nevada’s key decision makers in Carson City.

Nonprofit Legislative Forum: 2022
The Nonprofit Legislative Forum brings together nonprofit organizations from across Southern Nevada to share the issues that matter most to them to help develop advocacy priorities for the upcoming legislative session. Sponsors will gain access to 100 of Southern Nevada’s most engaged nonprofit and community leaders.
United Way of Southern Nevada celebrates recognized days throughout the year in various marketing avenues. Your company can sponsor a recognized day and gain visibility as a good community partner to UWSN’s 13,000 social media followers and 17,000 email subscribers.

- EITC Day: January 29, 2021
- Black History Month: February
- Women’s History Month: March
- National Volunteer Month: April
- Asian Pacific Heritage Month: May
- World Day Against Trafficking in Persons: July 30, 2021
- World Senior Citizens Day: August 21, 2021
- National Hispanic Heritage Month: September 15, 2021
- Make a Difference Month: October
- LGBT History Month: October
- Native American Heritage Month: November
- Giving Tuesday: November 30, 2021
United Way of Southern Nevada offers three levels of sponsorship for each Advocating for Success, Connecting to the Community, Providing Inspiration and Engagement and Mobilizing Volunteers event.

**PLATINUM SPONSORSHIP: $5,500**
- Media partnership opportunities
- Mentions in press releases distributed to all major Las Vegas print, radio and television outlets
- Logo placement on event registration pages
- Opportunity for someone from the organization to be a panelist/presenter at event
- Verbal recognition at event
- 3 social media posts on Facebook, Twitter, LinkedIn and Instagram reaching over 13,000 followers
- Inclusion in e-blasts promoting the event
- Nonprofit events reach 900 individuals through UWSN’s Nonprofit Connection mailing list
- Community events reach over 17,000 subscribers through UWSN’s mailing list
- Opportunity to distribute materials to attendees (in-person or via email)
- Logo placement on virtual or in-person background

**GOLD SPONSOR: $2,500**
- Logo placement on event registration pages
- Opportunity for someone from the organization to be a panelist/presenter at event
- Verbal recognition at event
- 2 social media posts on Facebook, Twitter, LinkedIn and Instagram reaching over 13,000 followers
- Inclusion in e-blasts promoting the event
- Nonprofit events reach 900 individuals through UWSN’s Nonprofit Connection mailing list

**SILVER SPONSOR: $1,000**
- Logo placement on event registration pages
- Verbal recognition at event
- 1 social media post on Facebook, Twitter, LinkedIn and Instagram reaching over 13,000 followers
- Opportunity to distribute materials to attendees (in-person or via email)
- Logo placement on virtual or in-person background

**BRONZE SPONSOR: $500**
- Verbal recognition at event
- 1 social media post on Facebook, Twitter, LinkedIn and Instagram reaching over 13,000 followers
MEMORIALIZING/NAMING OPPORTUNITIES

Make a lasting impact in the community and reach the thousands of individuals that participate in events at the United Way of Southern Nevada Corporate Center each year. With a memorializing opportunity, your company can showcase its giving spirit and community investment for years to come.

ENTRY TILES: $5,000 OR $10,000 TILES
Glass tiles etched with donor intentions are proudly displayed in the United Way Corporate Center entry and lobby. Both 12” x 12” and 24” x 24” tiles are available to recognize and honor your corporate leadership, departments, initiatives and more.

BUILDING NAMING RIGHTS: $25,000 - $250,000
(Depending on the selected space)
Limited opportunities are available to leave a corporate or personal legacy by making a gift to name premier conference and office space within the UWSN Corporate Center.

ELECTRONIC UWSN BUILDING LEADER BOARD: $10,000/MONTH
Obtain a visual presence on the United Way electronic leader board along West Flamingo Road (56,000 cars pass by per day).

United Way of Southern Nevada provides the added capacity to maximize your social impact program, whether that be through thought partnership, volunteer services, community recognition, or gifts management. Connect with our team at (contact information here) to learn more and explore community partnership opportunities together.