



Marketing and Visibility Opportunities

Get involved, make a difference and be visible in your community. These high profile initiatives offer a wide range of opportunities to engage both your internal and external audiences. These offers are scalable and can be tailored to suit your needs.

SPONSORSHIP OPPORTUNITIES

COMMUNITY EVENTS

KICK OFF EVENT

Overview

United Way's largest community event of the year! Help us kick off the annual United Way Campaign. Local celebrities, industry leaders and all others from our community join us in helping get the campaign off to a great start in September.

Target Audience

Corporate and public sectors, media

Sponsorship Opportunities

- ✓ Platinum Sponsor - \$10,000
- ✓ Gold Sponsor(s) - \$5,000
- ✓ Silver Sponsor(s) - \$2,500
- ✓ Bronze Sponsor(s) - \$500
- ✓ Prize Sponsor(s)

LEADERSHIP EVENT - NEW!

Overview

This event is designed as a recognition and thank you to our most generous and supportive individuals who give \$1,000 or more during campaign. We will be recognizing how their donations have made a positive impact in the community.

Target Audience

100 - 200 individual and workplace leaders

Sponsorship Opportunities

- ✓ Presenting Sponsor - \$2,500
- ✓ Prize Sponsors

NATIONAL DAY OF CARING - NEW!

Overview

This event is a unique opportunity for community members to celebrate improving lives and building communities.

Target Audience

Teams from a cross-section of business, labour, government and the media

Sponsorship Opportunities

- ✓ Presenting Sponsor - \$1,000
- ✓ Supporting Sponsor - \$500
- ✓ Team Participation available
- ✓ Prize Sponsors

CABINET VOLUNTEER RECOGNITION

Overview

This event is a recognition and thank you to all of the cabinet members and staff for their efforts and successes during campaign.

Target Audience

All cabinet and staff members for the campaign.

Sponsorship Opportunities

- ✓ Presenting Sponsor - \$750

CAMPAIGN MATERIALS

GENERAL BROCHURE

Overview

Sponsorship of the design and printing of the general brochure used throughout our campaign. This brochure has our widest distribution.

Target Audience

30,000 individuals and workplace donors throughout Central Alberta

Sponsorship Opportunities

✓ General Brochure Sponsor - \$3,000

CASE FOR CARING

Overview

Sponsorship of the design and printing of the Case for Caring distributed to CEO's and Managers at each of our top supporting

Target Audience

Presented to Managers and CEO's of corporations across Central Alberta

Sponsorship Opportunities

✓ Case for Caring Sponsor - \$2,000

LEADERSHIP HONOUR ROLL

Overview

Sponsorship of the design and printing of the Leadership brochure which highlights all our top supporters, both individual and workplace donations over \$1,000, as well as a summary of all workplaces reporting 5 or more leadership donations.

Target Audience

300+ leadership givers throughout Central Alberta

Sponsorship Opportunities

✓ Leadership Brochure Sponsor - \$2,500

CAMPAIGN PLEDGE FORM

Overview

Sponsorship of the design and printing of pledge forms which are used throughout workplace campaigns in Central Alberta.

Target Audience

All workplace campaigns across Central Alberta (approx. 12,000 employees)

Sponsorship Opportunities

✓ Pledge Form Sponsor - \$2,000

ADVERTISING

RADIO ADVERTISING

Overview

Brand your company with one of the most recognized and respected charitable organizations in the community.

Target Audience

Target audiences dependent on radio station buys - tailored to your target audience

Sponsorship Opportunities

- ✓ Min. of 30 spots = \$1,000 (approx. 1 week)
- ✓ Min. of 60 spots = \$2,000 (approx. 2 weeks)
- ✓ Min of 90 spots = \$3,000 (approx. 3 weeks)

ALTERNATIVE ADVERTISING

Overview

Brand your company with one of the most recognized charitable organization in the community. Bus benches, billboards, web ads, ect.

Target Audience

Central Albertan community members

Sponsorship Opportunities

- ✓ Quotes available upon request

EXCLUSIVE CORPORATE PARTNERSHIPS

LEADERSHIP MATCHING GRANT

Overview

A donation matching Leadership (over \$1,000) Giving, thereby doubling or tripling the amount of the contribution and encouraging individuals to give at a Leadership level.

Target Audience

This grant will be promoted within workplace campaigns across Central Alberta

Sponsorship Opportunities

- ✓ Min. of \$25,000

LOANED REPRESENTATIVE SPONSORSHIP

Overview

Support the United Way Campaign by sponsoring a Loaned Representative from May - October.

Target Audience

Workplace employees

Sponsorship Opportunities

- ✓ Sponsor your own employee
- ✓ Sponsor through a donation - \$8,000 - \$13,000 (dependent on qualifications of sponsored employee)

VOLUNTEER & TRAINING

EMPLOYEE CAMPAIGN CHAIR TRAINING - NEW!

Overview

Two separate training days which bring together key volunteers who will be running their workplace campaigns.

Target Audience

Corporate and public sector representatives from across Central Alberta who are heavily involved in corporate responsibility

Sponsorship Opportunities

- ✓ Presenting Sponsor - \$500 OR
- ✓ \$240 per training session

For additional information:

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