



Sponsorship Opportunities Guide

2023-2024

For more information, please
contact campaign@unitedwaysc.org





United Way of Santa Cruz County is excited to offer various sponsorship opportunities to support our community events, leadership affinity groups, and publications. Thanks to the generosity of corporate sponsors, our events highlight visible, fun opportunities to connect business and community leaders who believe in our mission while supporting the important work of our organization.

BECOME A SPONSOR TODAY!

Follow this link to complete our sponsorship form:

www.unitedwaysc.org/united-way-sponsorship-opportunities

- For more information, to sponsor an event or project, or learn about Women in Philanthropy, contact Dawn Bruckel at 831.479.5478 or email dbruckel@unitedwaysc.org
- For more information about our Emerging Leaders Circle and Stuff the Bus, please contact Amanda Gamban at 831.465.2111 or email agamban@unitedwaysc.org



Together, We Are UNITED 4 YOUTH

Corporate Community Impact Partner Sponsorship

Together, we can build a healthy, thriving, safe future for youth across Santa Cruz County. By creating youth-centered programming focused on mental health, civic engagement, community connection, and college and career readiness, we can reduce disparities and create a more equitable future for youth and families in our community. Whether through our innovative programs, collaborative grantmaking, or partnering with donors and volunteers, we all can create opportunities for all youth to thrive.

United Way Youth Programs and Initiatives are working to promote College & Career Readiness, Health & Wellness, Economic Stability, and Community Connection.



COLLEGE & CAREER READINESS



HEALTH & WELLNESS



ECONOMIC STABILITY



COMMUNITY CONNECTION

United in Purpose Sponsor

\$25,000

- Opportunity to deliver brief remarks at one of our annual events
- Recognition on all event materials
- 5 complimentary tickets for any of our annual events
- Recognition on all UWSCC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- Two tables provided at Annual United 4 Youth Celebration & Awards

Live United Sponsor

\$15,000

- Recognition on all event materials
- Recognition on all UWSCC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- One table provided at Annual United 4 Youth Celebration & Awards



STUFF THE BUS

Kaiser Permanente Arena

Saturday, August 5, 2023

10:00AM - 1:00PM

Stuff The Bus offers a unique way to engage local businesses by offering pop-up school buses to display in your office to host a school supply drive, donate pre-filled backpacks, and recognition on all Stuff the Bus marketing materials including print and social media. With over 2,800 students in Santa Cruz County currently experiencing homelessness and/or extreme hardships, let's help local students start their academic year with the supplies needed to succeed in school. **Our goal is to provide each student experiencing homelessness with a filled backpack...Can We Count On You?**

Gold
\$5,000

Silver
\$2,500

Bronze
\$1,000

- Opportunity to deliver brief remarks at the event
 - 8 Pop-Up Bus with your company logo for supply collection
 - Recognition on UWSCC website
 - Recognition on all promotional materials
 - Corporate Team Volunteer Engagement Day
- 6 Pop-Up Bus with your company logo for supply collection
 - Recognition in UWSCC website
 - Recognition on all promotional materials
 - Corporate Team Volunteer Engagement Day
- 4 Pop-Up Bus with your company logo for supply collection
 - Recognition in UWSCC website
 - Recognition on all promotional materials

TOGETHER, WE CAN

Santa Cruz Museum of Art & History
Thursday in November
6:30PM - 8:30PM

The United Way of Santa Cruz County's annual Campaign Kick-Off Event, Together We Can, is an opportunity for workplace campaigns, local officials, community members, and stakeholders to come together to support the start of the campaign season for United Way's Youth Programs and Initiatives. This event is a great opportunity to hear firsthand from our programs and youth participants and an opportunity to join the United 4 Youth movement.

Gold **\$5,000**

- Opportunity to deliver brief remarks at the event
- Company logo included in the program
- Company logo printed on signage at the event
- The company can provide a silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 15 complimentary tickets to the event

Silver **\$2,500**

- Company logo included in the program
- Company logo printed on signage at the event
- The Company can provide an silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 10 complimentary tickets to the event

Bronze **\$1,000**

- Company logo included in the program
- Company logo printed on signage at the event
- Recognition of all promotional materials; website, social media and e-newsletters
- 5 complimentary tickets to the event

UC Santa Cruz, One Digital and Bay Federal Credit Union served as Bronze Level Sponsors





United 4 Youth Celebration & Awards

Location TBD
Friday in April
6:30PM-8:30PM

The United 4 Youth Celebration & Awards recognizes the outstanding United Way Champions committed to youth well-being and success in Santa Cruz County. United Way acknowledges workplace campaigns, partners, and youth leaders throughout the evening, along with the opportunity for everyone to connect and build community through food and a live DJ.

Gold **\$5,000**

- Opportunity to deliver brief remarks at the event
- Company logo included in the program
- Company logo printed on signage at the event
- The company can provide a silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 15 complimentary tickets to the event

Silver **\$2,500**

- Company logo included in the program
- Company logo printed on signage at the event
- The Company can provide an silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 10 complimentary tickets to the event

Bronze **\$1,000**

- Company logo included in the program
- Company logo printed on signage at the event
- Recognition of all promotional materials; website, social media and e-newsletters
- 5 complimentary tickets to the event

UC Santa Cruz and Bay Federal Credit Union served as Silver Level Sponsors



ANNUAL DAVID LYNG REAL ESTATE

GOLF TOURNAMENT

Thursday in May 2024

1:00PM -7:00PM

The Annual David Lyng supports the United Way of Santa Cruz County youth programs and initiatives. Companies can participate in various sponsorship opportunities and engage their networks in a fun day of golf!

Additional corporate sponsorship opportunities are available at www.unitedwaysc.org/dlregolf or contact Nick Thomas nickthomas@davidlyng.com

Gold \$5,000

- Opportunity to deliver brief remarks at Golf Tournament dinner
- Logo added to all print material, will receive a hole sponsorship at no additional cost.
- Will also receive a golf foursome in the tournament at no additional cost.

Silver \$2,500

- This sponsor will have a full-color 8 1/2" x 11" sign placed inside of all golf carts. This sponsor option is the single most repetitive point of exposure for golfers during our tournament.
- Your company logo added to all print material
- Will receive a hole sponsorship at no additional cost.

Bronze \$1,000

- Your logo will be featured on the golf balls that we distribute to all golfers before the tournament.
- Sponsorship will also include the company's logo added to all print material.



Emerging Leaders Circle

The United Way's Emerging Leaders Circle (ELC) is a network of young philanthropic professionals dedicated and passionate about making a lasting positive impact on the lives of youth in Santa Cruz County. ELC members receive invaluable community experience and unparalleled networking through their Connect-Serve-Lead model. ELC membership is open to civic-minded young professionals who make a minimum annual gift of \$100 (\$10/per month).

Sponsoring ELC is a win for your company:

- Opportunity to create meaningful relationships with other young professionals and community leaders.
- Professional Development and Leadership experience.
- Increased brand equity with young professionals.

Platinum \$10,000

- Company Logo is printed on the back of the ELC T-Shirt
- Company's logo will be in the UWSCC ELC Website
- Social Media and E-Newsletter Highlight

Gold \$5,000

- Opportunity to deliver brief remarks at one ELC event
- Recognition in event materials and ELC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- 5 ELC memberships for company staff

Silver \$2,500

- Recognition in event materials and ELC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- 2 ELC Memberships for company staff



Women In Philanthropy

Women In Philanthropy harnesses the passion and commitment of local women to make local community changes by engaging in opportunities to give, advocate and volunteer to address the most critical issues confronting youth in Santa Cruz County. Women In Philanthropy is a diverse group of powerhouse women advocating for children and youth well-being throughout Santa Cruz County. Women In Philanthropy membership is open to civic-minded women who make a minimum annual gift of \$1,000 (\$84/per month).

Sponsoring WIP is a win for your company:

- Opportunity to create meaningful relationships with other women engaged in philanthropy and community leaders.
- Participate in leadership events throughout Santa Cruz County hosted by United Way of Santa Cruz County.
- Support women creating impact grants to support thousands of Santa Cruz County children and youth.

Platinum

\$10,000

- Opportunity to have a representative speak during panel discussions, breakout sessions, or workshops.
- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards

Gold

\$5,000

- Opportunity to deliver brief remarks at WIP event
- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards

Silver

\$2,500

- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards



United 4 Youth Santa Cruz County

United 4 Youth is a community-powered model - assembling teams of nonprofits to co-design innovative, collaborative programs that lead to positive and sustainable outcomes for our youth. Current U4Y Collaboratives are based in Live Oak and Watsonville and with plans to expand to other regions in the county. By working together, we empower our youth to grow in a safe, healthy, and thriving community.

Platinum Sponsor \$10,000

- Opportunity to deliver brief remarks at Annual U4Y Celebration & Awards Event
- Company Logo on U4Y Promotional Materials
- Recognition on UWSCC U4Y Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters
- Recognition at United Way's Annual United 4 Youth Celebration & Awards

Gold Level \$5,000

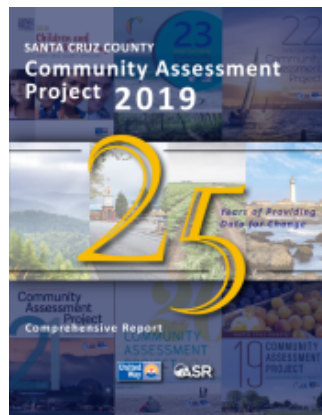
- Company Logo on U4Y Promotional Materials
- Recognition on UWSCC United 4 Youth Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters
- Recognition at United Way's Annual U4Y Celebration & Awards

Silver \$2,500

- Recognition on UWSCC United 4 Youth Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters
- Recognition at United Way's Annual U4Y Celebration & Awards

Community Assessment Project

The Community Assessment Project (CAP) is a comprehensive report that evaluates the quality of life in Santa Cruz County six subject areas: economy, education, health, public safety, the social environment, and the natural environment. The Santa Cruz County CAP is one of the oldest projects of its kind with nearly 30 years of local voices examining their well-being. This project is in partnership with the County of Santa Cruz, local healthcare systems, and community-based organizations.



Platinum Sponsor \$15,000

- Company Logo on CAP Promotional Materials
- Sponsor CAP Press Conference
- Opportunity to present a section of CAP data findings at CAP Press Conference
- Recognition on UWSCC Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters

Gold Level \$10,000

- Company Logo on CAP Promotional Materials
- Recognition on UWSCC Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters

Silver \$5,000

- Company Logo on CAP Promotional Materials
- Recognition on UWSCC Website Page



211 Santa Cruz County

2-1-1 is a FREE service that connects community members to information about critical health and human services available in their community. 2-1-1 is available 24 hours a day, 7 days a week. 2-1-1 also provides incident-specific information during times of disaster, including road closures and shelters. Residents can access 211 via phone, text zip code to 211-211 or visit www.211santacruzcounty.org

Platinum Sponsor \$10,000

- Company Logo on 211 Promotional Materials
- Recognition on UWSCC Website Page
- Recognition on 211 Santa Cruz County website
- Recognition on UWSCC Social Media Platforms & e-newsletters

Gold Level \$5,000

- Recognition on 211 Santa Cruz County website
- Recognition on UWSCC Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters

Silver \$2,500

- Recognition on UWSCC Social Media Platforms & e-newsletters

SPONSORSHIP OPPORTUNITIES

**UNITED IN PURPOSE
SPONSOR**

\$25,000

**LIVE UNITED
SPONSOR**

\$15,000

**OTHER UNITED WAY
EVENTS/PROGRAMS:**

PLEASE LIST HERE:

- _____
- _____
- _____
- _____
- _____

Total Amount _____

2023/2024 UNITED WAY- Sponsorship Response Form:

Please return a copy of this signed document via email to campaign@unitedwaysc.org

- United in Purpose Sponsor (\$25,000)**
- Live United Sponsor (\$15,000)**
- Other amount** _____

YES! We wish to be a corporate sponsor for United Way of Santa Cruz County

Signature

Company Name

Date