



# C O R P O R A T E P A R T N E R S H I P O P P O R T U N I T I E S 2 0 1 4 - 2 0 1 5



United Way of Asheville  
and Buncombe County

# YEAR-ROUND PARTNERSHIP BENEFITS & GIVING LEVELS

Audience	Universal Benefits	Premier	Platinum	Gold	Silver
		\$15,000	\$10,000	\$5,000	\$2,500
These gifts provide important operating funds and assure continued excellence from across our organization. Your support will put your company's name among the general community and our donors, top local employers, elected officials and the nonprofit sector.	United Way's website: underwriting page 1yr	Logo (linked)	Logo	Name	Name
	United Way social media: status links to your website	3x yr	2x yr	1x yr	
	Verbal/visual recognition at events/videos including Day of Caring, Celebration and Kickoff	✓	✓	✓	✓
	United Way's e-newsletter	Logo (linked) 24x	Logo 24x	Name 12x	
	United Way's Annual Report	Logo	Logo	Name	Name
	United Way's Community Investment Fund Results Brochure	Logo	Logo	Name	Name
	Underwriter Board (posted in lobby/at key meetings)	Logo	Name	Name	Name
	<b>NEW!</b> Promotional ad displayed on lobby monitor (rotating)	✓	✓		

IN ADDITION TO THE UNIVERSAL BENEFITS, PLEASE CHOOSE ONE OF THESE TARGETED AREAS

Audience	Universal Benefits	Premier	Platinum	Gold	Silver
		\$15,000	\$10,000	\$5,000	\$2,500
<b>COMMUNITY CAMPAIGN</b> This category gives you direct, targeted access to industry segments throughout Buncombe County. Each year, we hire a dozen Loaned Executives who deliver our message at hundreds of workplace rallies. Partnership funding in this area finances their training and pays for mileage and materials. In addition, these partnership dollars allow us to fund a variety of activities and events including Campaign Kickoff and the Live United Celebration & Annual Meeting.	Presenting sponsor of the Campaign Kickoff and Live United Celebration & Annual Meeting	✓			
	Campaign Video	Logo	Logo	Name	
	Video Appeals - any specially produced videos will include "Thank You to..." slide at end	Logo	Name	Name	Name
	Loaned Executives mention at rallies: "My position is underwritten by..."	✓	✓	✓	✓
	Corporate Case material sent to CEO's of Top 100 companies	Name	Name		
	Acknowledgment on campaign materials such as training manuals, reports etc	Name	Name	Name	
	Opportunity to distribute company promotional items at campaign events (Kickoff/Celebration)	✓	✓		
	<b>NEW!</b> Logo on company-centric Live United outdoor billboard for 4 weeks (dates/locations limited)	✓	✓	✓	

Audience	Universal Benefits	Premier	Platinum	Gold	Silver
		\$15,000	\$10,000	\$5,000	\$2,500
<b>COMMUNITY INVESTMENT</b> Community Investment gives you access to a cross-section of Asheville and Buncombe County with a particular emphasis on public sector professionals; elected and community leaders; active volunteers and service recipients. Your funding also finances the heart of our organization: NC 2-1-1 Asheville Center, Hands On Asheville-Buncombe, Middle School Success and the Community Fund. These initiatives connect people to needed services and keep our community strong.	Hands On Asheville-Buncombe website: homepage	Logo (linked)			
	Hands On Asheville-Buncombe website: underwriting page	Logo (linked)	Logo	Name	Name
	E-newsletter (monthly) Hands On and 2-1-1	Logo (linked)	Name		
	Program rack cards or brochures (2-1-1, Middle School Success and/or Hands On)	Logo	Name		
	Hands On Asheville-Buncombe Annual Report	Logo	Logo	Name	Name
	Day of Caring poster	Logo	Name		
	Day of Caring t-shirts	Logo	Logo	Logo	Name
	NC 2-1-1 (Buncombe only) Annual Report	Logo	Logo	Name	Name

Audience	Universal Benefits	Premier	Platinum	Gold	Silver																																																																																				
		\$15,000	\$10,000	\$5,000	\$2,500																																																																																				
<b>LEADERSHIP GIVING AND AFFINITY GROUPS</b> Leadership Giving & Affinity Group underwriting finances activities that allow us to identify, cultivate and thank our most generous supporters.  THE TOCQUEVILLE SOCIETY members contribute \$10,000 or more toward the Community Investment Fund.  THE PEAKS SOCIETY members contribute \$1,000 to \$9,999 to the Community Investment Fund.  WOMEN'S LEADERSHIP COUNCIL is an affinity group for women who are leadership givers.  HIGHLANDS CIRCLE is an affinity group for young leaders in their 20s and 30s.	United Way website: Leadership Giving pages	Logo (linked)	Logo	Name	Name																																																																																				
	Leadership Giving Book	1/2 pg ad	1/4 pg	1/8 pg	Name																																																																																				
	Leadership Giving and Highlands Circle e-newsletters	Logo	Name	Name	Name																																																																																				
		<table border="1"> <thead> <tr> <th rowspan="2">Leadership Giving &amp; Affinity Group Events LG: Leadership Giving, ADT: Toqueville Society, HC: Highlands Circle</th> <th colspan="4">Recognition (visual/verbal - before/at event)</th> <th colspan="3">Speaking Opportunity</th> <th colspan="4">Invited to Attend</th> </tr> <tr> <th>Premier (Logo)</th> <th>Platinum (Name)</th> <th>Gold (Name)</th> <th>Silver</th> <th>Premier</th> <th>Platinum</th> <th>Gold</th> <th>Premier</th> <th>Platinum</th> <th>Gold</th> <th>Silver</th> </tr> </thead> <tbody> <tr> <td>ADT Spring Event: intimate gathering and prospecting event</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>ADT Annual Dinner: thank you event for Tocqueville donors</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>LG Quarterly Connect: networking and friend raising events</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>LG Appreciation Reception: celebration for all Leadership Givers</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>HC/WLC networking, volunteer and leadership development events</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	Leadership Giving & Affinity Group Events LG: Leadership Giving, ADT: Toqueville Society, HC: Highlands Circle	Recognition (visual/verbal - before/at event)				Speaking Opportunity			Invited to Attend				Premier (Logo)	Platinum (Name)	Gold (Name)	Silver	Premier	Platinum	Gold	Premier	Platinum	Gold	Silver	ADT Spring Event: intimate gathering and prospecting event	✓	✓	✓		✓	✓		✓				ADT Annual Dinner: thank you event for Tocqueville donors	✓	✓	✓		✓			✓				LG Quarterly Connect: networking and friend raising events	✓	✓	✓		✓	✓		✓	✓	✓		LG Appreciation Reception: celebration for all Leadership Givers	✓	✓	✓		✓	✓		✓	✓	✓		HC/WLC networking, volunteer and leadership development events	✓	✓	✓	✓	✓			✓	✓	✓	✓				
	Leadership Giving & Affinity Group Events LG: Leadership Giving, ADT: Toqueville Society, HC: Highlands Circle	Recognition (visual/verbal - before/at event)				Speaking Opportunity			Invited to Attend																																																																																
		Premier (Logo)	Platinum (Name)	Gold (Name)	Silver	Premier	Platinum	Gold	Premier	Platinum	Gold	Silver																																																																													
	ADT Spring Event: intimate gathering and prospecting event	✓	✓	✓		✓	✓		✓																																																																																
	ADT Annual Dinner: thank you event for Tocqueville donors	✓	✓	✓		✓			✓																																																																																
	LG Quarterly Connect: networking and friend raising events	✓	✓	✓		✓	✓		✓	✓	✓																																																																														
	LG Appreciation Reception: celebration for all Leadership Givers	✓	✓	✓		✓	✓		✓	✓	✓																																																																														
HC/WLC networking, volunteer and leadership development events	✓	✓	✓	✓	✓			✓	✓	✓	✓																																																																														

# EVENT AND MATERIAL SPONSORSHIP

If you are interested in sponsorships of specific events or materials, we've separated out some of our best opportunities on the next few pages.

## DAY OF CARING - September 11, 2014

Est. attendance: 1,000

*Business leaders, community advocates and volunteers join together for the largest single-day volunteer experience in Western North Carolina. T-shirts are distributed as volunteers spread out across Buncombe County to work on projects. These shirts are heavily photographed and used in promotional materials throughout the year.*

### PRESENTING - \$5,000 (LIMIT 2)

- » Premium logo placement on Day of Caring t-shirts
- » Top billing logo (and link when applicable) on invitations, poster, training materials, handbook for project coordinators, Day of Caring webpage and Hands On e-newsletters June 2014-September 2014
- » Logo on Hands On annual report
- » Distribution of materials to company project coordinators

### CHAMPION - \$3,000

- » Logo on t-shirts
- » Logo (and link when applicable) on invitations, poster, training materials, handbook for project coordinators and Day of Caring webpage
- » Name on Hands On annual report
- » Distribution of materials to company project coordinators

### T-SHIRT SPONSOR - \$1,500

- » Logo on t-shirts
- » Distribution of materials to company project coordinators

## BACK TO SCHOOL SUPPLY DRIVE - June and July

*School supplies are collected at events in June and July. They're used to fill backpacks that are distributed to low-income elementary and middle school students so they can start the school year equipped to succeed.*

### PRESENTING - \$2,500 (LIMIT 1)

- » Top billing logo (and link when applicable) on poster, Back to School Supply Drive webpage and Hands On e-newsletters July 2014-August 2014
- » Name on annual report
- » Banner at all events (must supply banner)
- » Distribution of materials at all Back to School Supply Drive events

### CHAMPION - \$1,000

- » Name (and link when applicable) on poster and Back to School Supply Drive webpage
- » Distribution of materials at one Back to School Supply Drive event

## SPECIAL DAYS OF SERVICE

*Hands On gives volunteers the opportunity to celebrate certain special events by participating in various service projects across Buncombe County. These events include Martin Luther King, Jr. Day of Service, community school events and more.*

### PRESENTING - \$1,500

- » Top billing logo (and link when applicable) day of service promotional web pages, posters and e-newsletters during event promotional period
- » Banner at event (must supply banner)
- » Distribution of materials at event

## HANDS ON WEBSITE

Annual traffic: 24,000 visits

*Your banner ad can live on our website, reaching volunteers, partner agencies and community leaders throughout Buncombe County.*

### PER QUARTER - \$500

### PER MONTH - \$200

## NC 2-1-1 ASHEVILLE CALL CENTER ANNUAL REPORT

*Read by 2,000 elected officials, community leaders and online readers, this is the perfect opportunity to place your brand in the hands of influencers throughout Western North Carolina.*

### PRESENTING - \$2,000 (LIMIT 1)

- » Full page ad (back page) of report
- » Listed on e-newsletter July 2014-June 2015

TO BECOME A CORPORATE PARTNER, VISIT [WWW.UNITEDWAYABC.ORG/PARTNER](http://WWW.UNITEDWAYABC.ORG/PARTNER)  
OR CALL DAVID BAILEY AT (828) 236-3769



## THE TOCQUEVILLE SOCIETY

*The Tocqueville Society has set the standard for charitable giving. Members contribute \$10,000 or more annually and help motivate others to give generously as well. These donors are part of a national group of major gift leaders who provide philanthropic leadership across the country.*

### SPRING GATHERING - \$2,500 (LIMIT 1)

- » Named as presenting sponsor of event
- » Logo (and link when applicable) on invitations, website and online galleries
- » Logo in Leaders In Giving report
- » Opportunity to include premium item in gift bag (must supply item)

### APPRECIATION DINNER - \$2,500 (LIMIT 1)

- » Named as presenting sponsor of event
- » Logo (and link when applicable) on invitations, website and online galleries
- » Logo in Leaders In Giving report
- » Opportunity to include premium item in gift bag (must supply item)

## THE PEAKS SOCIETY

*A network of more than 900 donors who contribute \$1,000 or more each year, The Peaks Society does more than give. They get involved, guiding the organization and volunteering their time.*

### APPRECIATION RECEPTION - \$2,500 (LIMIT 2)

- » Named as presenting sponsor of event
- » Logo (and link when applicable) on invitations, website, online galleries and 6 Leadership Giving e-newsletters
- » Logo in Leaders In Giving report
- » Vendor booth at event
- » Opportunity to include materials in gift bag (must supply materials)

### NETWORKING, VOLUNTEER & EDUCATION EVENTS SPONSOR - \$1,000

- » Logo (and link when applicable) on invitations, website, online galleries and 4 Leadership Giving e-newsletters
- » Name in Leaders In Giving report
- » Opportunity to speak to at one event each quarter

## WOMEN'S LEADERSHIP COUNCIL

*This philanthropic network of concerned and caring women is focused on advocacy, mentoring, networking, philanthropy and volunteering. Members donate \$1,000 or more annually to United Way's Community Investment Fund. WLC connects members' financial giving and their active involvement in the community to create positive change in people's lives.*

### NETWORKING, VOLUNTEER & EDUCATION EVENTS SPONSOR - \$2,000

- » Logo (and link when applicable) on invitations, website, online galleries and 4 Women's Leadership Council e-newsletters
- » Name in Leaders In Giving report
- » Opportunity to speak to at one event each quarter

## HIGHLANDS CIRCLE

*Highlands Circle is a group for active community leaders in their 20s and 30s who give \$500 or more annually to United Way's Community Investment Fund. Through meaningful volunteer experiences, networking events, and leadership and professional development opportunities, it provides members ongoing opportunities to fit a wide range of interests.*

### NETWORKING, VOLUNTEER & EDUCATION EVENTS SPONSOR - \$2,000

- » Logo (and link when applicable) on invitations, website, online galleries and 4 Highlands Circle e-newsletters
- » Name in Leaders In Giving report
- » Opportunity to speak to at one event each quarter

## MEDIA PARTNERSHIPS

*Each time we share our message with someone new, a life can be changed and our community can be improved. But we can't do it without strategic media partners to amplify our message. Media partnerships are customizable to your particular needs.*

## CUSTOM SPONSORSHIPS

*We've listed our most popular opportunities in this guide, but we haven't covered everything. There are many opportunities to partner with us from hosting an event to sponsoring one of our publications. Just let us know what you're thinking!*

## IN-KIND DONATIONS

*In-kind sponsorships include everything from printing to food and beverage, supplies to design services. You can host an event for one of our giving societies, provide thank you gifts for speakers, donate door prizes or give food for volunteers. We'd love to develop an in-kind sponsorship package to suit your needs.*

TO BECOME A CORPORATE PARTNER,  
VISIT [WWW.UNITEDWAYABC.ORG/PARTNER](http://WWW.UNITEDWAYABC.ORG/PARTNER)  
OR CALL DAVID BAILEY AT (828) 236-3769

*Unless otherwise stated, all benefits span July 1, 2014-June 30, 2015. Sponsorships received after July 1, 2014 will begin from that point and end on June 30, 2015.*

# CHARTING A COURSE FOR CHANGE

## ADVANCING EDUCATION, INCOME AND HEALTH THROUGH COLLECTIVE IMPACT. THAT'S WHAT IT MEANS TO LIVE UNITED.

Partnership goes by many different names, but underwriting, sponsorship, support or an in-kind donation helps defray business, marketing and fundraising costs – allowing more of every dollar raised to go directly to work strengthening our community.

Partnerships help us do our work, but they can also help your business achieve goals in a number of ways. It pays to give back!

Just as we ensure the greatest community impact through funding of specific programs and services, we want to make sure your investment yields a high return. A partnership with United Way provides many benefits, including:

- » Access to a loyal target audience of engaged donors and volunteers who understand the importance of community support.
- » Affordable, quality exposure – from co-branding opportunities to campaign materials.
- » An excellent way to show your community involvement by partnering with one of the most recognizable community support organizations in the world.
- » The opportunity to make a difference in Buncombe County through direct community leadership.

Please call me today at (828) 236-3769 or visit [www.unitedwayabc.org/partner](http://www.unitedwayabc.org/partner) to join the outstanding group of community partners listed below.

### David Bailey, President/CEO

[david.bailey@unitedwayabc.org](mailto:david.bailey@unitedwayabc.org)

THANK YOU TO OUR 2013-2014 PARTNERS FOR THEIR CONTINUED SUPPORT!



Blue Ridge X-Ray Company  
CarePartners Health Services

Dixon Hughes Goodman LLP  
Duke Energy Progress

Northwestern Mutual Financial  
Network - Asheville  
TD Bank Foundation

AB Tech  
Allergy Partners of WNCN  
Arby's  
Asheville Citizen-Times

Asheville Savings Bank  
Bank of America  
Beverly-Hanks & Associates  
Duke Energy Progress

Forest Commercial Bank  
HomeTrust Bank  
Mills Manufacturing  
US Cellular