

Sponsorship Opportunities

Reach new audiences, increase your company's year-round marketing presence, and help meet your company's community mission by becoming a Pikes Peak United Way sponsor.

Pikes Peak United Way
518 North Nevada Avenue
Colorado Springs, CO 80903
719-632-1543
www.ppunitedway.org



From increasing your company's visibility to strengthening customer relationships, sponsoring a Pikes Peak United Way event or program is the ideal venue to demonstrate your company's commitment to our community.

Studies indicate that cause marketing brings increased credibility to businesses: 8 in 10 people have a higher favorable image of and are more inclined to spend money with organizations that support well-respected nonprofits. And very few local nonprofits have a more prominent brand than Pikes Peak United Way. As a matter of fact, according to Forbes magazine, United Way is the 26th most valuable brand in the world.



We understand that no two companies or organizations are alike. If the sponsorship opportunities presented here do not suit your business or philanthropic objectives, we would be pleased to meet with you to customize a package or develop new and innovative partnership ideas.

For more information on becoming a sponsor, please contact our Director of Corporate Campaigns at 719.955.0730 or our Vice President of Resource Development at 719.955.0733.

COMMUNITY CELEBRATION LUNCHEON

June

Approximately 450 corporate and civic leaders gather for lunch at The Broadmoor to celebrate the culmination of Pikes Peak United Way's annual campaign. Awards are bestowed and the year-end campaign total is formally announced

EXCLUSIVE EVENT SPONSORSHIP: \$5,000

- Logo recognition on 1,500 invitations and mention in all media releases.
- Verbal recognition during the event; logo recognition on video presentation.
- Logo recognition on the PPUW Website, including a direct link to your company's website.
- 2 reserved tables of ten with preferred seating.

EVENT CO-SPONSORSHIP: \$3,000

- As above, but inclusive of up to three sponsors' names (excludes link to your website).
- 1 reserved table of ten with preferred seating.

TABLE SPONSORSHIP: TBD

- Preferred seating with recognition on table stanchions and during the program.

CEO BREAKFASTS

July

Pikes Peak United Way brings together area corporate leaders at two CEO Breakfasts in July to share information about United Way and our partner agencies. These breakfasts are the first step to successful workplace campaigns by getting top leadership endorsements throughout our community.

EXCLUSIVE EVENT SPONSORSHIP: \$3,000

- Logo recognition on 500 invitations and verbal acknowledgement at both events.
- Logo recognition on the PPUW Website, including a direct link to your company's website.
- Inclusion of corporate marketing piece in all CEO packets, if desired.

EVENT CO-SPONSORSHIP: \$2,000

- As above, however, sponsorship is for one breakfast only (excludes link to your website).

CAMPAIGN KICKOFF CELEBRATION

September

Community leaders, corporate executives and nonprofit directors gather to formally kickoff Pikes Peak United Way's annual campaign in this invitation-only event, culminating in the announcement of the projected campaign goal.

EXCLUSIVE EVENT SPONSORSHIP: \$1,000

- Logo recognition on invitations and mention in all media releases.
- Prominent sponsorship logo recognition on display board at the event.
- Verbal recognition of your sponsorship during the event.
- Logo recognition on the PPUW website, including a direct link to your company's website.

SCHOOL READINESS INITIATIVE

Annual Sponsorship

Our School Readiness Initiative helps children from birth through age five gain the tools and support they need to succeed in school and in life. Poor preparedness for school is linked to low reading proficiency, unemployment, poverty and incarceration – issues that impact our community and our economy. Your sponsorship enables us to provide books for families with young children through hospitals and early learning centers.

PRESENTING SPONSOR: \$5,000

- Prominent logo positioning on all promotional materials, plus name recognition on approximately 12,000 new books and parental resource guides distributed annually to families.
- Presenting sponsorship recognition in School Readiness news releases.
- Logo recognition on PPUW website with direct link to your company's website.
- Verbal acknowledgement of your sponsorship at literacy night programs at early learning centers.

SUPPORTING SPONSOR: \$5,000

- Name recognition on promotional materials
- Name recognition on PPUW website

DAY OF ACTION AND MAKE A DIFFERENCE MONTH

June and October

Each year Pikes Peak United Way - working with local corporations, the military community, government leaders, charitable organizations and individuals - brings together upwards of 5,000 civic-minded citizens for the largest community-wide volunteer effort in the region. Volunteers help with such community-related projects as reclamation of parks, weatherizing homes for the elderly, and participating in outings with individuals with disabilities.

PRESENTING SPONSOR: \$2,500

- Prominent logo positioning on all promotional materials, including T-shirts worn by volunteers
- Presenting sponsorship recognition in all news releases
- Logo recognition on Pikes Peak United Way and VolunteerPikesPeak.org websites with direct links to your company's website for 30 days preceding the event
- Sponsorship recognition in all electronic communications

SUPPORTING SPONSOR: \$1,000

- Logo placement on all promotional materials, including T-shirts worn by volunteers
- Supporting sponsorship recognition in all news releases
- Name recognition on VolunteerPikesPeak.org website

ASSOCIATE SPONSOR: \$500

- Name recognition on T-shirts worn by volunteers
- Name recognition on VolunteerPikesPeak.org website

Pikes Peak United Way *Day of Action*



Make A Difference Month 2012

TOCQUEVILLE SOCIETY

Annual Sponsorship

Approximately 65 members of the prestigious Tocqueville Society convene quarterly for a luncheon program and in the fall for a dinner or cocktail buffet to celebrate philanthropic giving. These major donors account for nearly 20 percent of the total dollars raised by Pikes Peak United Way.

EXCLUSIVE PROGRAM SPONSOR: \$5,000

- Exclusive sponsorship recognition on invitations and promotional materials.
- Verbal acknowledgement at events.
- Logo recognition on PPUW website, including a direct link to your company's website.

LEADERS IN GIVING RECEPTION

September/October 2012

More than 1,000 Leaders in Giving, representing key corporate and civic donors, gather at the exclusive Garden of the Gods Club for a cocktail buffet to celebrate philanthropy. Annually, Leaders in Giving account for approximately 45 percent of total PPUW campaign revenues.

GOLD SPONSOR: \$5,000

- Presenting sponsorship logo recognition on approximately 1,000 event invitations.
- Verbal acknowledgement the evening of the event.
- Logo recognition on PPUW website, including a direct link to your company's website.
- Sponsor photo in Colorado Springs Style magazine.

SILVER SPONSOR: \$3,000

- Recognition on approximately 1,000 event invitations.
- Verbal acknowledgement the evening of the event.
- Recognition on PPUW website.

In addition, all Leadership sponsors are acknowledged in over 11,500 Leaders in Giving membership books



WOMEN'S LEADERSHIP COUNCIL

Annual Sponsorship

The Women's Leadership Council is comprised of corporate and civic leaders who have made a significant investment in Pikes Peak United Way and its initiatives that support literacy and lifelong learning. The Council typically hosts quarterly "Lunch and Learn" gatherings, as well as an annual event that brings in a nationally-recognized speaker or author.

PRESENTING SPONSOR: \$2,500

- Logo recognition on all invitations, electronic communications, promotional materials and mention in all media releases.
- Verbal acknowledgement and prominent logo recognition on display board at events.
- Logo recognition on PPUW website, including a direct link to your company's website.
- 2 reserved tables of 10 with preferred seating at annual event.
- 2 individual registrations at "Lunch and Learn" gatherings.

SUPPORTING SPONSOR: \$1,500

- Recognition on all invitations, electronic communications and promotional materials.
- Verbal acknowledgement and logo recognition on display board at events.
- Recognition on PPUW website (excludes logo and link).
- 1 reserved table of 10 with preferred seating at annual event.
- 1 individual registration at "Lunch and Learn" gatherings.

