



United Way of Greater Rochester Sponsorship Opportunities

United Way connects the business and not-for-profit communities together to build a better Rochester for all. You can invest in United Way through one of our many sponsorship opportunities designed for your business goals, promotion needs and philanthropic interests. Your sponsorship of United Way also shows your customers, clients or others with whom you do business that you are serving our community. Please contact Cicely Strickland at 242-6472 or Cicely.Strickland@uwrochester.org to discuss sponsorships or other ways to get involved.

Challenge Grants

Designate your corporate investment in United Way as a challenge grant to encourage others to give. Donors will know that their dollars will go further by being matched by yours.

- Community Fund Challenge Grant Sponsor: \$100,000
- Tocqueville Challenge Grant Sponsor: \$100,000
- Women's Leadership Council Challenge Grant Sponsor: \$50,000
- Small-Medium Sized Business Challenge Grant sponsor: \$25,000
- Young Leaders' Club Challenge Grant Sponsor: \$25,000
- Retiree Challenge Grant Sponsor: \$10,000
- Snapchat Challenge Grant Sponsor: \$10,000
- Customizable Challenge Grants: We can build a challenge grant to suit your needs starting at \$5,000

ROC the Day

Get ready to ROC again in 2017. Align your company with the coolest way to invest in Rochester: ROC the Day! Now in our seventh year, ROC the Day brings together thousands of people, donating hundreds of thousands of dollars in one day (11.28.17). Come ROC with us!

- Web Site Sponsor (Branding exclusivity on all general ROC the Day web pages yielding 300K+ page views): \$25,000
- Television Sponsor (Exclusive branding in television advertising): \$25,000
- Radio Sponsor (Exclusive branding in all radio advertising): \$15,000
- Incentive Sponsor (Opportunity for exclusive sponsorship of all 2017 donor incentives or hourly incentive sponsorship): \$750 - \$12,000
- Results Sponsor (Exclusive branding on all results communications): \$2,500
- Eblast Sponsor (Branding exclusivity in eblasts): \$2,500



Leadership Society Events

Get your business in front of United Way's most generous and loyal donors at events for one or more of our Leadership Societies throughout the year. Leadership donors give \$1,000 annually to United Way (Tocqueville Society begins at \$10,000 annual gift.)

- Leaders United Event Sponsor: \$7,500
- Cabinet Meeting Sponsor: \$5,000
- Emerging Leaders Society Community Leaders Breakfast Sponsor: \$5,000
- Loyal Donor Luncheon Sponsor: \$5,000
- Tocqueville Appreciation Event Sponsor: \$5,000
- Tocqueville Event Sponsor (multiple available): \$5,000
- Small and Medium-Sized Business Networking event: \$5,000
- Women's Leadership Council Event Sponsor (multiple available): \$1,000-\$5,000
- African American Leadership Society Awards Sponsor (multiple available): \$1,000-\$5,000
- Circulo Latino Leadership Society Appreciations and Awards Sponsor (multiple available): \$1,000-\$5,000
- Labor Leaders Club Awards Sponsor: \$3,000
- Emerging Leaders Society events (multiple available): \$500-\$5,000

Leadership Development Programs

United Way is proud to connect with and provide career development for our community's future leaders. Along with sponsoring these great programs, we invite you to register an employee for the African American Leadership Development, Latino Leadership Development or Union Community Assistance Network programs.

- Program Sponsor: \$75,000
- Session Sponsor (Opportunity to provide "giveaways" to class; branded class materials; acknowledgement at and two tickets to graduation event): \$1,000
- Graduation Table Sponsor (Branded table for 10 at graduation event): \$500
- Annual Board Fair (Table and signage opportunities): \$250-\$500



Day of Caring

Each spring, more than 6,000 people come together at not-for-profit sites throughout our region to volunteer for Day of Caring. Put together a team from your company to volunteer and consider sponsoring this great day of volunteerism in our community.

- Web Site Sponsor (Branding exclusivity on all Day of Caring web pages): \$5,000
- Event Sign Sponsors (Branding on signage for Day of Caring sites): \$2,500
- Eblast Sponsor (Branding exclusivity in eblasts): \$1,000
- Day of Caring Before & After Contest Sponsor: \$1,000

Greater Rochester Awards

Recognizing excellence and innovation among Rochester's not-for-profit organizations, this annual event attended by hundreds is a great way to show your community support both on-site and through publicity done by United Way's partner, the Rochester Business Journal.

- Platinum Sponsor (Logo on all materials, full page ad in RBJ, two tables, opportunity to make remarks and/or hand out awards): \$25,000
- Gold Sponsor: \$10,000
- Silver Sponsor: \$5,000
- Table Sponsor (Branded table for 10 at the luncheon): \$750