INVEST
in community partnerships to achieve your business and philanthropy goals.

CONNECT
with new opportunities and networks to open doors.

SERVE
our community and your organization’s corporate social responsibility objectives.

United Way of Greater Rochester offers many sponsorship and partnership opportunities designed to support your business goals, promotional needs and philanthropic interests.

Please contact Cicely Strickland-Ruiz at cicely.strickland-ruiz@uwrochester.org or 585 242-6472 to discuss partnerships or other ways to get involved.

OPPORTUNITIES INCLUDE:

- Workplace Campaigns
- Events & Community Outreach
- Leadership Development Programs
- Community Service & Support for the Nonprofit Sector
Workplace Campaigns

Audience
Approximately 1,400 local companies and 50,000 donors in the Greater Rochester region (including leaders and employees).

Rationale
Workplace campaigns are the core and foundation of the work that United Way is able to accomplish; through the power of collective giving, thousands of people come together to create significant positive impact on our local community.

**OPPORTUNITIES:**

<table>
<thead>
<tr>
<th>Challenge Grants</th>
<th>Advertising</th>
<th>Campaign Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspire community-wide collective giving with a corporate challenge grant with United Way. Your investment will match donor dollars to encourage increased giving and engagement. Contact your Relationship Manager to learn about Challenge Grant levels.</td>
<td>Partner with United Way on advertising opportunities to share how gifts to the Community Impact Fund support and improve our community.</td>
<td>Each year, thousands of people are invited to kick off the United Way campaign and learn about the theme and goals for the year. In June, United Way workplace campaign leaders join together to celebrate their accomplishments and receive awards for their incredible work building our community.</td>
</tr>
<tr>
<td>• Community Fund Challenge Grant Sponsor</td>
<td>• Broadcast Advertising Sponsor: Various levels available</td>
<td>• Campaign Kickoff/Leaders United event: $10,000</td>
</tr>
<tr>
<td>• Tocqueville Challenge Grant Sponsor</td>
<td>• Social Media Advertising Sponsor: Various levels available</td>
<td>• Campaign celebration: $5,000</td>
</tr>
<tr>
<td>• Women United Challenge Grant Sponsor</td>
<td>• Digital Advertising Sponsor: Various levels available</td>
<td>• Campaign cabinet meetings (3-4/year): $2,000</td>
</tr>
<tr>
<td>• Emerging Leaders Society Challenge Grant Sponsor</td>
<td>Video</td>
<td>Campaign Events</td>
</tr>
<tr>
<td>• Circulo Latino Leadership Society Challenge Grant Sponsor</td>
<td>United Way creates a campaign video each year to demonstrate how gifts to the United Way Community Impact Fund support and improve our community.</td>
<td>Each year, thousands of people are invited to kick off the United Way campaign and learn about the theme and goals for the year. In June, United Way workplace campaign leaders join together to celebrate their accomplishments and receive awards for their incredible work building our community.</td>
</tr>
<tr>
<td>• African American Leadership Society Challenge Grant Sponsor</td>
<td>• United Way Campaign Video Sponsor: $25,000</td>
<td>• Campaign Kickoff/Leaders United event: $10,000</td>
</tr>
<tr>
<td>• Labor Leaders Club Challenge Grant Sponsor</td>
<td>One year of branding on United Way campaign video shown to thousands of prospective donors in approximately 800 local workplaces.</td>
<td>• Campaign celebration: $5,000</td>
</tr>
<tr>
<td>• Retiree/Loyal Donor Challenge Grant Sponsor</td>
<td></td>
<td>• Campaign cabinet meetings (3-4/year): $2,000</td>
</tr>
</tbody>
</table>

**toCQUEVILLE SOCIETY**
UNITED WAY OF GREATER ROCHESTER

**WOMEN UNITED**
UNITED WAY OF GREATER ROCHESTER

**EMERGING LEADERS SOCIETY**
UNITED WAY OF GREATER ROCHESTER

**CÍRCULO LATINO LEADERSHIP SOCIETY**
UNITED WAY OF GREATER ROCHESTER

**AFRICAN AMERICAN LEADERSHIP SOCIETY**
UNITED WAY OF GREATER ROCHESTER

**LABOR LEADERS CLUB**
UNITED WAY OF GREATER ROCHESTER
Events and Community Outreach

Audience
- United Way Leadership Donors ~3,500+ of Rochester’s most generous, influential leaders
- ROC the Day – 500 local nonprofit organizations, 5,000+ local “ROCstar” donors
- Day of Caring – 200 local nonprofit organizations, 5,000+ local volunteers from 150+ corporate partners

Rationale
Plug in to United Way’s vast network of donors, corporate partners and volunteers who come together to connect with each other and our community to do good!

OPPORTUNITIES:

Leadership Network Events
Get your business in front of United Way’s most generous and loyal donors at events for one or more of our Leadership Giving Networks 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
- Tocqueville Appreciation Event Sponsor: $5,000
- Tocqueville Event Sponsor (multiple available): $5,000
- Loyal Donor Luncheon Sponsor: $5,000
- Emerging Leaders Society Community Leaders Breakfast Sponsor: $5,000
- Small and Medium-Sized Business Networking event: $5,000
- Women United Event Sponsor (multiple available): $1,000-$5,000
- African American Leadership Society Event Sponsor (multiple available): $1,000-$5,000
- Circulo Latino Leadership Society Event Sponsor (multiple available): $1,000-$5,000
- Labor Leaders Club Awards Sponsor: $3,000
- Emerging Leaders Society Think & a Drink series (4-6/year): $2,500
- Emerging Leaders Society events (multiple available): $500-$5,000

continued >
Events and Community Outreach continued

OPPORTUNITIES:

ROC the Day
Align your company with the coolest way to invest in Rochester: ROC the Day! ROC the Day brings together thousands of people, donating hundreds of thousands of dollars in one 24-hour period. Come ROC with us!

- **Site Superstar (1 available):** **$10,000**
  - Exclusive branding on all general ROC the Day web pages, yielding 300K+ page views throughout the fall
  - Logo on all ROC the Day emails to donors (5,000+) and non-profits (500+) (approximately 20 emails)
  - Five social media shout-outs during non-profit registration, pre-event and day-of event time
  - Shout-out in post-event results news release

- **Bonus Track (2 available):** **$5,000**
  - Logo and web link on all bonus/incentive correspondence to donors (5,000+) and non-profits (500+) regarding hourly bonuses and incentives (approximately 10 emails pre-event, results/post-event emails)
  - Homepage site mentions throughout day-of event
  - Twenty-four social media mentions day-of event to announce bonus winners (i.e. Congrats to AGENCY for winning the first hourly bonus, brought to you by COMPANY NAME).
  - Shout-out in post-event results news release

- **Backstage Pass (Unlimited):** **$2,500**
  - Logo and web link on all donor communications (appx. 3-5 emails to 5,000+ donors)
  - Three social media shout-outs during pre-event and day-of event time
  - Shout-out in post-event results news release

- **Friends Of The Band (Unlimited):** **$1,000**
  - Logo and web link on all non-profit communications (approximately 10 pre-event and post-event emails to 500+ local non-profit organizations)
  - Three social media shout-outs during non-profit registration and day-of event time
  - Shout-out in post-event results news release

- **Mic Drop Media Partner**
  - In-kind sponsorship and co-promotion to spread the word and get the cred for community betterment
  - Media partnership options include in-kind ad spots, anchor reads, dedicated air space, and more
  - Recognition options include social media and web shout-outs, logo placement, and more

[ROC the Day logo]
powered by United Way of Greater Rochester
Day of Caring
Each spring, over 5,000 people from more than 150 companies come together at nonprofit 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.

- **Website Sponsor: $20,000**
  Branding exclusivity on all Day of Caring web pages

- **Event Sign Sponsor: $10,000**
  Branding on signage for Day of Caring sites

- **Eblast Sponsor: $1,000**
  Branding exclusivity in eblasts

- **Day of Caring Before & After Contest Sponsor: $1,000**
Leadership Development

Audience
Hundreds of local corporate and nonprofit leaders support the nomination and program completion for 100+ local program participants each year.

Rationale
Help to strengthen our community by supporting leadership development programs that encourage increased diversity and skill development for local leaders in corporate, government, education, healthcare and nonprofit leadership positions and volunteer placements.

OPPORTUNITIES:

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 a team member for the African American Leadership Development, Latino Leadership Development, PRIDE Leadership Development, Asian Pacific American Leadership Development or Emerging Leaders Development programs. Sponsors will have visibility in the recruitment, class program and graduation spaces.

- Leadership Development Program Sponsor (3 available): $25,000
  One year of branding on all class materials, outreach to current/prospective employers and class members, graduation materials, acknowledgement and one free table at each graduation.

- Single Session Sponsor: $2,500
  Opportunity to provide “giveaways” to one class; branded class materials; acknowledgement at and two tickets to graduation event

- Graduation Table Sponsor: $750
  Branded table for 10 at graduation event

- Annual Board Fair : $250-$500
  Table and signage opportunities

AFRICAN AMERICAN LEADERSHIP DEVELOPMENT PROGRAM
UNITED WAY OF GREATER ROCHESTER

LATINO LEADERSHIP DEVELOPMENT PROGRAM
UNITED WAY OF GREATER ROCHESTER

PRIDE LEADERSHIP DEVELOPMENT PROGRAM
UNITED WAY OF GREATER ROCHESTER

ASIAN-PACIFIC AMERICAN LEADERSHIP DEVELOPMENT PROGRAM
UNITED WAY OF GREATER ROCHESTER

EMERGING LEADERS DEVELOPMENT PROGRAM
UNITED WAY OF GREATER ROCHESTER
Community Service & Support for the Nonprofit Sector

Audience
There are more than 500 health and human service organizations serving the Greater Rochester community, and thousands of community volunteers and leaders seeking engagement opportunities.

Rationale
Help United Way serve this group of service providers and volunteers with the tools and resources they need to support the individuals and families they help year-round.

OPPORTUNITIES:

United Way’s Synergy Fund
United Way’s Synergy Fund supports Monroe County not-for-profit agencies exploring affiliation as a means of increasing operational efficiencies and improving program services to best serve their direct clients and the entire community. United Way supports the affiliation process with resources that include both technical assistance and implementation grants to help with one-time costs of effecting an affiliation.

- Title Sponsor (XYZ Synergy Fund at United Way): $50,000/year (minimum 3-year commitment)
- Project Sponsor: $20,000 per affiliation

charitySTRONG
charitySTRONG is a board training and matching service that increases the effectiveness of nonprofit organizations by helping them build strong and diverse Boards of Directors. United Way hosts this service in Greater Rochester to connect leaders seeking volunteer board positions with organizations in need of qualified board members.

- Program Sponsorship (Multiple available): $10,000 Annual commitment with branding on CharityStrong brochure, community presentations and web page visited by thousands of community members and nonprofit partners.

Volunteer United Website
A trusted resource for nonprofit organizations, corporate partners and individuals to share and match with short-term and long-term local volunteer opportunities for groups or individuals.

- Site Sponsor: $10,000 Annual commitment with branding on volunteer website and in volunteer-related outreach to individuals and employers across the region

Community Trainings and Capacity Building
United Way provides training, technology assistance, research and best practice information to support operations in the nonprofit sector.

- Series Sponsor (Appx. 4/year): $25,000 Branding on all outreach to hundreds of nonprofit leaders and program staff, presentation materials at training, and opportunity to provide “giveaway” to hundreds of attendees.
- Session Sponsor: $7,500 Same as above, limited to one training

Innovation Grants
United Way offers a dynamic line of support that is nimble and responsive to immediate and emerging community needs. Contact a United Way team member about Innovation Grants and dollars needed for upcoming opportunities.