



# UNITED WAY OF NORTH CENTRAL FLORIDA CORPORATE PARTNERSHIP OPPORTUNITIES 2020-2021



United Way  
of North Central Florida

# CORPORATE SOCIAL RESPONSIBILITY: WHY IT'S GOOD BUSINESS TO PARTNER WITH UNITED WAY OF NORTH CENTRAL FLORIDA

A strong community—one that is healthy, educated, financially stable and has support systems for those in crisis—pays dividends to business. Employees are happier and more satisfied with work and life outside work. Businesses are better able to retain their current workforce and attract high-quality employees. Businesses and employees together can take a leadership role in improving the community which further enhances corporate brand and improves employee satisfaction.

## PARTNERSHIP OPPORTUNITIES OVERVIEW

United Way of North Central Florida (UWNCFL) does what no one organization can do: We connect and mobilize the resources, people and passion in strategic ways to achieve our community goals; to transform our region; and to change and improve the story for thousands of people.

### ACADEMY PARTNERSHIP

The premiere opportunity for businesses looking to develop a long-term marketing strategy, engage in corporate social responsibility and co-brand with UWNCFL.

*\$10,000 cash donation per year, for three years*

### SIGNATURE EVENTS PARTNERSHIP

Get your business in front of United Way donors and community leaders at one or all five of our signature campaign events.

*\$10,000 cash donation for all five signature events OR \$2,500 cash donation per event*

### AFFINITY GROUP PARTNERSHIP

Align your organization with Women United, Emerging Leaders United or Small Business Partners through an affinity group partnership. Affinity groups connect donors through professional development, education opportunities and volunteering/networking events.

*\$1,500 cash donation to sponsor an affinity group of your choosing*

*\$500 cash donation to sponsor one affinity group event of your choosing*

### COLLECTIVE IMPACT PARTNERSHIP

Impact your community and create positive change by supporting a UWNCFL partnership or initiative to change lives in the areas of health, education, financial stability or immediate needs.

*Partnerships vary, opportunities available starting on page 6*

# ACADEMY PARTNERSHIP

The premiere opportunity for businesses looking to develop a long-term marketing strategy, engage in corporate social responsibility and co-brand with UWNCFL.

*\$30,000 cash donation at \$10,000 per year for three years*

## WHY CO-BRAND WITH UNITED WAY?

- Customers and potential customers want to know a company cares about the things they care about. UWNCFL can connect our positive community impact work directly with your business, immediately enhancing your brand with businesses to create a positive community impact.
- 95% of customers who give high marks to a company's philanthropy say they will continue doing business with that company.
- Brand Transparency: Since 2011, United Way of North Central Florida has consistently received four out of four stars from Charity Navigator for accountability and transparency.

## WHAT'S THE VALUE OF AN ACADEMY PARTNERSHIP?

### UWNCFL Signature Events – logo, visual and verbal recognition

- Campaign Finale (Attendance: 200)
- A Night of Thanks Leadership Reception (Attendance: 200)
- Business & Community Partnership Breakfast (Attendance: 200)
- Employee Campaign Coordinator Breakfast (Attendance: 100)
- United Way Express Bus Tours (Attendance: 50 per tour)

### Social and Digital Media

- Website (3,313 average sessions/month and 9,253 average page views/month)
- Facebook (2,300+ page likes)
- Twitter (1,200+ followers)
- Instagram (2,100 followers)
- LinkedIn (235 followers)

### Collateral

- Event Collateral (PowerPoint presentations, invitations, event programs)
- Electronic Newsletter (sent monthly to 5,000+ recipients)
- Campaign Brochure (approx. 15,000 brochures distributed during campaigns)
- Letterhead
- Staff Email Signatures
- Annual Report

### Special Event Invitation and Seating

- Invitation to all UWNCFL signature events: Campaign Finale, A Night of Thanks: Leadership Reception, Business & Community Partnership Breakfast and United Way Express Bus Tours
- Table of 8 or 10

## SIGNATURE EVENTS PARTNERSHIP

Receive event sponsor recognition at one or more of UWNCFL signature campaign events. Recognition includes: logo placement on event materials, verbal mention during event, reserved table if applicable, social media mentions and sponsor recognition in annual report.  
*\$10,000 cash donation for all five campaign events OR \$2,500 cash donation per event*

### CAMPAIGN FINALE - March/April

Join CEOs, leaders and campaign coordinators from the top 100 United Way workplace campaigns, along with Small Business Partners to celebrate and recognize their outstanding efforts. Approximately 200 attend this invitation-only event.

### A NIGHT OF THANKS: LEADERSHIP RECEPTION - May

United Way of North Central Florida thanks more than 700 Leadership Donors at this event. Leadership donations accounted for \$1,241,796 of the total donations, approximately 40 percent of the annual campaign. Help us recognize this influential group of donors. Approximately 200 attend this invitation-only event.

### BUSINESS & COMMUNITY PARTNERSHIP BREAKFAST - June

Join CEOs and community leaders to learn more about how we can create collective impact and positive change in our community. United Way tackles the big issues to deliver lasting, measurable change. You can join the fight and LIVE UNITED. Approximately 200 attend this invitation-only event.

### EMPLOYEE CAMPAIGN COORDINATOR (ECC) BREAKFAST - July

Help us welcome our Employee Campaign Coordinators as we provide them with the basics of running a workplace campaign. Every UWNCFL workplace campaign is invited and approximately 100 people attend this invitation-only event. This event is a good opportunity to reach HR managers and other corporate decision-makers.

### UNITED WAY EXPRESS BUS TOURS - February-October

All aboard the United Way Express, an up-close-and-personal tour of United Way's Community Impact Partners. See firsthand how donor dollars are used to help those in need in our community. Each tour visits two to three funded Community Impact Partners who are committed to improving the health, education, financial stability and immediate needs of people living and working in our region. Approximately 50 attendees per tour. Lunch is provided post tour and sponsors will have an opportunity to share information with participants.



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# PARTNERSHIP COMMITMENT FORM

Please complete and return the below form to your United Way of North Central Florida representative to secure your partnership.

Business name:

Contact name:

Business address:

Work phone number:

Email address:

Sponsorship name:

Dollar amount:

Billing name and address  
(if different than above):

Signature:

Date:

Circle one:

Check is enclosed

Please invoice

If completing the above form electronically please print and mail to:  
United Way of North Central Florida, 6031 NW 1st PL, Gainesville, FL 32607

Next steps to complete within two weeks of signing sponsorship commitment form:

- Mail check to: United Way of North Central Florida, 6031 NW 1st PL, Gainesville, FL 32607
- Email high-resolution logo (at least 2 MB) as an image (.jpeg) and Adobe Illustrator (.AI) format to Amy Azoulay, [aazoulay@unitedwayncfl.org](mailto:aazoulay@unitedwayncfl.org).

Please contact Dana Clayton, 352-333-0846 [dclayton@unitedwayncfl.org](mailto:dclayton@unitedwayncfl.org) with questions.