



**United Way**  
Peterborough & District

**SHOW YOUR LOCAL LOVE**

**2022**  
SPONSORSHIP  
OPPORTUNITIES





# TOGETHER WE CAN KEEP OUR COMMUNITIES STRONG

## WHO WE ARE

We love where we live. It's this local love that fuels our efforts to tackle even the toughest social issues, finding solutions to the complex challenges that make life difficult for our communities' most vulnerable people.

A strong, supported, resilient community benefits all of us. Every day, United Way Peterborough & District has a profound impact on our community by ensuring an essential network of programs and services work together to achieve lasting, positive change. No other organization has the same depth, reach and history of making such a profound difference in the lives of others.

When you partner with United Way, social purpose meets community impact to improve lives locally.

## United Way in our community

# 48,914

People are being helped through United Way Peterborough & District funded programs and initiatives.

## Mission Statement

To empower everyone to improve lives and build strong communities.

## Vision Statement

Everyone in every community has the opportunity to reach their full potential.

## Our Values

We promise to strive to always:

- Demonstrate trust, integrity, respect, inclusivity and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity

# \$1,819,022

Invested locally into vital community services and supports to ensure everyone can access help, when and where they need it most.



# BENEFITS TO BECOMING A SPONSOR

- Associate your brand with a spirit of community, generosity and teamwork – Your logo will appear on promotional and event materials including programs, table cards and presentations
- Alignment of your goals for corporate social responsibility with specific aspects of United Way's work within the community
- Be part of a network – By supporting and attending United Way Peterborough & District events, you will get the chance to be part of something bigger. A chance to meet new people, potential employees or community leaders
- Engage over 200 active annual workplace campaigns locally that unite and engage thousands of community-minded individuals
- Recognition on the United Way Peterborough & District social media channels, website and during specific events

## PARTNER WITH ONE OF THE WORLD'S MOST VALUABLE BRANDS

United Way is the only non-profit to make Forbes' Most Valuable Brands list, valuing United Way's brand at \$14.3 billion worldwide.

United Way is ranked #1 in the "The Philanthropy 400" in the Chronicle of Philanthropy as the most successful charity.

**The community supports we fund are designed to help people experiencing poverty develop plans and prepare for a better future —**

**to move from poverty to possibility**

When you partner with United Way, social purpose meets community impact to improve lives locally.

We will continue to put your dollars to work in the community where, and when, they are needed most. We commit to:

- Partner with local government and our network of agencies
- Provide ongoing flexible and new emergency funding
- Act as a trusted partner in administering federal funding
- Work on the frontlines
- Leverage research and policy insights



# 2022 CAMPAIGN LAUNCH EVENT

September 21, 2022  
7:00 am  
Healthy Planet Arena

## TITLE SPONSOR

**\$5000** 1 available

### TITLE SPONSOR BENEFITS

Public appetite for this event is at an all-time high and we expect to garner significant engagement from the media, our stakeholders and the general public. The audience is expected to include more than 300 local community leaders representing all sectors. Benefits to supporting this event as the title sponsor include:

#### EXCLUSIVE RECOGNITION MEDIA LAUNCH

- Frequent promotion on United Way's social media channels including Facebook (1,600+ followers), Twitter (4,000+ followers)
- Recognition in all advertising/mass media to promote the event
- Prominent logo signage at the event
- Podium acknowledgement
- Eight (8) complimentary tickets

**EXCLUSIVE**

# BREAKFAST SPONSOR

**\$2500** 1 available

## BREAKFAST SPONSOR BENEFITS

Public appetite for this event is at an all-time high and we expect to garner significant engagement from the media, our stakeholders and the general public. The audience is expected to include more than 300 local community leaders representing all sectors. Benefits to supporting this event as the title sponsor include:

### EXCLUSIVE RECOGNITION MEDIA LAUNCH

- Prominent logo placement/recognition on event placemats
- Social media recognition reaching 1000's of UWP followers
- Podium acknowledgement
- Four (4) complimentary tickets



## CAMPAIGN LAUNCH TABLE SPONSOR

**\$500** 12 available

- Prominent logo placement at your sponsored table
- Podium acknowledgement
- Two (2) complimentary tickets