

Heart of Missouri United Way Sponsorship Catalog



United
Way



Heart of Missouri United Way

Read Across Columbia

Heart of Missouri United Way removes this barrier to literacy by getting kids their very own books. Read Across Columbia puts inclusive book titles into the hands of 650 first and second grade students at our five elementary schools with the lowest reading proficiency scores and highest free-and-reduced lunch rates.

Presenting Sponsor \$15,000 Spring and Fall Available

As the presenting sponsor for Read Across Columbia, your company will help provide books for first and second graders in Columbia.

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations
- Company's name/logo included on RAC social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any promotional materials, and signage at event



Additional Book Sponsor \$5,000-\$7,500 Multiple Available

Typically, we provide four books and a coupon for a fifth book in the Read Across Columbia bookbags, but your company can help provide even more books! This sponsorship includes:

- Company's name/logo on the our website
- Company's name/logo any promotional materials
- Company's name/logo on any event invitations

Advertising Sponsor \$1,000

Sponsor Read Across Columbia print and social media advertising to help increase community exposure. This sponsorship includes:

- Company's name/logo on the our website
- Company's name/logo any promotional materials
- Company's name/logo on any event invitations



CoMo Chopped

The fourth annual CoMo Chopped Competition brings together four local restaurants and four local celebrity chefs to create dishes and compete for Judges Choice, the Community Vote, and Most Dollars raised to be crowned the Chopped Champion.

Presenting Sponsor \$15,000

- Company's name/logo on our website
- Company's name/logo on promotional materials, and signage at event
- Company name mentions on radio and television
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Team Sponsor \$2,500

Multiple Available

- Company's name/logo on our website
- Company's name/logo on promotional materials, and signage at event
- Company name mentions on radio and television
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Judges Sponsor \$1,000

- Company's name/logo on our website
- Company's name/logo on promotional materials, and signage at event
- Company's name mentions on radio and television
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Various Sponsors \$1,000-\$5,000

Multiple Available: Food, Photography, Trophy

- Company's name/logo on our website
- Company's name/logo on promotional materials, and signage at event
- Company name mentions on radio and television
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Day of Caring

Day of Caring encourages community members to give back to local nonprofits through projects. You and your team can assemble wellness kits at your place of employment. These kits are then delivered to agencies that will distribute to their clients.

Presenting Sponsor \$15,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo included on Day of Caring t-shirts
 - Company's name/logo any promotional materials, and signage at event
 - Share a 2 minute presentation to Day of Caring attendees

T-shirt Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo included on Day of Caring t-shirts
 - Company's name/logo any promotional materials, and signage at event

Breakfast Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo any promotional materials, and signage at event

Wellness Kits Sponsor \$2,500

- Multiple Available**
- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo any promotional materials, and signage at event

Reusable Bags Sponsor \$2,000

The bags used for the wellness kits will be co-branded with your company name/logo



Day of Action

United Way Worldwide's Day of Action is in June. On this day, community members complete service projects at local nonprofit agencies to help benefit their clients and our community.

Presenting Sponsor \$15,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo included on Day of Action t-shirts
 - Company's name/logo any signage at event
 - Share a 2 minute presentation to Day of Caring attendees

T-shirt Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo included on Day of Action t-shirts
 - Company's name/logo any promotional materials, and signage at event

Lunch Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo any promotional materials, and signage at event

After Party Sponsor \$2,500

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo any promotional materials, and signage at event

Live United Day

Live United Day held on the third Thursday in November celebrates our new grants.

Presenting Sponsor \$15,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on Live United Day social media posts
 - Recognition at Live United Day event

Various Sponsors \$2,000

For Day of Caring, Day of Action, and/or Live United Day
Multiple Available: Supplies, Equipment, & other related items

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo any promotional materials, and signage at event



CEO Breakfast

The CEO Breakfast brings together top leaders in Columbia to network and discuss problems that our community is faced with.

Presenting Sponsor \$5,000

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations to local leaders
- Company's name/logo on signage at event
- Company's name/logo on PowerPoint
- Presentation by CEO

Table Sponsor \$1,000

Multiple Available

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations
- Company's name/logo in the table program

Print Material Sponsor \$500

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations
- Company's name/logo in the table program



Pacesetter Breakfast

The Pacesetter Breakfast gathers local companies together to celebrate the completion of their United Way Campaign. Pacesetters play a vital role in the 2022 Heart of Missouri United Way Community Campaign by conducting high-profile United Way Campaign efforts that serve as a successful example to other mid-Missouri organizations.

*Presenting & Location Sponsor **SECURED***

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations to local companies
- Company's name/logo in event program
- 2 minute presentation to the attendees

Awards Sponsors \$2,500

Two Available

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on any event invitations to local companies
- Company's name/logo in event program
- 2 minute presentation to the attendees

Recognition Ad Sponsors \$1,000

Multiple Available

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on the print advertisement



Give 5

Give 5 is a social program that matches innovative volunteer opportunities with retired (or almost retired) baby boomers ages 60+ who live in Boone County.

Transportation Sponsor \$10,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Food Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Resources Sponsor \$2,500

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Community Impact Special Projects

Sponsor a community impact special project and help our community with their urgent and unique needs.

Project Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo any signage at event
 - Company's name/logo in the table program

Inclusion, Diversity & Equity

Heart of Missouri United Way embraces diversity, equity, and inclusion in our work. Sponsorship opportunities listed below allow us to further champion and support our IDE work to make a bigger, lasting impact.

Equity Fund Sponsor \$10,000

Heart of Missouri United Way recognizes some needs in the community are going unaddressed by our Community Impact 3-year grant cycle model. Our Equity Fund with the advice of the newly formed BIPOC Equity Advisory Council will make recommendations for strategic investments(grants), awareness building, advocacy, and engagement to create more equitable communities.

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
 - Company name mentions on media channels

IDE Grants \$1,000-25,000 Multiple Available

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
 - Company name mentions on media channels



Build Your Own

Do you have something special you want to sponsor, donate, or auction? Let us know and we can help your sponsorship have the biggest impact!

Project Sponsor \$2,500-15,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on any event invitations to our 10,000+ contacts
 - Company's name/logo any signage at event
 - Company's name/logo in the table program

Campaign Kick-off



When you sponsor campaign kick-off, you provide vital support to Heart of Missouri United Way's annual campaign efforts.

Presenting Sponsor \$15,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials and signage at event.
 - Company's name/logo on Day of Caring t-shirts
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
 - 2 minute presentation to attendees

Leading Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials and signage at event
 - Company's name/logo on Day of Caring t-shirts
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Campaign Video Sponsor \$5,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials

Loaned Executive Reception \$500

- Loaned Executives spend 5 weeks of supporting United Way's Company Campaign efforts. This sponsorship recognition includes:
- Opportunity to welcome the Loaned Executives at the event



Pledge Form Sponsor \$2,500

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on pledge forms
 - Company's name/logo on Day of Caring t-shirts
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Poster Sponsor \$2,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials and signage at event.
 - Company's name/logo on Day of Caring t-shirts
 - Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
 - 2 minute presentation to attendees

Printed Invitation Sponsor \$1,000

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials

Campaign Sign Sponsor \$2,500

- This sponsorship recognition includes:
- Company's name/logo on our website
 - Company's name/logo on event invitation
 - Company's name/logo on promotional materials



COMPANY CONTRIBUTION

UNITED WE FIGHT. UNITED WE WIN.

1 OUR INFORMATION

Company _____ Contact name _____
Address* _____
City* _____ State* _____ Zip* _____
Email* _____ Phone* _____
CEO/Local Exec name & title: _____
Preferred donor name listing: _____

2 OUR GIFT

AMOUNT: \$10,000 \$5,000 \$2,500 \$1,000 \$365 (Small Business) Other \$ _____

FREQUENCY: one time monthly credit card (x12) Quarterly (x4)

\$ _____ amount x frequency = \$ _____ total donation amount

3 OUR PAYMENT (choose one)

Credit card? ☐ Number _____ Expiration date _____
☐ Check ☐ enclosed ☐ Sending in _____ Month(s) _____
Check # _____ Check date _____
☐ Invoice us ☐ quarterly

Signature _____ Date _____

SUBMIT TO:
105 E. Ash St., Suite 300
Columbia, MO 65203
Phone: 573-463-4523
Fax: 573-674-1285

Heart of Missouri United Way respectfully requests your personal information be held confidential. We do not distribute, disseminate, or otherwise share your personal information with anyone without your written consent. The information you provide is used solely by Heart of Missouri United Way to coordinate with you, our generous donor.

United Way
Heart of Missouri United Way

WK
Western Kentucky University



Leadership Circle Reception

Heart of Missouri United Way Leadership Circle is a network of local leaders united in addressing our community's greatest challenges and helping change lives.

Presenting Sponsor \$5,000-\$7,500

- Company's name/logo on our website
- Company's name/logo on event invitation
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any signage at event
- Company's name/logo in the table program
- Welcoming message at reception

Food Sponsor \$1,000-\$2,500

- Company's name/logo on our website
- Company's name/logo on event invitation
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any signage at event
- Company's name/logo in the table program

Recognition Sponsor \$1,000-\$2,500

- Company's name/logo on our website
- Company's name/logo on event invitation
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any signage at event
- Company's name/logo in the table program



Tocqueville Society Reception

The national United Way Tocqueville Society was founded in 1984 in order to deepen the understanding, commitment, and support of United Way's most generous and community-minded investors. Locally, Bo Fraser, Ann and Stan Kroenke, Greg and Virginia Mattli, Dan Stubler, and an anonymous donor established our Society in 1999.

Membership in the local Society is granted to individuals who contribute at least \$10,000 annually to United Way. Tocqueville Society members are recognized in the Heart of Missouri Annual Report as well as community publications and are invited to attend special Society events.

Society is a wonderful way to support several local charities and initiatives with one gift.

Sponsoring this Reception will put you company's name and logo in front of the top donors and change makers in our community.

Presenting Sponsor \$5,000

- Company's name/logo on our website
- Company's name/logo on event invitation
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any signage at event
- Company's name/logo in the table program
- Presentation at reception



Annual Report

Heart of Missouri United Way puts together an end of year report with important data on community trends involving health, education, and financial stability as well as outcome measurements for programs they have invested in.

Presenting Sponsor \$10,000-15,000

- Company's name/logo on our website
- Company's name/logo on annual report document
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

CoMo Gives

CoMo Gives an annual online fundraiser that supports 153 high-impact nonprofits in Columbia and Mid-Missouri.

Presenting Sponsor / Matching Gift \$10,000

- Company's name/logo on our website
- Company's name/logo included on CoMo Gives social media posts on Facebook, Instagram, Twitter, and LinkedIn

Matching Gift \$2,500

Four Available

- Company's name/logo on our website
- Company's name/logo included on CoMo Gives social media posts on Facebook, Instagram, Twitter, and LinkedIn

Content Development & Push \$5,000

- Company's name/logo on our website
- Company's name/logo included on CoMo Gives social media posts on Facebook, Instagram, Twitter, and LinkedIn



Sponsorships by Support

IDE Grants	\$1,000-25,000
Campaign Kickoff	\$15,000
Day of Caring	\$15,000
Day of Action	\$15,000
Read Across Columbia	\$15,000
Live United Day	\$15,000
Annual Report	\$15-10,000
Chopped Presenting	\$15,000
Equity Fund Sponsor	\$10,000
Give 5 Transportation	\$10,000
RAC Additional Book	\$5,000-\$7,500
Leadership Circle	\$5,000-\$7,000
ADT Presenting	\$5,000
Campaign Leading	\$5,000
CEO Breakfast Presenting	\$5,000
Day of Caring Breakfast	\$5,000
Day of Action Lunch	\$5,000
Content Development Push	\$5,000
Campaign Video	\$5,000
Day of Caring Tshirt	\$5,000
Day of Action Tshirt	\$5,000
Give 5 Food	\$5,000
Chopped Team	\$2,500
Campaign Pledge Form	\$2,500
CoMo Gives Matching Gift	\$2,500
Day of Action After Party	\$2,500
Campaign Poster	\$2,000
Pacesetter Awards	\$2,500
Give 5 Resources	\$2,500
Wellness Kits	\$2,500
Reusable Bags Co-Branded	\$2,000
Campaign Sign Sponsor	\$2,500
Leadership Circle Food	\$1,000-\$2,500
Leadership Circle Recogn.	\$1,000-\$2,500
Chopped Judges	\$1,000
Campaign Printed Invite	\$1,000
CEO Breakfast Table	\$1,000
Pacesetter Ad	\$1,000
RAC Advertising	\$1,000
CEO Breakfast Print	\$500
Loaned Executive Reception	\$500

Sponsorships by Date

Read Across Columbia	March
Day of Action	June
CoMo Chopped	July
CEO Breakfast	August
Read Across Columbia	August
Tocqueville Society	Fall
Leadership Circle	Fall
Day of Caring	September
Campaign Kickoff	September
Pacesetter Breakfast	October
Live United Day	November
CoMo Gives	December
Annual Report	December
Inclusion, Diversity & Equity Ongoing	

2022 Sponsors

3M
AARP Missouri
Boone Hospital
Central Bank of Boone County
Columbia College
Cosmic Sauce
EquipmentShare
EquipmentShare Foundation
Hawthorne Bank
Joe Machens Ford
Missouri Employers Mutual

MU Health Care
MU Division of IDE
Shelter Insurance
Stinson LLP
The Peace Nook
TIG Advisors
TLC Mortgage
United Healthcare
Veterans United Foundation
Williams Keepers



Heart of Missouri United Way

Sponsorship Interest Form

Sponsorships help Heart of Missouri United Way reach more needs in the community and make a larger, more lasting impact!

FIRST NAME

LAST NAME

POSITION

EMAIL

PHONE

OTHER

COMPANY NAME

INDUSTRY

Please rank the sponsorships you are most interested in below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

What is your preferred method of contact?

PHONE

EMAIL

Do you have any specific questions for the team?

Thank you for your interest! Someone from Heart of Missouri United Way will reach out to you soon.



Heart of Missouri United Way