

LIVE UNITED
Heart of Missouri United Way



**Heart of Missouri United Way
Sponsorship Opportunities**



Give 5

Cohort 6: February 15-March 14, 2024
Cohort 7: April 11-May 9, 2024

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

All Sessions **\$25,000**

Per Session **\$10,000**

This sponsorship recognition includes:

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



Food Sponsor

All Sessions **\$15,000**

Per Sessions **\$5,000**

This sponsorship recognition includes:

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



Resources Sponsor

All Sessions **\$7,500**

Per Session **\$2,500**

This sponsorship recognition includes:

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



Read Across Columbia

April 2024
October 2024

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 included on RAC social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name/logo any promotional materials, and signage at event
- Company's name/logo on any event invitations to our 10,000+ contacts



Additional Book Sponsor(s) \$7,500

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 to our 10,000+ contacts



Book Sponsor \$6,500

This sponsorship recognition includes:

- Company's name/logo on the our website
- Company's name/logo any promotional materials
- Company's name/logo on any event invitations to our 10,000+ contacts

Book Bag Sponsor \$500

This sponsorship recognition includes:

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

Media 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 included on social media posts

Campaign Kick-off

Potential Dates
August 26-September 6, 2024



Presenting Sponsor **SECURED**

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 included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- 2 minute presentation to attendees

Lunch 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 and signage at event
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Team Sponsor **\$1,000** (Multiple Available)

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 included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Media 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 included on social media posts

Snack & Drink Sponsor **\$500**

This sponsorship recognition includes:

- Company's name on our website
- Company's name on event invitation

Trophy Sponsor **\$250**

This sponsorship recognition includes:

- Company's name on our website
- Company's name on event invitation

Campaign Tools Sponsor \$5,000

These tools help UW and its volunteers (Employee Campaign Coordinators & Loaned Executives) successfully promote and run a company campaign. This sponsorship recognition includes:

- Company's name/logo on sponsored item
- Company's name/logo on our website

Campaign T-shirt Sponsor \$2,500

This sponsorship recognition includes:

- Company's name/logo on LIVE UNITED t-shirt

Pledge Form Sponsor \$2,500

This sponsorship recognition includes:

- Company's name/logo on paper pledge form distributed to thousands of local employees

Campaign Video Sponsor \$5,000

This sponsorship recognition includes:

- Company's name/logo in Campaign Video hosted on our website and shown at multiple companies

Campaign Poster Sponsor \$2,000

This sponsorship recognition includes:

- Company's name/logo on printed posters distributed to several local companies

Campaign Yard Sign Sponsor **SECURED**

This sponsorship recognition includes:

- Company's name/logo on printed yard signs distributed to several local homes and companies

Loaned Executive Reception Sponsor \$2,000

This sponsorship recognition includes:

- Company's name/logo on event invitations
- Company's name/logo on promotional materials and signage at event

Loaned Executive Employee Sponsor \$6,708 or GIK

This sponsorship recognition includes:

- Company's name/logo on website
- Company's name/logo on promotional materials



CEO Breakfast

August 9, 2024

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

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 leaders
- Company's name/logo on signage at event
- Company's name/logo on PowerPoint
- Presentation by CEO

Table Sponsor **\$1,000**

Multiple Available

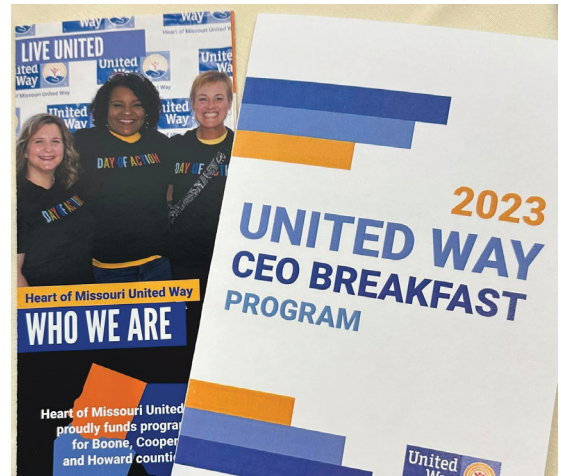
This sponsorship recognition includes:

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

Print Material Sponsor **SECURED**

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

Mid-October 2024

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**

2 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**

MU Homecoming

October TBD 2024

Parade Float Sponsor **\$1,500**

This sponsorship recognition includes:

- Company's logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's logo any promotional materials, and signage at the MU Homecoming Parade

Parade Candy Sponsor **\$1,000**

This sponsorship recognition includes:

- Company's name included on social media posts on Facebook, Instagram, Twitter, and LinkedIn
- Company's name on any promotional materials, and signage at the MU Homecoming Parade



Day of Action

Week of June 24, 2024

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 Action attendees

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



Day of Caring

August 26-September 13, 2024

Day of Caring encourages hundreds of community members to give back to up to 20 local nonprofits through projects. Make plans for your businesses or organization to take part in the largest community volunteer event in mid-Missouri.

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:

This sponsorship recognition includes:

- Company's name/logo on our website
- 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

Wellness Kits Sponsor \$3,000

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo any promotional materials, and signage at event

Reusable Bags w Co-Branding \$2,000

- Company's name/logo on reusable bags

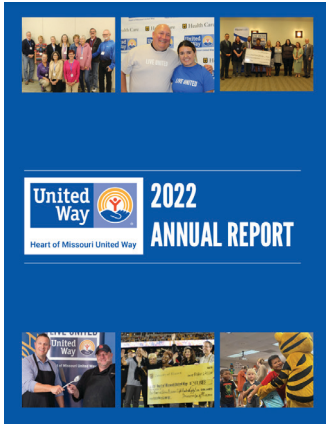


Annual Report

Published August/September

Annual Report Sponsor \$10,000

- Company's name/logo included on our annual report printed and mailed to community members
- Company's name/logo included on our annual report hosted on our website
- Company's name/logo included on our annual report sent through our email marketing system
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Health and Basic Needs Programs

United Way funds services that strengthen the health and well-being of individuals and families who are most vulnerable.

In alignment with the community, United Way recognizes four programmatic areas necessary to achieve health and wellbeing: (1) Basic Needs, (2) Safe, Healthy, Affordable Housing, (3) Mental Health care, and (4) Medical and Dental care.

We address the community's health needs by targeting programs that demonstrate the following client and/or community outcomes:

- Progress toward stability including but not limited to obtaining access to healthcare, benefits/entitlements enrollment, securing or maintaining safe shelter/housing
- Healthy behaviors based on client goals, including but not limited to increases and maintenance of nutritious food intake and physical activity
- Decreases in negative health behaviors based on client goals including but not limited to substance misuse and high-risk sexual activity
- Measurable health improvements including but not limited to, improved and maintained blood sugar, decreased stress level, improved and maintained blood pressure, and decrease in depression

"Weathering the Storm:" Assisting in the Emergency Housing Crisis

Emergency shelter is often overlooked as a basic human need, but it is unfortunately the case for many that have housing options are at risk of being lost due to job loss. The impact of the COVID-19 pandemic have only intensified these obstacles. Yet dedicated programs such as The Salvation Army's Harbor House and True North of Columbia's Emergency Shelter have looked these head-on to continue providing urgent housing options.

The Salvation Army's Harbor House is the largest 24-hour emergency shelter in Boone County, serving men, women, and children. Harbor House adjusted its operations in many ways to address its ever-changing COVID-19 protocols, such as incorporating other means for social distancing and providing to-go lunches for its members. Making these changes allowed Harbor House to stay open and continue its services.

Throughout the COVID-19 pandemic, additionally, collaborating with partners like LOVE Columbia, Thrivent Programs, and Missouri Action Center are providing mental health services with real steps to achieving stable housing and employment opportunities. One client expressed their gratitude, stating "I appreciate your kindness, assistance, and guidance to transition into housing. God bless you!"

In September 2021, True North of Columbia experienced a flood at their emergency shelter location, causing an actual "tsunami" the organization had to "weather". True North of Columbia was able to "weather" True North of Columbia was able to staff service hours to continue providing safe shelter for its clients at that time while ensuring case management and other services operating. Though not an ideal situation, True North of Columbia weathered this storm without a major loss of service.

Designating Space for Growth: CCHA's Therapy Gardens

"The Therapy Garden group definitely enhances the treatment plan for clients. They give patients get to experience a group that is unlike all the other groups they go to, and they really enjoy the hands-on learning. Even if they go forward without an interest in gardening, they get a chance to think about other things they can incorporate into their lives and receive direct feedback on their progress and how they can improve it. They learn a lot about it, and they learn a lot about it, and they learn a lot about it."

The garden is a haven for the grandparents or parent or family who garden.

The attended quite a few times from one of the therapists and partners with Columbia Center for Urban Agriculture, Therapy Gardens for Drug and Alcohol Rehabilitation. The Therapy Gardens program brings indoor/outdoor combination sessions that focus on social and group communication opportunities. While inside, members engage in writing, development and group activities, and participate in activities such as planting seeds

and berries and composting while outside. These contributions become other participants to learn new skills and develop a healthy habit. In its inaugural season, the Therapy Garden program served over 275 individuals in collaboration. Expect to learn more information on how they have their respective organizations to address more urgent growing needs for home gardening.

In discussing the program, clients mentioned that the garden made them feel happy, at peace, relaxed, and inspired from a space to relax and unwind. Clients shared information regarding about gardening and how they can incorporate it into their lives. Clients mentioned that the garden has provided them with a sense of accomplishment. "I learned a lot about gardening and how to use different techniques. I also learned how much I enjoy gardening and will continue to do it when I have the time."

100% of infants obtained a crib.

100% of services received reported social support services positively impacted their ability to live independently.

100% of clients who experienced a crisis received a service delivery within 24 hours of specialist receiving the call.

100% of clients will have their utility bill paid, avoiding disconnection.



Donor Events

ADT: September-October, 2024
LC: September TBD 2024

Alexis de Tocqueville Society Reception Sponsor \$5,000

- Company's name/logo on signage at the reception
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Alexis de Tocqueville Society Reception Food Sponsor \$1,500

- Company's name/logo on signage at the reception

Leadership Circle Reception Sponsor \$1,200 (Multiple Available)

- Company's name/logo on signage at the reception
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Leadership Circle Reception Food Sponsor \$1,500

- Company's name/logo on signage at the reception

Golf Tournament

March TBD 2024



Indoor Golf Tournament at Midway Golf and Games!

Similar to the experience of a traditional golf tournament but held at The Emerald Club presented by Paytient. This event can accommodate up to 48 golfers in the 8 state-of-the-art Toptracer golf bays.

Presenting Sponsor **\$15,000**

This sponsorship recognition includes:

- Company's name/logo in our March email newsletter to 7,000+ contacts
- Company's name/logo on event tshirts
- Company's name/logo on event signage
- Company's name/logo on our website
- Company's name/logo UW social media posts
- Company's name/logo on internal communications for participating companies

Lunch 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 included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Game Sponsor **\$1,000** (Multiple Available)

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 included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Team Sponsor **\$500** (Multiple Available)

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 included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Diversity, Equity & Inclusion

Grants awarded
November 2024

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

Equity Fund 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
- Company name mentions on media channels

IDE Grants **\$25,000**

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
- Company name mentions on media channels

Impact Areas

Grants awarded annually
in November

Impact Area Sponsors **\$50,000**

Health, Financial Stability, Education

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo in email newsletter

Live United Day

November 21, 2024

Live United Day is when Heart of Missouri United Way announces their impact grant investments for the following year. Give 5 graduation also takes place during this event.

Presenting Sponsor **\$5,000**

This sponsorship recognition includes:

- Company's name/logo on our website
- Company's name/logo on email invitations

Lunch 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

CoMo Gives

December 2024

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

*Matching Gift Sponsor **\$2,500** (Multiple 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

*Peer to Peer Sponsor **\$1,000** (Multiple 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



12 Days of Christmas

12 Days of Christmas is a fundraising effort where individuals who donate to Heart of Missouri United Way during the online event are entered into a raffle to win items at various values.

*Item Sponsor **GIK** (Multiple Available)*

3 items valued at \$250+

3 items valued at \$500+

3 items valued at \$750+

3 items valued at \$1,000+

Year end holiday card "gift to United Way to honor customers

- Company's name/logo included on our monthly newsletter
- Company's name/logo included on email marketing for the fundraiser
- Company's name/logo included on our website
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Volunteer Website

One year sponsorship
August 2024-June 2025

Presenting Sponsor **\$3,000**

This sponsorship recognition includes:

- Company's name/logo on our website **volunteer.uwheartmo.org**

Marketing Support

Year-round

Newsletter Sponsor **\$250 per newsletter** (Multiple Months Available)

- Company's name/logo included on our monthly newsletter, sent to 7,000 contacts
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Media Support **\$1,000+** (Multiple Available)

(Ads in Como Mag, Tip-In, TV, Radio, Etc.)

Live United 365

Year-round

LU365 Sponsorship for Small Business **\$365**

- Discount card (10%) for people to shop there
- Campaign Signs/Posters to hang in business

2023 Sponsors

Boone Health
Central Bank of Boone County
Columbia Insurance Group
Commerce Bank
Como 411
Delta Sigma Theta
EquipmentShare
Hawthorn Bank

Joe Machens Ford
MU Health Care
Polished
Shelter Insurance Companies
The Peace Nook
Veterans United Foundation
Williams Keepers
Woodhaven

Community Impact Special Projects

Quarterly in
2024

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

Project Sponsor

- \$5,000** 50-100 employee/volunteer project
- \$2,500** 20-50 employee/volunteer project
- \$1,000** 1-10 employee/volunteer project

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



Meetings

Partner Meeting Sponsor

**Occurs quarterly*

Full Year \$1,000

Per Meeting \$250

- Company's name/logo on signage at the quarterly meeting
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn

Board of Directors Meeting Sponsor

**Occurs every third Wednesday of the month*

Full Year \$1,200

Monthly \$100

- Company's name/logo on signage at the monthly Board of Directors meeting
- Company's name/logo included on social media posts on Facebook, Instagram, Twitter, and LinkedIn



Sponsorships by Price

\$50,000	Presenting for Impact Areas	\$2,500	Campaign Yard Signs
\$25,000	Equity Fund Naming Sponsor	\$2,500	CoMo Gives Matching Gift
\$25,000	Transportation for Give 5	\$2,000	Reusable Bag Sponsorship
\$15,000	Campaign Kickoff Presenting	\$2,000	Campaign Poster Sponsor
\$15,000	Read Across Columbia	\$1,500	MU Homecoming Parade Float
\$15,000	Golf Tournament Presenting	\$1,500	LC Reception Food Sponsor
\$15,000	Day of Caring	\$1,200	BOD meetings (coffee)
\$15,000	Day of Action	\$1,000	MU HoCoParade Candy
\$15,000	Give 5 food sponsor	\$1,000	Campaign Kickoff Team
\$10,000	IDE Grants	\$1,000	CEO Breakfast Table Sponsors
\$10,000	Annual Report	\$1,000	Golf Tournament Games
\$10,000	Give 5 Transportation	\$1,000	Pacesetter Recognition Ad
\$7,500	Additional Book Sponsor(s)	\$1,000	1-10 employee/Volunteer
\$7,500	Give 5 Resources sponsorship	\$1,000	RAC Print & Social Media
\$6,708	Loaned Executive Employee	\$1,000	CoMo Gives P2P Challenge
\$6,500	RAC Book Sponsor	\$500	Campaign Kickoff Snack
\$5,000	50-100 Employee/Volunteer	\$500	Loaned Executive Reception
\$5,000	Give 5 food sponsor	\$500	RAC Book Bags
\$5,000	Day of Caring T-shirts	\$500	CEO Breakfast Print Materials/ Advance Materials
\$5,000	Day of Caring Lunch	\$500	Golf Tournament Teams of five (\$100 per person)
\$5,000	Day of Caring Breakfast	\$500	LU365 Sponsorship
\$5,000	Day of Action Lunch	\$500	Campaign Kickoff Champion of Summer Trophy
\$5,000	Golf Tournament Lunch	\$365	Executive Director Partners Meeting (Quarterly) Newsletter
\$5,000	Live United Day Presenting	\$250	
\$5,000	Alexis de Tocqueville Society	\$250	
\$5,000	Leadership Circle Reception	\$250	
\$5,000	Campaign Tools	\$250	
\$5,000	Campaign Video	\$250	
\$3,000	Volunteer Website		
\$3,000	Wellness Kit Projects		
\$2,500	Give 5 resources sponsorship		Golf Tournament 50/50 Raffle
\$2,500	Pacesetter Breakfast		Media Support
\$2,500	CEO Breakfast Presenting		
\$2,500	Campaign T-shirts		Level Up Day
\$2,500	Pledge Forms		Fight for Literacy
\$2,500	Campaign Kickoff Lunch		
\$2,500	Campaign Kickoff Game		
\$2,500	20-50 employee/Volunteer		
\$2,500	Campaign Kickoff Media		
\$2,500	Pacesetter Awards		