

**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 Available, Fall SECURED**

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** (1 **SECURED**, Additional 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* **SECURED**

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**

### **2 SECURED, Additional Available**

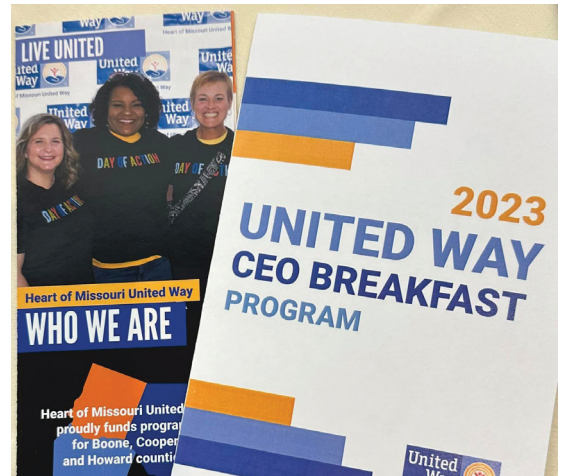
This sponsorship recognition includes:

- 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 **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



## 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



# Week of Action

June 15-21 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 **SECURED**

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 **SECURED**

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

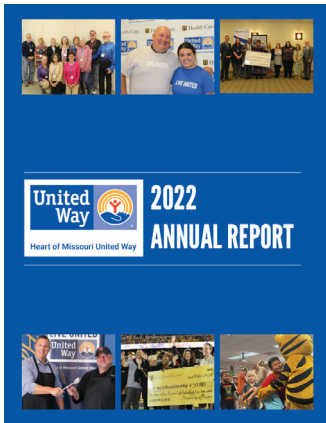


# Annual Report

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, or at least the space to set up their own space. The impact of the COVID-19 pandemic has 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 better financial resources 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 rescue efforts 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.

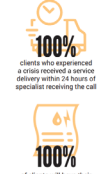
### Designating Space for Growth: CCHA's Therapy Gardens

"The Therapy Garden group definitely enhances the treatment plan for clients. They give patients the opportunity to experience a group that is unlike all the other groups they go to, and they really enjoy participating in the 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 support from the group. They learn a lot about gardening, but people can also learn about it when they are in the garden with a parent or family who garden."

The extended quote above comes from one of the therapists that partners with Columbia Center for Urban Agriculture, Therapy Gardens for Drug and Alcohol Rehabilitation. The Therapy Gardens program brings indoor/outdoor combination sessions for those inpatient and pre-admission care patients in. While inside, members engage in writing, development and group interventions, and participate in activities such as planting seeds

and herbs and composting while outside. These combinations become active participants to learn new skills and develop a healthy body. In its inaugural session, the Therapy Garden program served over 275 individuals in collaboration. Expect to learn more information on how they have their respective rehabilitation programs to address more urgent growing goals 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 learned important knowledge about gardening such as about invasive insects and the use of them, but also about the space has provided from personal care experience. "I learned about the local garden and community staff going on. I learned a lot and have been able to water different vegetables. I also learned how much I enjoy gardening and will experience the outdoors now on my own."



## 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](http://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/<br>Advance Materials              |
| \$5,000  | Day of Caring Lunch           | \$500   | Golf Tournament Teams of five<br>(\$100 per person)              |
| \$5,000  | Day of Caring Breakfast       | \$500   | LU365 Sponsorship  |
| \$5,000  | Day of Action Lunch           | \$500   | Campaign Kickoff Champion of<br>Summer Trophy                    |
| \$5,000  | Golf Tournament Lunch         | \$365   | Executive Director Partners<br>Meeting (Quarterly)<br>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             |         |  |