



United Way  
of Pickens County

# Corporate Sponsorship Opportunities

3rd Grade  
Reading

**LIVE UNITED**





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# DOING MORE FOR YOUR BUSINESS WHILE DOING MORE FOR YOUR COMMUNITY



Social causes are an important business strategy for companies of all sizes. As part of your complete strategy for corporate social responsibility, consider a partnership with United Way of Pickens County. You'll align your business with a local non-profit that's doing more to transform lives right here in our community—and you'll connect with a worldwide brand that brings social responsibility to life.

## Increase year-round visibility

Your company's brand will be on display at events, in the press, and in social media **year-round** to a broad network of other companies, employees, individual donors, and volunteers.

## Lift employee morale

Employees enjoy rallying around a shared cause. Recent surveys show that **93% of employees** want to work for a company who shares their values.

## Forge valuable connections

Being a corporate sponsor places you among fellow corporate influencers and community leaders.

## Differentiate your company

Prospective employees and customers take notice when you support their community!

## Receive the recognition your company deserves

Your support of local philanthropy, volunteerism, and advocacy is **EXTRAORDINARY**, and we are excited to celebrate and recognize your efforts.



With tiered sponsor levels, you can design a plan that meets your engagement and impact goals, as well as your budget.

Become a **corporate sponsor** today. Your business will be uniquely and meaningfully positioned as a leader doing more to support positive change in our community.



Your return in investment will be measured in media impressions, brand exposure, networking outreach, and **LIVES CHANGED.**





## Local Giving = Local Results

Your investment stays local. Help make a difference right here in the community where we all live, work, and play.

## Join the Network

United Way is a collaborator of resources and expertise across our community. Join the network to help bring people together, and inspire local action to make a difference.

## Small Effort, Big Impact

Choose the options that best suit your needs as a company, and have the confidence that your investments are making a long-term, impactful difference in the lives of your neighbors.

## A BOLD GOAL: 3RD GRADE READING

Education is the cornerstone of individual and community success. It is essential to getting and keeping a job with a livable wage and health benefits, and it is fundamental to a community's prosperity: a well-educated workforce attracts world-class jobs.

United Way of Pickens County seeks to help children and youth achieve their potential through education and has established a bold goal that **70% of 3rd graders will be reading on grade level by 2025.**

Your sponsorship of **Camp iRock** will help children build essential reading skills. Learn more about the sponsorship levels and benefits for **Camp iRock** on the following pages.



# CAMP IROCK & ABEL'S STORY



United Way of Pickens County has partnered with the School District of Pickens County and the Pickens County YMCA to address summer learning loss and improve 3rd grade reading through **Camp iRock**, a successful summer program for struggling readers in rising 1st – 4th grades. Staffed by teachers, YMCA camp counselors, and Call Me MiSTER inters, Camp iRock provides intensive reading instruction in an enriching summer camp environment.



## YOUR SPONSORSHIP IN THE EYES OF A CHILD: ABEL'S STORY



Abel Bishop attended Camp iRock in the Summer of 2022. His prior school year had been a nightmare consisting of daily meltdowns. He suffered from debilitating anxiety and had recently been diagnosed on the autism spectrum.

When Abel got the invitation to attend Camp iRock, his mom, Melissa was both excited and nervous. Could the intervention that Camp iRock provides be what Abel needed? But how would Abel do in that environment? He was shy & reserved, and his confidence was at rock bottom.

Abel was ecstatic when he received the invitation. "Mom, I HAVE to go!" he told his mom. Although it took him a few days to warm up at camp, Abel began to thrive. His teachers, YMCA counselors, and Call Me MiSTERS knew just what he needed. By the end of camp, Abel's reading scores had improved tremendously and he had a new confidence and zeal to learn.

Abel not only recognizes the difference that Camp iRock has made in his life, but he knows that there were generous sponsors who made that possible. When he and his mom are driving through town and they pass by a business that sponsored Camp iRock last year, Abel will say, "Hey, I know them! They helped send me to Camp iRock!"

The Fall after Camp iRock, Melissa attended United Way's Annual Meeting to speak about the difference that Camp iRock had made in Abel's life. Though Abel couldn't be there, he wanted to be there in spirit. So the night before the event, he and his mom wrote down some of Abel's favorite Camp iRock moments on two canvas boards. On two other canvases, a "thank you" to all of the sponsors and donors who made those moments possible. **Become a Camp iRock sponsor today, and be a hero in the eyes of the campers whose lives you will change forever.**



# SPONSORSHIP LEVELS: CHAMPION AND VISIONARY



## Champion Level

\$10,000

- Naming rights for Camp iRock ("2023 Camp iRock, sponsored by YOUR COMPANY NAME")
- Presentation opportunity at Camp iRock graduation attended by students, family, and staff
- Opportunity to host student field trip at your company
- Billboard mention in Pickens County
- Special mention at United Way Annual Meeting
- "Proud Supporter of 3rd Grade Reading" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Camp iRock t-shirts given to students and camp staff
- Logo displayed at all 9 Born Learning Trails in Pickens County

## Visionary Level

\$5,000

- Naming rights for one Camp iRock site ("Liberty Elementary site, sponsored by YOUR COMPANY NAME")
- Opportunity to host student field trip at your company
- Billboard mention in Pickens County
- Special mention at United Way Annual Meeting
- "Proud Supporter of 3rd Grade Reading" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Camp iRock t-shirts given to students and camp staff
- Logo displayed at 5 Born Learning Trails in Pickens County

**\*All-inclusive media package:** Press release that will be shared to the media, on United Way's website, and on United Way's social media platforms. Content will also be sent to you to customize and share on your own platforms.

# SPONSORSHIP LEVELS: IMPACTER AND SUPPORTER



## Impacter Level

**\$2,500**

- Naming rights for a Camp iRock classroom ("Mrs. Smith's classroom, sponsored by YOUR COMPANY NAME")
- Special mention at United Way Annual Meeting
- "Proud Supporter of 3rd Grade Reading" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Camp iRock t-shirts given to students and camp staff
- Logo displayed at 2 Born Learning Trails in Pickens County

## Supporter Level

**\$1,000**

- Special mention at United Way Annual Meeting
- "Proud Supporter of 3rd Grade Reading" banner provided to hang in your place of business
- Limited media package\*\*
- Company logo displayed on Camp iRock t-shirts given to students and camp staff
- Logo displayed at 1 Born Learning Trail in Pickens County

**\*All-inclusive media package:** Press release that will be shared to the media, on United Way's website, and on United Way's social media platforms. Content will also be sent to you to customize and share on your own platforms.

**\*\*Limited media package:** Recognition on United Way's website, and on United Way's social media platforms. Content will also be sent to you to customize and share on your own platforms.

# SPONSORSHIP LEVELS: ADVOCATE



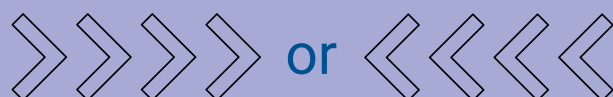
## Advocate Level

\$500

- Special mention at United Way Annual Meeting
- "Proud Supporter of 3rd Grade Reading" banner provided to hang in your place of business
- Company logo displayed on Camp iRock t-shirts given to students and camp staff

## Customized Sponsorships

If you have other benefit items in mind



If you would like to target your sponsorship to other focus areas,

**Financial Stability** or **Mental Health**,  
we would love to get you information about those areas and customize a package just for you!



# SPONSORSHIP LEVELS AT A GLANCE



	Champion \$10,000	Visionary \$5,000	Impacter \$2,500	Supporter \$1,000	Advocate \$500
<b>Naming Rights</b>	Camp iRock	1 Camp iRock site	1 Camp iRock classroom	-----	-----
<b>Presentation opportunity</b>	✓	-----	-----	-----	-----
<b>Host opportunity</b>	✓	✓	-----	-----	-----
<b>Billboard mention</b>	✓	✓	-----	-----	-----
<b>Event mention</b>	✓	✓	✓	✓	✓
<b>Banner at your workplace</b>	✓	✓	✓	✓	✓
<b>Media Package</b>	All-inclusive	All-inclusive	All-inclusive	Limited	-----
<b>Logo displayed</b>	Camp shirts + all 9 Born Learning Trails	Camp shirts + 5 Born Learning Trails	Camp shirts + 2 Born Learning Trails	Camp shirts + 1 Born Learning Trail	Camp shirts

# SPONSORSHIP AGREEMENT AND PAYMENT



Please complete the information below and send/scan to United Way of Pickens County.

Business Name: \_\_\_\_\_  
Primary Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Business Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



Please select your package and payment preferences within that package:

<input type="checkbox"/> <b>CHAMPION</b> <b>\$10,000</b>	<input type="checkbox"/> <b>VISIONARY</b> <b>\$5,000</b>	<input type="checkbox"/> <b>IMPACTER</b> <b>\$2,500</b>	<input type="checkbox"/> <b>SUPPORTER</b> <b>\$1,000</b>	<input type="checkbox"/> <b>ADVOCATE</b> <b>\$500</b>
<input type="radio"/> Check (enclosed)	<input type="radio"/> Check (enclosed)	<input type="radio"/> Check (enclosed)	<input type="radio"/> Check (enclosed)	<input type="radio"/> Check (enclosed)
<input type="radio"/> Online credit card donation	<input type="radio"/> Online credit card donation	<input type="radio"/> Online credit card donation	<input type="radio"/> Online credit card donation	<input type="radio"/> Online credit card donation
<input type="radio"/> Invoice	<input type="radio"/> Invoice	<input type="radio"/> Invoice	<input type="radio"/> Invoice	<input type="radio"/> Invoice

**To send form by mail, send to:**  
United Way of Pickens County  
PO Box 96  
Easley, SC 29641

**To send form by email, scan and email to:**  
Jeremy Price  
jprice@uwpickens.org

**To pay by credit card, go to:**  
[www.uwpickens.org/sponsorship](http://www.uwpickens.org/sponsorship) (or scan the QR code above)

## CONNECT:



[www.uwpickens.org](http://www.uwpickens.org)



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