

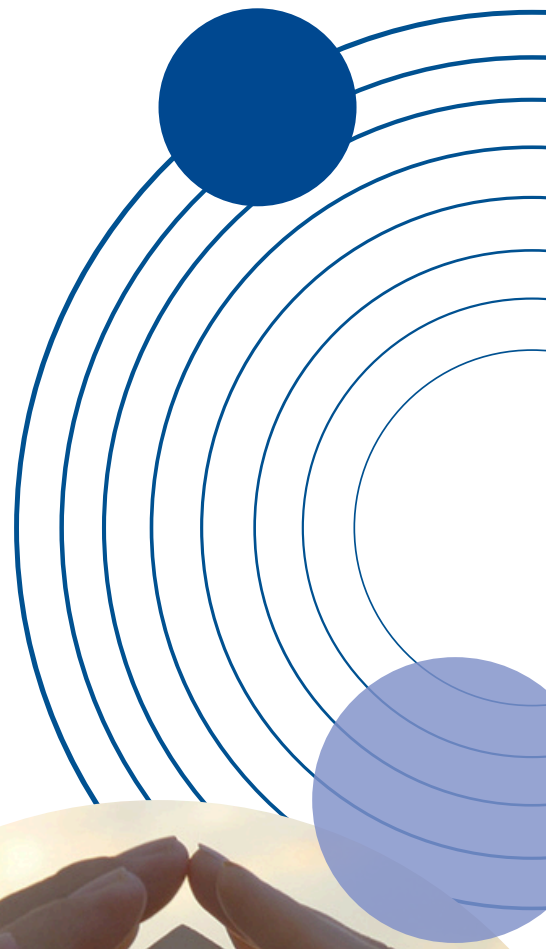


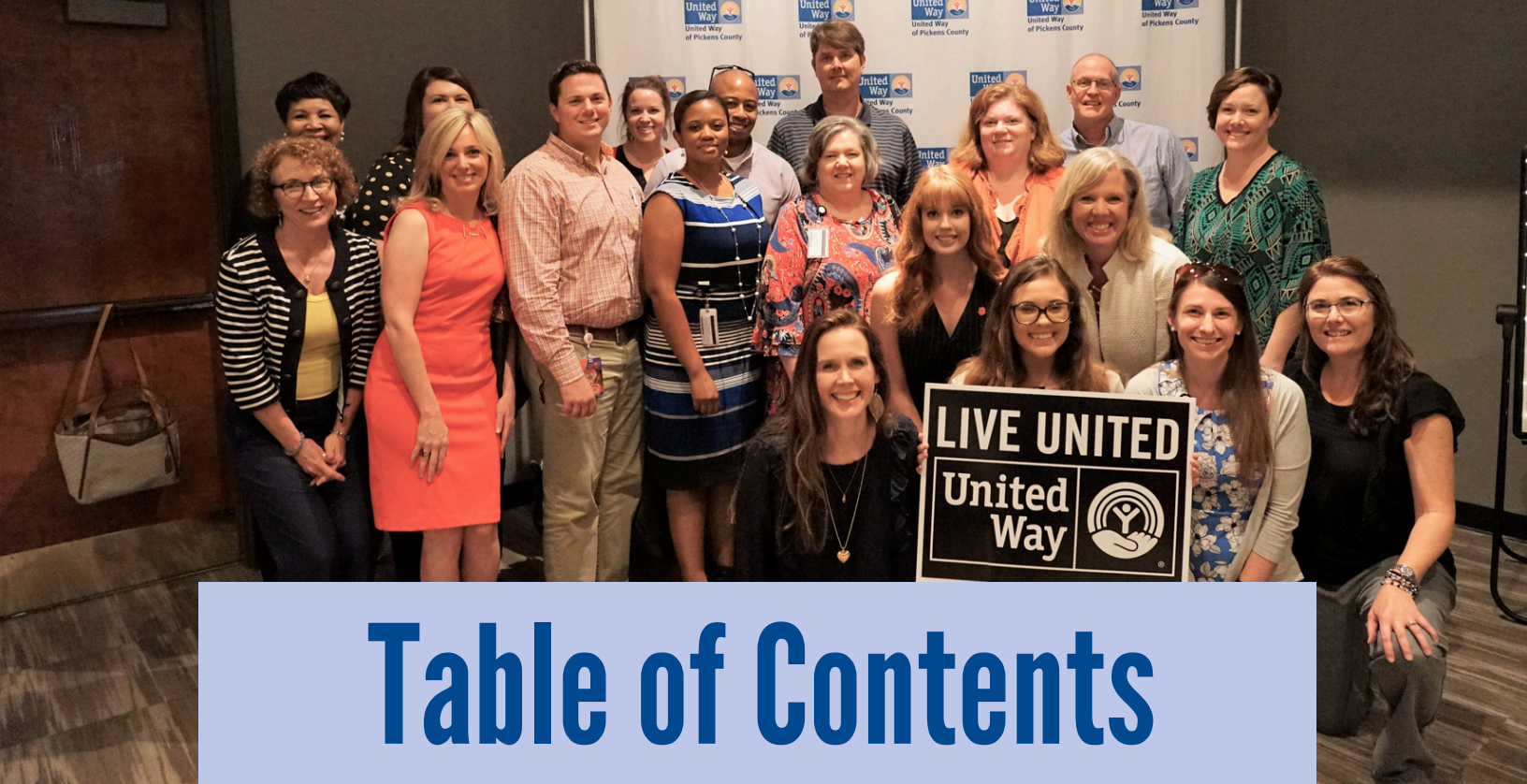
United Way  
of Pickens County

# Corporate Sponsorship Opportunities

Financial Stability

**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.

## THE FIGHT FOR FINANCIAL STABILITY

Many people struggle to get by, even working multiple jobs. **Family-sustaining income** is a cornerstone of financial stability: the key to paying the rent, putting food on the table, and affording childcare and transportation. It is also the springboard to longer term asset building strategies, such as saving to buy a home, sending kids to college, and saving for retirement.

United Way of Pickens County partners with the local community to develop **resources and opportunities to help individuals and families become financially stable and independent.**

As a corporate sponsor, you provide vital programs that provide those resources and opportunities. From resource navigation, to free tax preparation (**Free File**), to financial coaching (**Pathways**), your sponsorship means so much to families and individuals who are desperately seeking financial stability. See the next page to learn more about programs like Free File and Pathways.

# PATHWAYS & FREE FILE, THE JOHNSON FAMILY



The **Pathways** and **Free File** programs serve thousands of individuals and families in Pickens County each year, and they each have an incredible, unique impact on the lives of those who take advantage of these resources.



**Pathways** is a 6-18 month intensive, one-on-one financial coaching program designed to equip hardworking, low-income individuals and families with the *skills, assistance, knowledge, and resources* necessary to achieve freedom over their finances. Financial coaching sessions focus on budgeting, debt management, asset-building, credit and more.



UNITED WAY OF PICKENS COUNTY  
**FREE FILE**

**Free File**, UWPC's free tax preparation program, provides high-quality tax preparation services to individuals and families, to *ensure hard-working people get every dollar they deserve*. This service is available to households with incomes of \$60,000 or less, and taxes are prepared by trained, IRS certified volunteers.

## YOUR SPONSORSHIP IN THE EYES OF A FAMILY

When Sarah Johnson, a hard-working single mother, came into the Pathways program, she was living in "survival mode" and barely making ends meet. She had never been taught basic financial literacy skills, like managing a budget and creating a savings plan. She was living paycheck to paycheck, barely managing to pay her bills, and she was one small crisis away from financially falling off the edge. With the help of her Pathways Success Coach, Sarah became equipped with the tools to take control over her finances. When tax time rolled around, she was referred to Free File, where volunteers helped Sarah maximize every tax credit she was eligible to receive. Armed with a healthy tax refund and newfound financial skills, Sarah opened her first emergency savings account... a huge milestone for her!

In the eyes of Sarah and her family, the programs that your corporate sponsorship provides are priceless. **Become a corporate sponsor today and meet both immediate and long-term needs for families and individuals right here in Pickens County.**



# SPONSORSHIP LEVELS: CHAMPION AND VISIONARY



## Champion Level

\$10,000

- Naming rights for Free File ("2023 Free File, sponsored by YOUR COMPANY NAME")
- Naming rights for Financial Stability classroom and training room in West End Hall
- Billboard mention in Pickens County
- Special mention at United Way Annual Meeting and Free File Volunteer Appreciation Luncheon
- "Proud Supporter of Financial Stability" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Free File t-shirts
- Opportunity to leave promotional items at Free File sites
- Logo displayed on educational materials included in Free File tax envelopes

## Visionary Level

\$5,000

- Naming rights for one Free File site
- Billboard mention in Pickens County
- Special mention at United Way Annual Meeting and Free File Volunteer Appreciation Luncheon
- "Proud Supporter of Financial Stability" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Free File t-shirts
- Opportunity to leave promotional items at Free File sites
- Logo displayed on educational materials included in Free File tax envelopes

**\*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**

- Special mention at United Way Annual Meeting and Free File Volunteer Appreciation Luncheon
- "Proud Supporter of Financial Stability" banner provided to hang in your place of business
- All-inclusive media package\*
- Company logo displayed on Free File t-shirts
- Opportunity to leave promotional items at Free File sites
- Logo displayed on educational materials included in Free File tax envelopes

## Supporter Level

**\$1,000**

- Special mention at United Way Annual Meeting and Free File Volunteer Appreciation Luncheon
- "Proud Supporter of Financial Stability" banner provided to hang in your place of business
- Limited media package\*
- Company logo displayed on Free File t-shirts
- Opportunity to leave promotional items at Free File sites
- Logo displayed on educational materials included in Free File tax envelopes

**\*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



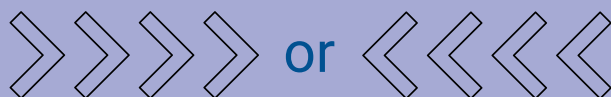
## Advocate Level

\$500

- Special mention at United Way Annual Meeting and Free File Volunteer Appreciation Luncheon
- "Proud Supporter of Financial Stability" banner provided to hang in your place of business
- Company logo displayed on Free File t-shirts

## Customized Sponsorships

If you have other benefit items in mind



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

**3rd Grade Reading 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>	Classroom + Free File program	1 Free File site	-----	-----	-----
<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>	Free File shirts + educational materials	Free File shirts + educational materials	Free File shirts + educational materials	Free File shirts + educational materials	Free File shirts + educational materials

# 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)



United Way of Pickens  
County



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