



PARTNER WITH US.

LIVE UNITED

Our sponsors go above and beyond their workplace campaigns and corporate contributions by supporting events that help us make an even bigger impact. When your workplace partners with United Way, you create opportunities to engage your employees more deeply. You activate the process of permanent, positive change. And you connect your brand to a trusted nonprofit that is building a better, brighter community.



United Way
of Greater Nashville

United Way of Greater Nashville 2024 Annual Meeting Sponsorship Opportunities



Each Spring, hundreds of business leaders, nonprofit professionals and government officials gather to hear directly from United Way and community leaders about how we are bringing Greater Nashville together to address our most pressing issues.

Your sponsorship will showcase your brand as a leader in the community while supporting causes and initiatives that improve the lives of our most vulnerable neighbors.

SPONSOR BENEFITS:	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Mention in all event-related media releases	●	-	-	-
Recognition during program as event sponsor	●	●	-	-
Recognition as a corporate sponsor in United Way's 2023 Annual Report	●	●	-	-
Logo/mention in event invitation and related email communications* (90,000+ subscribers)	●	●	●	-
Logo recognition on United Way's Annual Meeting Eventbrite page	●	●	●	●
Logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as event sponsor (75,000+ impressions/month)	5	3	1	1

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.



United Way of Greater Nashville 2024 Days of Action Sponsorship Opportunities

Invest in a better community by partnering with United Way for our annual Day of Action community-wide volunteer efforts. Your sponsorship grows your brand by gaining exposure to more than 58,000 supporters; gives your colleagues the chance to build camaraderie and give back; and supports causes and initiatives that improve the lives of our most vulnerable neighbors.



- **United We Read (April)** brings volunteers to local childcare centers to share the gift of reading and support families in growing their access to books.
- **Stuff the Bus (July)** provides local elementary students with backpacks of supplies for the first day of school.
- **Give Thanks (November)** volunteers collect food items to provide holiday meals and supplemental food to families in need.

SPONSOR BENEFITS:	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Mention in all Day of Action media releases	●	●	-	-
Recognition as a corporate sponsor in United Way's 2023 Annual Report	●	●	-	-
Logo recognition on United Way website (4,000+ visitors/month)	●	●	●	●
Logo on all Day of Action event signage and promotional materials*	●	●	●	●
Logo/mention in all event invitations and related email communications* (90,000+ subscribers)	●	●	●	●
Reserved volunteer spots for employees/partners at each Day of Action event	50	25	10	5
Reserved volunteer spots for exclusive next-day package delivery opportunities (if applicable)	15	10	5	3
Custom posts on United Way social media channels as a Day of Action sponsor (75,000+ impressions/month)	5	3	2	1

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.



United Way of Greater Nashville 2024 Young Leaders Society Event Sponsorship Opportunities

The Young Leaders Society is a network of passionate young professionals creating lasting impact in their communities. YLS members connect with each other and their community through leadership development, volunteer opportunities, networking experiences and more. We host several events throughout the year to give young professionals the chance to connect, give back and dig deeper into the issues affecting our community.



Your sponsorship grows your brand by gaining exposure to donors, volunteers, corporate partners and nonprofit agencies while helping us grow our membership so that we can make an even greater impact on our neighbors who need it most.

- Unlabeled (February)
- Networking Over Nashville (October)

SPONSOR LEVEL:	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Company logo and/or mention in event invitation and related email communications*	●	●	●	●
Company logo on all event signage and promotional materials*	●	●	●	●
Custom posts on United Way social media channels as event sponsor	●	●	-	-
Logo recognition on Young Leaders Society web page and all event pages	●	●	●	●
Opportunity to provide branded marketing materials and/or items	●	●	●	-
Complimentary tickets to event	10	6	4	2
Recognition as sponsor during event	●	●	●	●
Opportunity to address audience	●	-	-	-
Opportunity to have six-foot table at in-person events	●	-	-	-

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Jamie Roy at jamie.roy@unitedwaygn.org or 615.780.2502.



United Way of Greater Nashville Patricia Hart Society's Annual Spring Fundraiser



The Patricia Hart Society is a group of dedicated community members of all ages and backgrounds committed to improving literacy for children in our community. The Society's vision is to create opportunities for women to take a leadership role in positively impacting the community. Patricia Hart, a Williamson County resident and active community volunteer, agreed to lend her name to this endeavor because of her strong belief in United Way. The 2024 event brings together hundreds of people to hear enjoy cocktails, a silent auction and the opportunity to connect and network with philanthropic leaders in our community.

Your sponsorship grows your brand by gaining exposure to donors, volunteers, corporate partners and nonprofit agencies while supporting our work to ensure that every person in our community has an equal chance at a bright future.

SPONSOR LEVEL:	PRESENTING \$15,000	SPOTLIGHT \$10,000	BUBBLY or BITES \$5,000 ea.	SPRITZ or PROGRAM \$2,500 ea.	TABLE HOST \$1,250	FRIEND OF PHS \$1,000
Company logo or name mention on website and related email communications*	●	●	●	●	-	●
Company logo on all event signage and promotional materials*	●	●	●	●	-	●
Ad in event program	Full-page ad	Full-page ad	Half-page ad	Quarter-page ad	-	-
Custom posts or tagged mention on United Way social media channels	●	●	●	●	-	●
Logo recognition on Patricia Hart Society web page and all event pages	●	●	●	●	-	-
Opportunity to provide branded marketing materials and/or items	●	●	●	-	-	-
Complimentary tickets to event	10	10	6	4	10	2
Recognition as sponsor during event program	●	●	●	●	Company name on Table	Company name on Table

* Subject to print/distribution deadlines.

For more information or to become a sponsor, contact Jamie Roy at jamie.roy@unitedwaygn.org or 615.780.2502.



Ready to get started?

To learn more about partnering with United Way of Greater Nashville, contact Courtney Barlar at courtney.barlar@unitedwaygn.org or 615.780.2407.

United Way of Greater Nashville

Serving Cheatham, Davidson, Dickson, Hickman, Houston, Montgomery, Robertson, Stewart and Williamson counties

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