

UNITED WE WIN.

LIVE UNITED

United Way of Metropolitan Nashville 2019 Days of Action Sponsorship Opportunities

Invest in a better Nashville by partnering with United Way. Your sponsorship **grows your brand** by gaining exposure to more than 4,000 volunteers and corporate partners; gets your colleagues out of the office for a day of **team-building**, camaraderie and giving back; and **supports causes and initiatives** that improve the lives of our most vulnerable neighbors.



- **Level Up for Literacy (March)** works to build libraries in Metro Nashville Public Schools classrooms so that every child has access to books and the opportunity to improve their literacy skills.
- **Stuff the Bus (August)** provides at-risk students with the school supplies they need to succeed.
- **Give Thanks (October)** volunteers collect food items to provide Thanksgiving meals to our neighbors in need.

SPONSOR BENEFITS:	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000
Opportunity to make remarks during Day of Action event programs	●		
Opportunity to staff a table or distribute materials at Day of Action events	●		
Recognition at 2020 United Way Annual Community Meeting	●		
Mention in all Day of Action media releases	●	●	
Recognition as a corporate sponsor in United Way 2019 Annual Report	●	●	
Logo recognition on United Way website (5,000 visitors/month)	●	●	●
Logo on all Day of Action event signage and promotional materials*	●	●	●
Logo/mention in all event invitations and related email communications* (30,000+ subscribers)	●	●	●
Reserved volunteer spots for employees/partners at each Day of Action event	50	25	10
Reserved Volunteer Spots for exclusive next-day package delivery opportunities (i.e. classroom library, backpack and Thanksgiving basket deliveries)	15	10	5
Custom posts on United Way social media channels as a Day of Action sponsor (75,000+ impressions/month)	5	3	1

* Subject to print/distribution deadlines.

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

