

Centennial Social Impact Partnerships



End local poverty

3,000 households by 2030

100 years of transforming your
compassion into community change



YOU CAN MAKE A HISTORIC IMPACT!

Thanks to supporters like you, United Way of Greater Greensboro is celebrating 100 Years of Transforming Your Compassion Into Community Change. As a Social Impact Partner, you'll be supporting children and families, community partnerships, and learning opportunities for all ages - **during our Centennial Year!**

As a Social Impact Partner, you will support:

- United Way's Family Success Centers - A nationally-recognized model that is helping over 500 local families leave poverty behind.
- Innovative strategic partnerships that helped over 57,000 people last year alone.
- Leadership training and development that inspires others to support local efforts to end poverty.

As a Social Impact Partner, your Corporation's dedication to ending poverty will be showcased in many ways including:

- In print and digital communications, and media coverage that will reach thousands of local consumers eager to support local companies that give back to the community.
- At diversely attended events that create true impact AND attract influential community members – including top business leaders, professionals and philanthropists – giving you a premier venue for networking.

Social Impact Partner BONUS

- Ticketed access to impact partner-sponsored events - attend with employees or clients!
- Special invites to volunteer throughout the year.



MORE THAN A SPONSORSHIP

- Our community has the resources to end poverty - with your support, we can bring them together!
- Your Impact Partnership will stay local and will help children and families.
- You can also feel good about your investment because thriving communities are good for business.



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Centennial Champions

We want to give you A LOT of props - Check out what it takes to become a Centennial Champion, and stake your place in history.

Investment Opportunities Do at least two of these be a Centennial Champion!		
Corporate Gifts	Corporate Campaign	Celebration Sponsorship
Continue or increase your corporate gift by any amount.	Conduct a corporate Campaign during our Centennial Year, April 1, 2022 - March 31, 2023	Bronze or above sponsorship at three or more Centennial Celebration Events
What you Get		
+ Special thank you section in United Way Annual Report + \$10,000 Special section in Annual Report with logo + \$100,000 Above & Press Release + \$1,000,000 Above & Personal Full Page TBJ ad	Annual Report Annual TBJ ad	Event advertising Event mention/displays Event attendance Brand exposure Social media
PLUS ALL CHAMPIONS GET...		
Recognized on office wall display Special Centennial Champions in TBJ Website page Social media		

End local poverty

3,000 households by 2030

100 years of transforming your compassion into community change

100
YEARS
1922 - 2022



United Way
of Greater Greensboro

THEORIES OF CHANGE

The Centennial Series



Hosted by Young Leaders, Women United,
African American Leadership and Leadership Circles

THEORIES OF CHANGE - THE CENTENNIAL SERIES

Join United Way for an educational and inspirational virtual lunch and learn series. Hear from local leaders on topics related to United Way's strategy to end local poverty. Be inspired to ACT! Grab your friends and join us.

This virtual series is free and participants are asked to register in advance - All events are typically 12 to 1 p.m. via Zoom

*Upcoming dates -
topics to be announced:*

March 16, 2022

July 13, 2022

April 6, 2022

August 10, 2022

May 11, 2022

October 12, 2022

THEORIES OF CHANGE

The Centennial Series

Six dates March - October 2022 | Virtual on Zoom

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

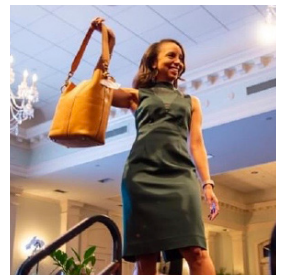
	PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE	FRIENDS
	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$250
Co-billing sponsorship on invitations, event materials and signage	✓					
Prominent sponsorship on invitations, event materials and signage		✓				
Sponsorship on invitations, event materials and signage			✓	✓	✓	✓
Press release recognition	✓	✓	✓	✓	✓	✓
Name/logo on screen throughout event	✓					
Name/logo on screen during event opening		✓	✓	✓	✓	✓
Opportunity to place materials at seats		✓	✓			
Opportunity to introduce event	✓					
Verbal recognition at event	✓	✓				
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓	✓

Free events | Average attendance: 100 people
Audience: Community leaders and civic-minded advocates

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.

Handbags

TO END POVERTY



JOIN US FOR THE 12TH ANNIVERSARY!

FRIDAY, MAY 20, 2022 5:30-8:30 P.M. | GRANDOVER RESORT

HOSTED BY
UNITED WAY
WOMEN UNITED

United Way 
United Way
of Greater Greensboro



May 20, 2022 | 5:30-8:30 p.m. | Grandover Resort

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

	PRESENTING	SIGNATURE	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	FRIEND
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,200	\$1,000	\$500
Co-billing sponsorship on invitations, electronic registration portal, event materials and signature event tote	✓							
Prominent sponsorship on invitations, electronic registration portal, event materials and signature event tote		✓						
Sponsorship/name on invitations, electronic registration portal, event materials and signature event tote			✓	✓	✓			
Press release recognition	✓	✓	✓	✓	✓			
Name/logo on screen throughout event	✓							
Name/logo on screen during event opening		✓	✓	✓	✓	✓		
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓			
Social media recognition	✓	✓	✓	✓	✓	✓		
Your choice of one complimentary raffle ticket	✓	✓	✓	✓	✓	✓		
Girlfriend Party Package with wine and goodies to share with guests	✓	✓	✓	✓	✓	✓	✓	
Recognition as Women United member for individual sponsorship (non-corporate)	✓	✓	✓	✓	✓	✓	✓	
Lasting Impact of your sponsorship to local families (see attached sheet)	✓	✓	✓	✓	✓	✓	✓	✓
Number of tickets	30	25	20	15	10	10	10	5
Reserved for individuals only; no businesses/corporations						✓	✓	✓

Average attendance: 400 people

Audience: Diverse philanthropically-minded female business & community leaders

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.

UNITED WAY OF GREATER GREENSBORO

2022

COMMUNITY
SPEAKER SERIES

Hosted by United Way Affinity Groups

FEATURING AUTHOR & INSPIRATIONAL SPEAKER
STEPHANIE LAND

September 12, 2022 • 11 a.m. to 1 p.m.
Grandover Resort & Spa

Stephanie Land, author of *New York Times* bestselling memoir *Maid*, which inspired a popular Netflix series, will present her story of escaping poverty: “Hard work, low pay, and a mother’s will to survive.”

UNITED WAY
AFRICAN AMERICAN
LEADERSHIP

UNITED WAY
WOMEN UNITED

UNITED WAY
YOUNG LEADERS

100
YEARS
1922 - 2022
United Way
of Greater Greensboro

UNITED WAY OF GREATER GREENSBORO

2022 COMMUNITY SPEAKER SERIES

Hosted by United Way Affinity Groups

September 12, 2022 | Grandover Resort & Spa

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

	PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE	TABLE SPONSOR	YOUTH SPONSOR
	\$50,000	\$20,000	\$10,000	\$5,000	\$3,000	\$1,500	\$1,200
Co-billing sponsorship on invitations, event materials and signage	✓						
Prominent sponsorship on invitations, event materials and signage		✓					
Sponsorship on invitations, event materials and signage	✓	✓	✓	✓	✓		
Press release recognition	✓	✓	✓	✓	✓	✓	
Name/logo on screen throughout event	✓						
Name/logo on screen during event opening		✓	✓	✓	✓	✓	✓
Opportunity to introduce speaker	✓						
Verbal recognition during event opening	✓	✓	✓				✓
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓		
Social media recognition	✓	✓	✓	✓			
VIP seating (only available in person)	✓	✓	✓				
Information/display table and place materials at seats (only available in person)	✓	✓					
Place materials at seats (only available in person)			✓				
Number of tickets to meet Stephanie Land at post-event reception. Includes group photo opportunity!	40	30	20	10	5	2	
Sponsor up to 10 youth to attend a pre-event with Stephanie Land and luncheon. You can provide an inspirational and educational experience!							✓

Average attendance: 500-600 people

Audience: Diverse caring residents, corporate & community leaders

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.

Individual Tickets (\$100) & Sponsorships available at: UnitedWayGSO.org/SpeakerSeries

100 years of
GOOD VIBES

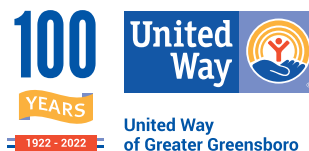


A concert series celebrating United Way of Greater Greensboro's centennial

Featuring KRS-One

September 30, 2022 • 7:30 - 9 p.m.
Carolina Theatre Greensboro

Proceeds will benefit United Way's
Guilford Success Network
& Family Success Centers



Grab a Special Centennial Beer & Celebrate with local musicians all month long!

J. Timber
@ Little Brother Brewing
Sept. 2, 7 p.m.

Wristband
@ Oden Brewing
Sept. 16, 7 p.m.

Drew Holgate Band
@ SouthEnd Brewing
Sept. 23, 7 p.m.

100 years of GOOD VIBES

Sept., 20, 2022 | 7:30 - 9 p.m. | Carolina Theatre | Throughout Month at Breweries

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE
\$30,000	\$20,000	\$10,000	\$5,000	\$2,500

Lead sponsorship on all event ads, materials and signage (all four concerts)	✓				
Prominent sponsorship on all event ads, materials and signage (all four concerts)		✓			
Featured sponsorship on all event ads, materials and signage (all four concerts)			✓	✓	✓
Opportunity to have a display table at KRS-One concert	✓	✓	✓		
Opportunity to give promotion items to every attendee (all four concerts)	✓	✓			
Opportunity to assist United Way on stage in introducing KRS-One during concert	✓	✓			
Press release recognition	✓	✓	✓	✓	✓
Verbal recognition at event	✓	✓	✓		
Name/logo on United Way's Corporate Sponsorship web page with hyperlink	✓	✓	✓	✓	✓
United Way social media and email recognition	✓	✓	✓	✓	✓
Tickets to attend KRS-One concert & VIP reception with shared 20 minute meet & greet	25	15	10	5	2

4 concert events | Prolonged audience exposure at 3 local breweries = thousands of impressions PLUS: Expected KRS-One attendance: 1,130 people
Audience: Mix of United Way investors of all levels and general public

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.

Individual Tickets (\$100, \$50, \$30, \$20) available on June 3, 2022 at: www.CarolinaTheatre.com

TRUNK-OR-TREAT



Join United Way of Greater Greensboro's Young Leaders and decorate your trunk in a festive, fall fashion and hand out candy and treats to children in our community!

VOLUNTEERS ARE NEEDED to host and decorate trunks & support the event!

SIGN UP TO HOST A TRUNK or VOLUNTEER:
www.UnitedWayGSO.org/Calendar



SUN., OCTOBER 30, 2022 2-4PM

UNITED WAY OF GREATER GREENSBORO PARKING LOT

1500 YANCEYVILLE STREET, GREENSBORO

HOSTED BY
UNITED WAY
YOUNG LEADERS



TRUNK-OR-TREAT

Oct., 29, 2022 | 2-4 p.m. | United Way's Parking Lot

SPONSORSHIP RECOGNITION BENEFITS

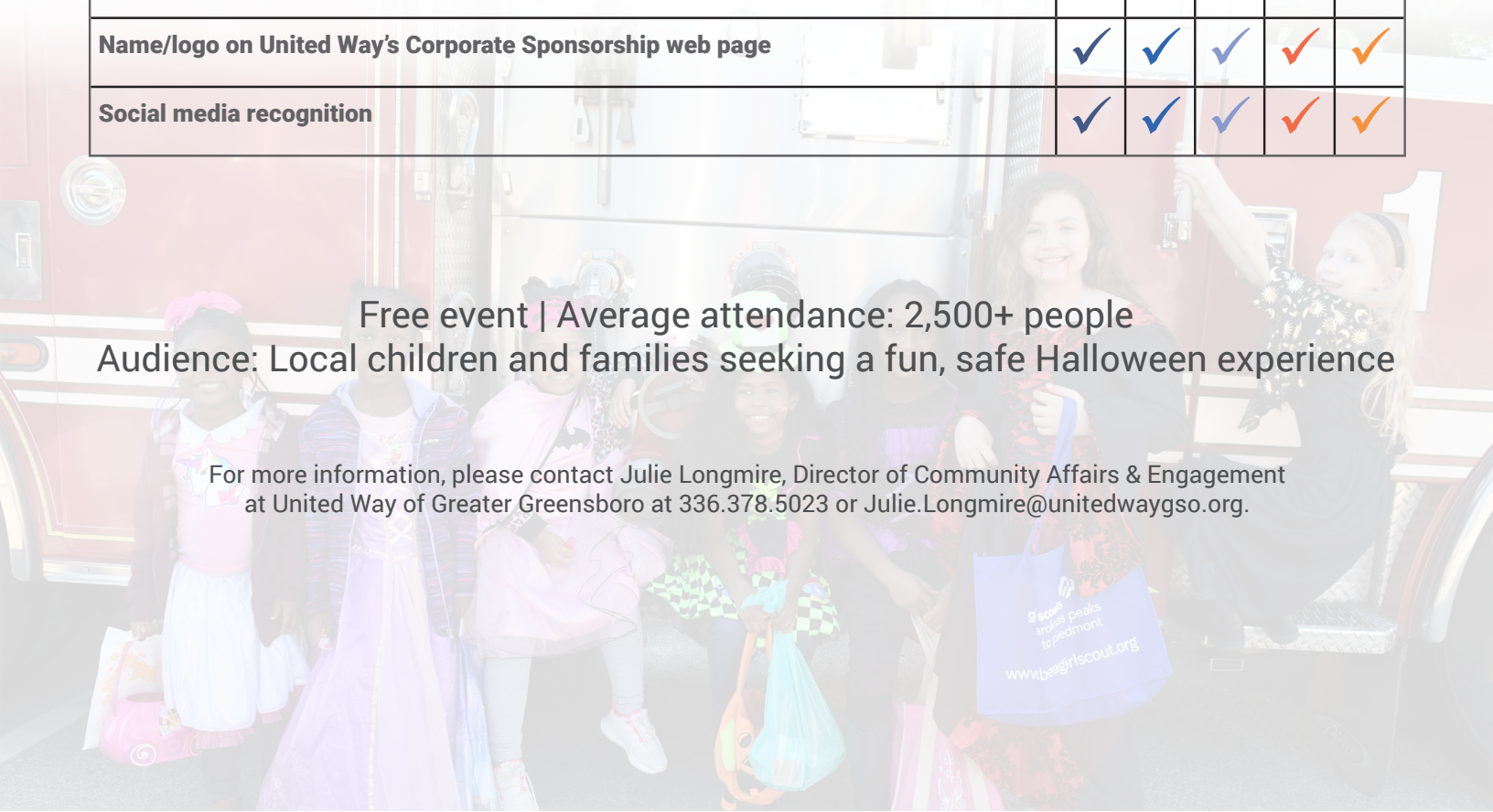
Bundle with at least one more event at the same level & save 10% off your total

PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE
\$2,500	\$1,000	\$750	\$500	\$250

Co-billing sponsorship on event materials and signage	✓				
Prominent sponsorship on event materials and signage		✓			
Sponsorship on event materials and signage			✓	✓	✓
Opportunity to have a display table at event	✓				
Opportunity to place promotion item in bags given to every attendee	✓	✓			
Opportunity for VIP volunteer experience	✓	✓			
Press release recognition	✓	✓	✓	✓	✓
Verbal recognition at event	✓	✓	✓		
Name/logo displayed at sponsor thank you station at event	✓	✓	✓	✓	✓
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓

Free event | Average attendance: 2,500+ people
 Audience: Local children and families seeking a fun, safe Halloween experience

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.





CONVERSATIONS WITH COMMUNITY LEADERS

December 13, 2022
11 a.m. - 12:30 p.m. | Elm & Bain

Free admission and brunch - RSVP required

Attendees encouraged to bring new or gently used coats, socks, gloves or hats that will be donated to local youth



Featured Speaker:

Angela Williams, JD, M.Div

United Way Worldwide President & CEO

As United Way of Greater Greensboro wraps up its' centennial year, Angela Williams will inspire our community to envision the future!

This event brings our community together around topics and needs related to poverty. Each year, African American Leadership identify experts and invite them to present and inspire attendees to act. Attendees are treated to food and given the opportunity to ask questions. United Way's African American Male Initiative mentoring program began as a result of this high-impact event.

Hosted by:



CONVERSATIONS WITH COMMUNITY LEADERS

December 2022 | Elm & Bain

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

	PRESENTING	SIGNATURE	GOLD	SILVER	BRONZE	YOUTH MENTOR
	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$1,200
Co-billing sponsorship on invitations, event materials and signage	✓					
Prominent sponsorship on invitations, event materials and signage		✓				
Sponsorship on invitations, event materials and signage			✓	✓	✓	✓
Press release recognition	✓	✓	✓	✓	✓	✓
Name/logo on screen throughout event	✓					
Name/logo on screen during event opening		✓	✓	✓	✓	✓
Opportunity to introduce event	✓					
Verbal recognition from stage during event opening	✓	✓				
Name/logo on United Way's Corporate Sponsorship web page	✓	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓	✓
VIP seating at event	✓	✓				
Opportunity to have a display table at event and place materials at seats	✓					
Opportunity to place materials at seats		✓	✓			
Sponsor a table for youth to attend event so that they may have an inspirational and educational experience						✓
Opportunity to bring a select amount of youth to event						✓

Free event | Average attendance: 250+ people
Audience: Community leaders and civic-minded advocates

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygso.org.

CENTENNIAL

DONOR CELEBRATIONS

THIS IS YOUR EXCLUSIVE CHANCE

It's our Centennial and let's face it,
United Way wouldn't be here without the
caring investors who support our efforts.

We're thanking them throughout the year -

and we're only
accepting one sponsor
for each event!

*Various Events Hosted by Young Leaders, Women United,
African American Leadership, Leadership Circles,
Tocqueville and Tocqueville Women*

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CENTENNIAL
DONOR CELEBRATIONS

SPONSORSHIP RECOGNITION BENEFITS

Bundle with at least one more event at the same level & save 10% off your total

INVESTMENT OPPORTUNITIES	
\$5,000	Affinity Group Centennial Mixers (Young Leaders, Women United, African American Leadership)
\$5,000	Tocqueville Women's Celebration
\$5,000	100th Campaign Kickoff
\$5,000	Leadership Circles Centennial Fall Fest
\$5,000	Tocqueville Centennial Celebration
What You Get	
Sponsorship on event materials and signage	✓
Opportunity to give away promotion items to attendees	✓
Press release recognition	✓
Verbal recognition at event	✓
Name/logo displayed at sponsor thank you station at event	✓
Name/logo on United Way's Corporate Sponsorship web page	✓
Social media recognition	✓

Free events | Average attendance: 100+ people
Audience: United Way investors \$500, \$1,000, \$10,000+

For more information, please contact Julie Longmire, Director of Community Affairs & Engagement at United Way of Greater Greensboro at 336.378.5023 or Julie.Longmire@unitedwaygo.org.