



Reach new audiences, increase your company's year-round marketing presence, and help meet your company's community presence by becoming a United Way sponsor. All sponsors receive recognition on United Way's website with a link to your company's website, acknowledgment in United Way publications, press releases, invitations, day of event signage, and 3,000 Annual Reports.

- | | | |
|---|-------------------------------|---------------------|
| #1 Pledge Cards and Brochures | \$10,000~ SOLD | September |
| <i>28,000 pledge cards provided to employees at the workplace as well as 40,000 brochures mailed to local families in the \$100,000 plus income range. Sponsor: Perdue Farms</i> | | |
| #2 Annual Report | \$9,000~ SOLD | March |
| <i>4,000 copies of a high quality annual report for corporate leaders, donors and community partners. The piece is presented at the Annual Meeting in March. Sponsor: Delmarva Printing & Design</i> | | |
| #3 Anchor Society Celebration | \$5,000 ~ 4 available | April |
| <i>Prestigious celebration for individual donors who make a contribution between \$500 ~ \$25,000 annually.</i> | | |
| #4 CEO Breakfast | \$3,000 ~ 2 available | August |
| <i>A high profile breakfast for CEO's of businesses in Worcester, Somerset, Wicomico and Dorchester Counties. On average, 100 local CEO's attend this community event and briefing.</i> | | |
| #5 Leadership Circle Celebration | \$2,500 ~ 2 available | May |
| <i>Special recognition incentives and cocktail party for individual donors who make annual contributions between \$250 ~ \$499.</i> | | |
| #6 Coordinator Training | \$1,500 ~ 4 available | September |
| <i>A 4 hour training for local company United Way Campaign Coordinators with an average of 100 in attendance representing 80 local businesses.</i> | | |
| #7 Community Connection Program | \$1,000 ~ 10 available | Sept. ~ June |
| <i>Sponsor an educational experience that provides local children the opportunity to learn about a local community need, both in and out of the classroom. Sponsorships available for each grade level from 2 ~ 9 and currently touches over 300 children & their families a year. Sponsors receive recognition in Dragon Mail, an e-newsletter sent to all Salisbury School parents, a feature story on the United Way Community Connection Program webpage, and an opportunity for your employees to participate in a class project</i> | | |
| #8 Annual Meeting | \$500 ~ 6 available | March |
| <i>High profile luncheon with over 200 local community leaders in attendance to announce the final campaign results and present awards to key community volunteers and business leaders. Sponsors will also receive four complimentary tickets to the event.</i> | | |
| #9 UW's Website Corporate Highlight | \$500 ~ 12 available | Year round |
| <i>With the launch of our new website, a sponsor is featured on the front page highlighting the Company of the Month with photos, logo, link to your website and an article highlighting your business and volunteer/ community involvement. United Way's website receives an average of more than 10,000 hits monthly.</i> | | |
| #10 Holiday Ball | | December |
| <i>An elegantly festive event to celebrate the Holiday Season with a dinner, dance, and live & silent auctions ...now known as "The Event of the Year!" This year's Ball will be held at the Clarion in Ocean City. Attendance has grown from 100 to 300 over the years.</i> | | |
| King & Queen Sponsors | \$5,000 ~ 5 available | |
| <i>Includes a complimentary reserved table for EIGHT, and recognition in numerous Daily Times advertisements.</i> | | |
| Prince & Princess Sponsors | \$2,500 ~ 5 available | |
| <i>Includes FOUR complimentary invitations to the Ball and recognition in numerous Daily Times ads.</i> | | |
| Duke & Duchess Sponsors | \$1,000 ~ 10 available | |
| <i>Includes TWO complimentary invitations to the Ball and recognition in numerous Daily Times ads</i> | | |
| Earl & Countess Sponsors | \$500 ~ 10 available | |
| <i>Includes ONE complimentary invitation to the Ball and recognition in numerous Daily Times ads</i> | | |