

A large crowd of people is seated at round tables in a dimly lit hall, likely a community event or fundraiser. The room is decorated with warm, glowing string lights hanging from the ceiling. The people are looking towards the front of the room, suggesting a presentation or speaker is present. The atmosphere is social and communal.

UNITED WAY OF CALGARY AND AREA

SPONSORSHIP OPPORTUNITIES

SHOW YOUR COMMUNITY LEADERSHIP!

If you believe that everyone in our community deserves a fair chance at a happy, fulfilling life—that every kid should graduate on time, that every person should be free of violence, that no one should have to make impossible choices like putting food on the table or paying rent—we're excited to partner with you.

With your support, we are able to accelerate progress on solving the most #unignorable issues facing our community, like mental illness, poverty, and domestic violence.

THE VALUE OF SPONSORSHIP

United Way of Calgary and Area believes that everyone deserves a fair shot at a good life, and your participation is key to improving lives locally. We are 100% local, working to ensure that Calgarians are building a bright future for themselves and their families, and investing in programs and initiatives that tackle the root causes of social issues. Achieving our mission of mobilizing communities for lasting social change is only possible through collaboration: we work with corporations like yours, volunteers, and governments to solve the complex social issues our city is facing.

United Way offers value-aligned corporate sponsorships that help you maximize your investment and brand reputation in the community and allow you to:

- strengthen company profile and reputation as a leader in social responsibility, distinguishing yourself from competitors;
- drive brand awareness through unique engagement opportunities;
- attract, engage, and retain employees (58% of people consider a company's social and environmental commitments when deciding where to work!);
- support the community by helping keep United Way's administration costs low, allowing more donor dollars to be directed into vital community programs and initiatives.

Ready to do local good? Read on to discover available sponsorship opportunities.

SPONSORED EMPLOYEE PROGRAM

INVESTING IN EMPLOYEES FOR COMPANY AND COMMUNITY GROWTH

The Sponsored Employee Program offers business leaders a unique opportunity to develop high-potential employees that want to grow their careers, capabilities, and networks. In partnership with United Way, employees will learn immensely valuable skills to deliver back to the companies they work for, such as communication, leadership, agility, and innovative problem solving. By investing in the growth of top talent, business leaders are creating a competitive edge, and supporting the community they do business in at the same time. Sponsorship opportunities are available through each distinct branch of the program:

SPONSORSHIP OPTIONS:

1. Provide an up-and-coming leader within your organization to support United Way

- Second an employee to the Employee Accelerator Program for 16-18 weeks. A seconded employee's salary and benefits continue to be paid by their employer, while day-to-day management is the responsibility of United Way

2. Provide sponsorship funding to launch someone else's career

- Sponsorship funding of \$15,000 enables United Way to hire a qualified candidate for 16-18 weeks who is eager to launch a new career or gain valuable experience, such as recent graduates, individuals between jobs, or new retirees

BENEFITS TO YOUR BUSINESS:

- Differentiated development opportunity for top employees
- Development of a high-performance culture within your organization
- Recognition as a corporate leader who is invested in developing tomorrow's leaders for our city
- A variety of brand exposure opportunities, such as inclusion on program materials, verbal recognition from sponsored employees, and more
- Invitations to key United Way events

MAJOR DONOR PROGRAM

REACH OUR CITY'S MOST INFLUENTIAL LEADERS

The Major Donor Program celebrates select United Way donors who contribute more than \$10,000 on an annual basis. Major Donors are influential members of the Calgary community and serve as inspirational philanthropic leaders, playing a key role in helping people overcome poverty, setting kids up for success, and building strong communities.



The Major Donor program hosts a series of year-round engagements where sponsors are recognized and invited to attend. Thanks to program sponsors, no donor dollars are used for Major Donor events including:

- **PRESIDENT'S BREAKFAST SERIES** – hosted by Karen Young, president and CEO of United Way of Calgary and Area, these series are held quarterly and explores the social issues facing our city, while also providing networking opportunities for Major Donors.
- **MAJOR DONOR APPRECIATION EVENT** – held annually, this key event celebrates and thanks all of our new and recurring Major Donors.

TOMORROW FUND

CONNECT WITH LEGACY PHILANTHROPISTS

The Tomorrow Fund is United Way's legacy fund and planned giving program. The Tomorrow Fund supports Calgarians to build powerful legacies that reflect their personal values and vision for the future. Through planned and legacy gifts to the Tomorrow Fund, United Way donors are able to support a community savings plan that provides sustainable and enduring gifts for our city.

As a sponsor of the Tomorrow Fund, your support will allow us to continue educating loyal United Way donors about the tax, recognition, and social benefits of planned and legacy giving and promoting the Tomorrow Fund to future potential donors.



GEN NEXT

ENGAGE THE NEXT GENERATION OF COMMUNITY ADVOCATES

Gen Next brings together a group of passionate young professionals—Calgarians in their 20s and 30s who are taking action to educate and inspire the next generation of leaders to do local good. The program empowers these young people to transform our city through their leadership and philanthropy.

DEMOGRAPHIC INFORMATION:

62%
female

2472
affiliates

91% between the
ages of 23-39



Sponsorship opportunities are available year-round to support the program, its volunteer work, and educational and networking opportunities, including:

- **URBAN EXPOSURE PROJECT** – a photography initiative capturing local people doing local good.
- **MINGLES** – an opportunity for professionals in their 20s and 30s to network and create lasting social change.

WOMEN UNITED

CONNECT WITH A LOCAL NETWORK OF FEMALE PHILANTHROPISTS

Women United is a growing movement of more than 70,000 women around the world dedicated to creating equal opportunity for all. With 450 members locally, this network of strong female philanthropists brings people together to create lasting social change, with annual donations of more than \$1,200 on an individual level. Collaboration and generous sponsorship from leading organizations like yours helps United Way to enhance the Women United program by hosting, engaging, and educating members through various events, including: annual Blanket Exercise, afternoon tea, and panel discussions—all without the use of donor dollars.

DEMOGRAPHIC INFORMATION:

450
members

82%
between the
ages of 30-60



EVENT SPONSORSHIP

KICKOFF

United Way's annual fundraising campaign launch brings together thousands of community and corporate supporters to raise campaign support, draw attention to the issues facing our community, and do local good. Over 2,000 community and corporate individuals take part in Kickoff, which includes speeches, entertainment, and lunch. Widely covered by local media outlets, this event provides high visibility opportunities for your organization while allowing you to showcase your commitment to the community.



PLANE PULL

This annual event, held in partnership with UPS, challenges our city to come together to show strength by numbers and haul a 200,000-pound Airbus A300 plane across the tarmac at the airport. This family-friendly event attracts over 1,200 people across local communities to cheer on the teams that are raising funds to pull a plane. In the past five years, Plane Pull has raised over \$500,000—100% of which has been invested back into the community to improve lives locally. This fun event includes food, entertainment, displays, prize draws, and a special Kids Pull. Join us as a sponsor to put your brand in front of an active and engaged audience!



SPIRITS OF GOLD

Spirits of Gold, United Way's annual awards ceremony, is a night of inspiration and celebration as we highlight campaign achievements and profile the local good taking place across Calgary. Held annually in February, Spirits of Gold, together with over 900 of Calgary's top social and business leaders, will recognize the spirit and generosity of the people, organizations, agencies, and workplaces that have stepped up to overcome poverty, help kids succeed, and build strong communities in our city.

Becoming a sponsor for this event provides opportunities to be seen in partnership with one of the city's most highly recognized and regarded charitable organizations. Your support will be widely acknowledged in promotional materials distributed among attendees and social media before, during, and after the event.



As a United Way sponsor, your organization will become a part of the incredible collective power that makes Calgary and area a great place to live and do business.

We couldn't do it without you!

For further information on sponsorship opportunities, please contact:

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calgaryunitedway.org



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