

Sponsorship Opportunities

2025 - 2026



UNITED WAY
Johnson and
Washington Counties

1150 5th Street, Suite 290
Coralville, IA 52241
UnitedWayIWC.org

SPONSORSHIP OPPORTUNITIES

At United Way of Johnson & Washington Counties, we believe in the power of partnership to transform lives. By becoming a sponsor, your business gains recognition as a true community champion, aligning your brand with impactful programs that uplift local families and individuals.

Sponsorships showcases your commitment to creating a brighter, more equitable future while fostering goodwill among your customers and employees. Your support also allows us to maximize every dollar raised at our events, keeping our operational costs low and ensuring that more funds go directly to the programs and services that make a real difference in our community. Together, we can amplify the impact of every gift and make meaningful strides toward a stronger, healthier, and more **United community**. Join us today—**because when we live united, we all win.**

Continue reading to discover the incredible sponsorship opportunities available, including our keystone events, Impact Initiative sponsorships, and program support. We hope you find the perfect sponsorship fit for your business and our community!

CAMPAIGN CELEBRATION



The Campaign Celebration is the official close of our annual community campaign featuring words from our Campaign Chairs, special guest speakers, sharing success stories from the year and an award ceremony.

Date: April 2025

Approximate Attendance: 150+

LEAD SPONSOR - \$2,500 (Limit One)



- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for a table of eight at the event

SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Two complimentary tickets to the event.



GOLF FORE GOOD



The second annual Golf Fore Good event will take place in **August 2025, Attendance 144**

Title Sponsor - \$5,000 (Limit One)

- Company name exclusively paired with event name
- Company name and logo listed on the event's landing page and on website
- Company logo on digital and/or printed signage
- Two 4-somes golf, green, cart fees plus lunch
- Recognition on all tournament signage



Lunch Sponsor - \$2,500 (Sold Out)

- Company logo on digital and printed promotional materials and on website
- One complementary 4-some golf, green, cart fees plus lunch
- Recognition on tournament signage displayed during lunch and all day of social media

Specialty Hole Sponsor - \$1,000

- Company name and logo listed on the event's landing page
- Company logo on digital and/or printed promotional materials
- Recognition on tournament signage and on all day of social media and printed material
- Opportunity to host a game or activity at tee box, and distribute swag or promotional items
- One complementary 4-some golf, green, cart fees plus lunch

Tee Box Sponsor - \$250

- Company logo on digital and/or printed promotional materials
- Signage on Tee Box



CAMPAIGN KICKOFF



The Campaign Kickoff is the official launch of our annual community campaign featuring words from our Campaign Chairs and special guest speakers.

Date: September 2025

Approximate Attendance: 150+

LEAD SPONSOR - \$2,500 (Limit one)

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for a table of eight at the event



SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Two complimentary tickets to the event.



MEDIA SPONSOR- \$1,000 (LIMIT ONE)

- Company logo displayed on campaign video shown throughout annual campaign to 100+ attendees at the Kickoff and throughout the campaign season.

T-SHIRT SPONSOR- \$500 (LIMIT ONE)



POWER OF THE PURSE



POP is in its 18th year as United Way's signature fundraising event.

Date: October 23, 2025, Approximate Attendance 200

Premiere Lead Sponsor - \$5,000 (Limit 1)

- Exclusive pre-event media coverage (news and commercials)
- Logo featured prominently on promotional materials & website
- Premier logo placement at the live event
- Recognition on social media
- Event tickets for a table of 8

*GreenState Credit Union has first right of acceptance



Partnering Sponsor - \$1,000

- Logo on all promotional materials and website
- Prominent logo display at the live event, and social media
- 4 event tickets included

Supporting Sponsor - \$500

- Logo on printed materials and website
- Prominent name display at the event and social media
- 2 event tickets included



Contributing Sponsor - \$250

- Name listed on website, print materials, and displayed at event
- Shared recognition on social media
- One event ticket included



HOOPS, HOPS & HOPE



Hoops & Hops, a vibrant college basketball watch party featuring a local brewery, exciting silent and live auctions, and great opportunities to connect and celebrate community spirit!

Date: February 2026, Approximate Attendance 125

LEAD SPONSOR - \$2,500 (Limit One)

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event
- Company logo included on general signage at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for a table of eight



SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications.
- Two complimentary tickets to the event.



LEADERSHIP EVENTS

UWJWC's Leadership Events engage local organization leaders and donors at the \$1,000+ level. Sponsoring these events showcases your commitment to community leadership while helping offset programming and venue costs. Quarterly Lead United events and the annual Business Leader's Breakfast in August offer year-round visibility.

Lead United



Business Leader's Breakfast



LEAD SPONSOR - \$2,500 (Limit one per event)

- Company logo included on all invitations
- Opportunity to deliver brief remarks at the event or 30 second company promotion played during the event
- Company logo included on general signage and programs at the event
- Company recognized during the event and in United Way's electronic communications and promotion
- Complimentary tickets for a table of eight at the event

SUPPORTING SPONSOR - \$750

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications
- Two complimentary tickets to the event.



IMPACT INITIATIVES

By contributing to the United Way of Johnson & Washington Counties Community Impact Initiatives, you will be investing in local programs and initiatives that address Health, Education, Financial Security, and Disaster Response in Johnson and Washington Counties. Your sponsorship will support 28 partner agencies and seven programs that are addressing our communities biggest challenges.



Ready Set School 2025



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Last Year's Impact

**1,559 LOCAL STUDENTS
+150 VOLUNTEERS**

Ready Set School is a collaborative effort providing local students with backpacks, supplies, haircuts, vaccinations, and dental and eye exams. Partnering with Big Brothers Big Sisters, Neighborhood Centers, and the Salvation Army, we support hundreds of students in need. Approximate Attendance: 1,600 Students, +150 Volunteers

Date: August 15, 2025

LEAD SPONSOR - \$5,000 (Limit One)

- Exclusive naming rights for the event
- Prominent placement of your company logo on all promotional materials, including flyers, banners, and digital campaigns
- Priority access to secure volunteer spots for your team
- Featured recognition in event press releases and media coverage & highlighted mention in UW's social media posts and newsletters



Get Social!



Impact events are the perfect opportunity to share your community support on social media!

SUPPLIES SPONSOR - \$500

- Funds from the supplies sponsors help us purchase school supplies not donated by community members
- Company logo included at distribution event
- Social media posts highlighting contributions

**Ready
Set
School**



HOLIDAY ADOPT-A-FAMILY 2025



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Last Year's Impact
208 LOCAL FAMILIES
511 CHILDREN

Making Spirits Bright

United Way of Johnson & Washington Counties' Holiday Adopt-a-Family program in collaboration with partner agencies, spreads joy to local families in need. Last year, it supported 207 families, including 511 children and 21 individuals such as seniors and those served by disability, mental health, and recovery programs.



ADOPT A FAMILY

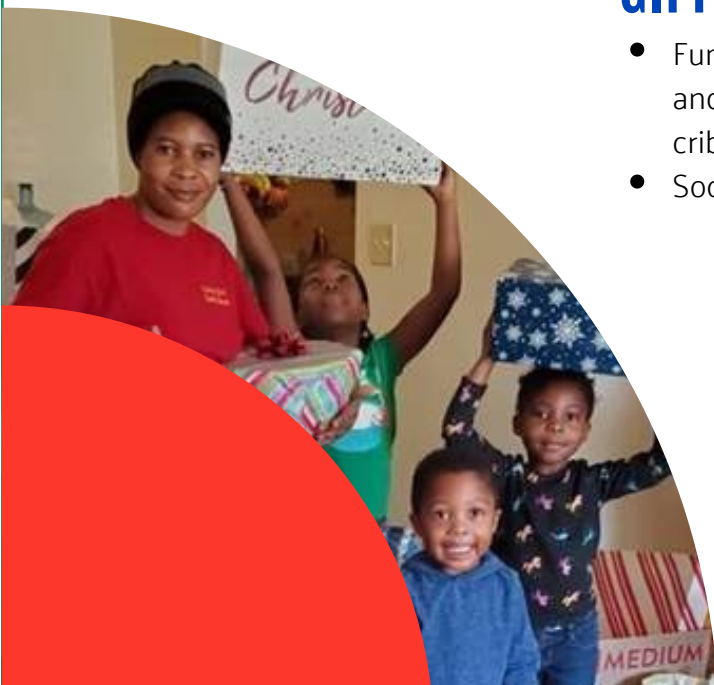
United Way of Johnson & Washington Counties

LEAD SPONSOR - \$3,000

- Exclusive naming rights for the event
- Company logo included on all promotional opportunities
- First to sign up to adopt families

GIFT SPONSOR - \$500

- Funds from the gift sponsors help support larger families and provides funding for essential items such as beds, cribs, bikes, and more.
- Social media posts highlighting contributions



COMMUNITY DAY OF CARING 2025



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DAY OF CARING

United Way's Day of Caring mobilizes hundreds of volunteers to complete impactful projects for local nonprofits, schools, and community organizations. Sponsorship supports event logistics, supplies, and coordination while showcasing your commitment to community improvement. Afterward, join us for Gratitude Hour, a celebratory networking event to reflect on the day's impact and connect with fellow changemakers.

LEAD SPONSOR - \$5,000 (Limit One)

- Company logo included on all promotions to event and naming rights
- Logo on all Volunteer T-shirts distributed to 500+ volunteers
- First opportunity to sign up for volunteer spots up to 50

GRATITUDE HOUR SPONSOR - \$2,500

- Company logo included on all promotions
- Logo on all Volunteer T-shirts
- First to sign up for volunteer spots

TEAM SPONSOR - \$250

- Company logo included website
- Company name listed on T-shirt
- Volunteer spots for employees up to 10

Important Dates for 2025

April 1 - April 30

**Nonprofit organizations register
service opportunity**

May 1 - May 31

Business volunteers sign up



COMMUNITY VOLUNTEER CENTER 2025



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VOLUNTEER CENTER

United Way of Johnson & Washington Counties' Community Volunteer Center plays a vital role in making community events like FryFest and the One Book Two Book Festival accessible and free for all. By coordinating passionate volunteers and promoting opportunities across the region, the Volunteer Center ensures these events are well-staffed and successful. Your sponsorship helps sustain this essential work, empowering a network of volunteers that brings our community together, strengthens connections, and enhances the quality of life for everyone.

LEAD SPONSOR - \$5,000

- Company logo included on Galaxy Digital volunteer website platform
- First to sign up for volunteer spots
- Logo included on all Volunteer Express monthly newsletters
- Logo included on volunteer opportunities in eNewsletter
- Social media highlights throughout the year





Investing in healthy communities strengthens the foundation of a thriving region. As an Impact Sponsor, your organization supports initiatives that improve access to healthcare, promote mental wellness, and ensure healthy outcomes for all. Align your brand with transformative change and demonstrate leadership in building a stronger, healthier community for everyone.



Healthy Community



Game Changer Sponsor: \$10,000

(one per impact area available)

- Company logo exclusively displayed and linked on UWJWC website
- Company logo exclusively displayed and linked on e-newsletters
- Company announced as exclusive Impact Sponsor on UWJWC social media platforms
- Company name listed as exclusive Impact Sponsor in Annual Report
- Recognition as exclusive Impact Sponsor throughout the annual campaign
- Recognized as exclusive Impact Sponsor from the podium during the Community Celebration
- Speaking Opportunity during the Community Celebration awards ceremony
- Company logo exclusively displayed and linked on all Community Celebration marketing including print, digital, e-newsletters, and event page
- One reserved table or 10 tickets at the Community Celebration
- Company named as exclusive Impact Sponsor on Community Needs Assessment marketing including print, digital, e-newsletter, and landing page
- Includes 4 Volunteer Kit Sponsorships

> Volunteer Kit Sponsors - \$500 each <

HYGIENE KITS

Hygiene Kits provide basic self-care items like shampoo, soap, and deodorant to individuals facing poverty or crisis. This volunteer activity helps maintain their hygiene, dignity, and mental health.

50 Kits

DENTAL CARE KITS

Dental Care Kits provide basic oral hygiene self-care items such as toothbrushes, toothpaste, dental floss and education materials. This volunteer activity allows teams to assemble kits to help maintain oral hygiene, and are distributed locally.

125 Kits

MENTAL CARE KITS

Mental Health items like adult coloring books, calming-scented candles, warm fuzzy socks, and other self-care essentials. These kits will be distributed to individuals receiving mental health care, in recovery, or adults with disabilities.

50 Kits



Investing in youth opportunities empowers the next generation to thrive. As an Impact Sponsor, your organization supports programs that enhance education, foster mentorship, and create pathways for success. Align your brand with meaningful change and showcase your commitment to building a brighter future for our youth and community.



Youth Opportunity



Game Changer Sponsor: \$10,000

(one per impact area available)

- Company logo exclusively displayed and linked on UWJWC website
- Company logo exclusively displayed and linked on e-newsletters
- Company announced as exclusive Impact Sponsor on UWJWC social media platforms
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- Recognition as exclusive Impact Sponsor throughout the annual campaign
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- Speaking Opportunity during the Community Celebration awards ceremony
- Company logo exclusively displayed and linked on all Community Celebration marketing including print, digital, e-newsletters, and event page
- One reserved table or 10 tickets at the Community Celebration
- Company named as exclusive Impact Sponsor on Community Needs Assessment marketing including print, digital, e-newsletter, and presentations
- Includes 4 Volunteer Kit Sponsorships



Volunteer Kit Sponsors - \$500 each



LITERACY KITS

Literacy kits help children explore reading through interactive books and activities! These kits, designed for kindergarten to third-grade students, boost literacy, creativity, and learning in a fun, hands-on way, while providing meaningful volunteer opportunities to make a lasting impact.

60 Kits

MATH & STEM KITS

Math & STEM Kits support interactive, hands-on learning! Math Kits help students master counting by tens and strengthen number sense. STEM Coding Kits introduce coding and problem-solving with playful activities, sparking creativity and critical thinking in young learners.

100 Kits

MAGIC READING CARPETS

Creating vibrant tied fleece Magic Reading Carpet inspires young readers and allows them to create a special mobile book nook wherever they may be. The kit contains the cut fleece and instructions.

80 Kits



Investing in financial security builds a stronger, more resilient community. As an Impact Sponsor, your organization supports programs that provide job training, financial education, and resources to help families achieve lasting independence. Align your brand with impactful change and demonstrate leadership in creating opportunities for economic security and growth.



Financial Security



Game Changer Sponsor: \$10,000

(one per impact area available)

- Company logo exclusively displayed and linked on UWIWC website
- Company logo exclusively displayed and linked on e-newsletters
- Company announced as exclusive Impact Sponsor on UWIWC social media platforms
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- Includes 4 Volunteer Kit Sponsorships



Volunteer Kit Sponsors - \$500 each



BIRTHDAY BASH BAGS

Ensures every child's birthday is special by providing gift bags filled with party essentials, supporting families in shelters & food pantries.

Materials provide for a child's birthday party and special birthday cake making supplies and volunteers assemble the kits.

35 Bash Bags

TOILET PAPER PACKS

Toilet paper is a crucial and costly item for many families. Volunteers will assemble 2-roll packs, which will be distributed to food pantry partners for families in need. This process maximizes the impact of bulk purchasing while providing essential hygiene supplies.

275 Packs

DIAPER PACKS

Diapers are a critical but often hard-to-obtain necessity for many families. Volunteers will separate bulk diaper orders into smaller packs, which will be distributed to food pantry partners for families in need.

200 Diaper packs



Investing in community resiliency builds a stronger, more resilient community. As an Impact Sponsor, your organization supports programs that assist in disaster response and recovery, help prepare families for emergencies and fund important crisis programs such as 211 and other resource hotlines. Your sponsorship showcases leadership in our community and provides vital resources in the most urgent times of need.



Community Resiliency



Game Changer Sponsor: \$10,000

(one per impact area available)

- Company logo exclusively displayed and linked on UWJWC website
- Company logo exclusively displayed and linked on e-newsletters
- Company announced as exclusive Impact Sponsor on UWJWC social media platforms
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- Includes 4 Volunteer Kit Sponsorships



Volunteer Kit Sponsors - \$500 each



EMERGENCY PREPAREDNESS

Assemble kits with essentials: flashlights, batteries, candles, and first aid supplies to help families stay safe during emergencies.

These kits are valuable for newcomers to Iowa, ensuring they are prepared for unpredictable weather and unforeseen events.

25 Kits

FIRST AID KITS

Assemble kits with essentials: antiseptic, bandages, and ointments to provide care and support for individuals experiencing homelessness or transitioning into stable housing. These kits offer critical resources during times of need.

100 Kits

