

UNITED WAY
Salt Lake

SPONSORSHIP
OPPORTUNITIES

UNITED WAY
Salt Lake

UNITED WAY OF SALT LAKE SPONSORSHIP OPPORTUNITIES

Partnerships with community leaders like you are what help United Way of Salt Lake thrive. As a sponsor, you fuel meaningful change–each opportunity offers distinct ways to engage and create measurable impact right here in Utah. With flexible options, you can choose the sponsorship that best reflects your organization's values, goals, and budget. Thank you for making a tangible difference for local kids and families.

Please contact **Adrienne Smith** at **adrienne.smith@uw.org** or **801.680.0494** for more information.

Thank you for helping us build brighter futures for kids and families across Utah.

Sponsorable Events*

Legislative Preview Breakfast – January
Community Schools Convening – March
Year of Action Volunteer Events
- **Read Across America Day** – March
- **Stuff the Bus** – July–August
- **Day of Caring** – September

Power of Your Purse Gala – May
Women United Luncheon – November
Giving Tuesday – November–December
Deborah Bayle Scholarship – Ongoing
Giving Tuesday Game Night – December
Holiday Reception – December

*Revenue from event sponsorships may exceed the budgeted costs. In those situations, excess sponsorship dollars will be used to support the efforts of United Way of Salt Lake aligned to the event.



Support State Policy Priorities

Each year, United Ways of Utah invites key lawmakers to participate in a panel discussion about important issues that will be addressed during the upcoming legislative session. Through this event, we aim to increase awareness and gain support for key public policy priorities that will improve education, health, and economic mobility outcomes for kids and families in Utah.

When | **January**

Participants | **Approximately 300 guests**

Audience | **Corporate partners, community and nonprofit partners, students, legislators, and advocates.**

Impact | **Sponsorship supports advocacy for policies with the potential for lasting community impact. Past events helped shape and pass public policies like SB165 (REACH) and HB477, which expanded full-day kindergarten access for thousands of Utah children.**

Individual Ticket Pricing | **$25 per person**

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$15,000	$10,000	$5,000
Sponsorship Recognition Benefits			
Speaking opportunity during event program	●		
Company logo placement on event marketing materials and website	logo	name	name
Reserved seating	20 guests	10 guests	5 guests

Past Sponsors

AMERICA FIRST CREDIT UNION · Chevron · COMCAST · Google Fiber · ROCKY MOUNTAIN POWER

UTAH
COMMUNITY
SCHOOLS
CONVENING

UTAH COALITION FOR COMMUNITY SCHOOLS

Supported by Promise Partnership Utah





Connecting Schools, Families, and Partners to Increase Student Success

The Community Schools Convening gathers educators and community partners from across sectors to collaborate, learn strategies for supporting student success, and build momentum to expand the Community Schools model across Utah. Hosted by the Utah Coalition for Community Schools, this event strengthens the network of partners working together to transform the education landscape and create long-term impact for Utah students and families.

Sponsoring this event supports students, schools, and entire communities.

When | **March**

Attendees | **130**

Audience | **Education champions in Utah, Utah State Board of Education members, Utah After School Network staff, District Leaders of Community Schools and Family Engagement, Community Schools staff and partners such as teachers, administrators, parents, and nonprofits.**

Impact | **Your support allows for accelerated student success through community efforts to tackle shared challenges. The Community Schools Convening helps students thrive — improving grades, test scores, graduation rates, and family engagement in learning.**

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$5,000	$2,500	$1,000
Sponsorship Recognition Benefits			
Company recognition on marketing materials (event signage, emails, and social media)	logo	name	
Company recognition on website	logo	name	name



YEAR of ACTION

UNITED WAY Salt Lake



Support Local Students

Year of Action is a suite of signature volunteer events that provide valuable resources and support to communities along the Wasatch Front. Year of Action sponsors fuel work in education by funding projects throughout the year that support learning and positive learning spaces.

Year of Action Events

Read Across America Day | March
Celebrate the joy and importance of reading by participating in literacy activities at local schools.

Stuff the Bus | July-August
Host a school supply drive, then join us to sort and pack collected donations for more than **10,000 students**!

Day of Caring | September
Participate in service projects at schools and nonprofit partners across the Wasatch Front. We'll match corporate and community volunteer groups with service projects that benefit Utah kids and families.

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$30,000	$15,000	$7,500
Sponsorship Recognition Benefits			
Featured as presenting sponsor for all Year of Action events	●		
Company highlight on social media	●	●	
Company recognition on event signage, website, and print materials	Logo	Logo	
Early access to Year of Action volunteer opportunities	●	●	●
Invitation to participate in a Day of Caring project	●	●	●
Company recognition on website			Logo

*Custom sponsorships available

Recent Sponsors

CHG Healthcare
Gardner
The Church of Jesus Christ of Latter-day Saints Foundation
O.C. Tanner
Rocky Mountain Power
verizon



Read Across America Day





UNITED WAY Salt Lake

Support Early Literacy for Utah Kids

Read Across America Day is a nationwide celebration of reading! During the week of March 2nd, schools host literacy events focused on the importance of learning to read and celebrating the connection we find through books. Volunteers also help distribute more than 8,000 books in a variety of languages to help families build their home libraries.

When | **First week of March**

Participants | **More than 300 volunteers support thousands of students at schools across Canyons, Davis, Granite, and Salt Lake City School Districts.**

Audience | **Students, teachers, families, and corporate partners**

Impact | **Inspire a lifelong love of reading and support early literacy for Utah kids. Your sponsorship makes literacy events possible for more than 5,000 elementary school students.**

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$10,000	$5,000	$2,500
Sponsorship Recognition Benefits			
Co-branded event marketing	●		
Company recognition on event webpage, print materials, emails, and social media highlight	Logo	Logo	Name
Early access to volunteer sign-ups	●	●	●

Recent Sponsors

DAVID KELBY JOHNSON MEMORIAL FOUNDATION

MAVERIK

Marissa's BOOKS & GIFTS

UServeUtah Utah Commission on Service & Volunteerism

STUFF the BUS
UNITED WAY Salt Lake



Prepare Students for Success This School Year

Help kids start the school year with the supplies they need to learn! Stuff the Bus is United Way of Salt Lake's signature donation drive event where individuals and companies collect pencils, notebooks, paper, crayons, and other important school supplies to be distributed before the first day of school. Sponsoring Stuff the Bus ensures we have the space and the support to pack and deliver supplies across our community.

When | July – August

Participants | Volunteers engage through supply drives, organizing donations, and stuffing backpacks

Audience | Community and corporate volunteers

Impact | Last year, sponsor support helped provide 155,000 school supplies and 8,321 backpacks to more than 10,000 students (enough to fill the Maverik Center) across 35 schools and 7 community partners. With your support, we can ensure even more students begin school prepared to learn, teachers can focus on teaching, and families feel supported.

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$20,000	$10,000	$5,000
Sponsorship Recognition Benefits			
Inclusion in media opportunities	●		
Company recognition on event webpage, print materials, emails, and social media highlight	logo	name	name
Promotion at the event	●	●	
Early access to volunteer opportunities	●	●	●

* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline.

Recent Sponsors

Chevron

Edwards

ROCKY MOUNTAIN POWER

SOUTH SALT LAKE

DAY of CARING
UNITED WAY Salt Lake





Uplift our Community through Volunteerism

Get your team out in the community to complete projects that support some of Utah's greatest needs. Day of Caring is a fantastic opportunity for your company to honor its corporate social responsibility principles and do good in our community. You can support students with STEM, literacy, and college- and career-readiness projects or roll up your sleeves to work on annual beautification projects.

When | **September**

Participants | **1,000 volunteers**

Audience | **Schools, city officials, and corporate partners**

Impact | **Join hundreds of volunteers in the community during the largest corporate volunteerism event for United Ways nationwide. Your sponsorship helps students learn in brighter, safer spaces, ensures families feel supported, and provides local nonprofits with the help they need to serve our community more effectively.**

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	Supporting Sponsor
	$10,000	$5,000	$2,500
Sponsorship Recognition Benefits			
Prominent mention as event sponsor	●		
Company recognition on website, print materials, emails, and social media highlight.	logo	logo	name
Reserved volunteer spots at event	●	●	●
Project hard costs covered	●	●	●

Revenue from event sponsorships may exceed the budgeted costs. In those situations, excess sponsorship dollars will be used to support the efforts of UWSL aligned to the event.

Recent Sponsors

Groundworks
J.P.Morgan
HCA Healthcare
Select Health



Fundraising Gala Benefiting Education

Power of Your Purse, hosted by Women United, is United Way of Salt Lake's premier fundraising gala. Uniting influential partners to support education initiatives and first-generation college scholarships, this is your moment to display unwavering community dedication as you join us at a stunning venue, participate in opportunity drawings, enjoy delicious food and drinks, and hear inspiring testimonials from those impacted by our work.

When | May 7

Participants | Approximately 300 guests

Audience | Business leaders, donors, United Way of Salt Lake Women United members, and corporate partners

Impact | This event propels our mission to provide all students, no matter their circumstance, with essential education opportunities.

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Presenting Technology Sponsor	Major Sponsor	Supporting Sponsor	Table/ Event Day Sponsor[1]
	$20,000	$15,000	$10,000	$5,000	$2,500
Sponsorship Recognition Benefits					
Opportunity for remarks during program	●				
Swag bag sponsorship: opportunity to provide branded bags or two items for inclusion in UWSL branded bags	●				
Ad in program	full page	full page	½ page		
Company recognition on invitation,* signage, program, emails, gala presentation, website and social media highlight.	logo	logo	logo	name	
Gala tickets	16 guests	8 guests	8 guests	8 guests	8 guests

* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline Women United members, contact Bridget Lee at **bridget.lee@uw.org** for special pricing.

Continued on next page >>

In-Kind Sponsorship

Sponsorship Levels	Major Sponsor	Supporting Sponsor	Event Sponsor	Auction Supporter
	$10,000	$5,000	$2,500	Under $2,500
Sponsorship Recognition Benefits				
Company recognition on invitation,* event signage, website, emails, gala presentation, etc.	logo	logo	name	
Recognition in gala program	½ page	¼ page	name	name
Gala tickets	4 guests	2 guests	2 guests	

* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline

Individual Ticket Pricing | $250 Individual ticket

$2,000 Women United Member Table
(8 tickets and name on day-of marketing materials)

$2,500 Table/ Event Day Sponsor*
(8 tickets and name on day-of marketing materials)

Past Sponsors

CHG Healthcare Services · Enterprise Mobility · ENBRIDGE · eureka · Intermountain Health · The Church of Jesus Christ of Latter-day Saints Foundation · Hillcrest Bank is changing it's name to Vista Bank · Jacobsen Construction · Larry H. Miller Group of Companies · O.C. Tanner · PACKD · Rocky Mountain Power · Traeger · Vine & Lore · WCF Insurance · Williams · Zions Bank



Women United Luncheon

Celebrating Legacy and Inspiring the Future

The Women United Luncheon brings members together to celebrate collective achievements, highlight new initiatives, and honor years of leadership and service. It's an opportunity to connect, recommit to Women United's shared vision of removing barriers for Utah kids and families, and inspire continued impact in the community.

When | November

Participants | 60

Audience | Women United members and guests

Impact | Your sponsorship helps the luncheon serve as a launch point for an upcoming year of advocacy, giving, and volunteering to strengthen schools and ensure students have the resources they need to thrive.

Event Sponsorship

Sponsorship Levels	Major Sponsor	Supporting Sponsor	Event Sponsor[1]
	$5,000	$2,500	$1,000
Sponsorship Recognition Benefits			
Opportunity for remarks during program	●		
Company recognition in emails and social media highlight	logo	name	
Company recognition on website	name	name	name
Company recognition during luncheon	●	●	●

* Inclusion of logo on print materials dependent on sponsorship agreement prior to print deadline Women United members, contact Bridget Lee at **bridget.lee@uw.org** for special pricing.

Deborah S. Bayle

Deborah Bayle
SCHOLARSHIP FUND FOR YOUTH



Deborah Bayle Scholarships

The Deborah S. Bayle Scholarship Fund for Youth helps local high school students pursue post-secondary education. In addition to financial support for tuition and books, students receive ongoing support from United Way of Salt Lake staff to ensure they're on track to graduate. The Deborah S. Bayle Scholarship Fund for Youth helps local students achieve their education goals and builds access and opportunity for everyone.

When | **Year-round**

Impact | **A college degree reduces an individual's risk of poverty by two-thirds. Your sponsorship helps students afford post-secondary education, receive support during school, and stay on track for graduation.**

Event Sponsorship

Sponsorship Levels	Scholarship Sponsor	Major Sponsor	Supporting Sponsor[1]
	$25,000	$10,000	$5,000
Sponsorship Recognition Benefits			
Speaking opportunity during graduation program	●		
Name recognition on event signage, website, print materials, and emails	●	●	
Recognition in emails and social media highlight	●	●	●



#GIVINGTUESDAY

UW.ORG

UNITED WAY
Salt Lake

Sponsor a Match: Give Today for a Brighter Tomorrow

Giving Tuesday is a national movement that celebrates the power of collective giving. United Way of Salt Lake applies that principle at a local level, supporting initiatives to help 100% of Utahns thrive. Beginning the week before Thanksgiving, our Giving Tuesday campaign includes social media posts and a series of emails. Your sponsorship provides a match, which plays an important role on Giving Tuesday by effectively doubling each contribution and encouraging others to give.

When | **November-December**

Audience | **United Way of Salt Lake supporters and community members**

Impact | **Help unite people who want to do good while having fun! Proceeds from the night directly benefit kids and families in Utah, ensuring every contribution makes a meaningful difference in our community.**

Event Sponsorship

Sponsorship Levels	Match (5 available)	Match (2 available)	Match (1 available)
	$10,000	$5,000	$2,500
Sponsorship Recognition Benefits			
Company recognition in emails and social media highlight	logo	name	
Company recognition on website	logo	name	name



Celebrate Donor Impact

Our Holiday Reception is an opportunity to show appreciation for our incredible donors and spread the holiday spirit. Attendees celebrate the warmth of giving by gathering books and winter clothes for students across the Wasatch Front.

When | **December**

Audience | **United Way of Salt Lake corporate partners and donors**

Impact | **Your sponsorship brings together community-minded donors and partners to foster connections among individuals committed to doing good in our community. This event also helps ensure that children and families across Utah have access to books and warm clothes during the winter season.**

Event Sponsorship

Sponsorship Levels	Presenting Sponsor	Major Sponsor	In-Kind Sponsor
	$10,000	$5,000	
Sponsorship Recognition Benefits			
Co-branded event marketing	●		
Speaking opportunity during program	●		
Company recognition on event signage, website, print materials, and emails	logo	logo	name

Past Sponsors

HARDWARE APARTMENTS · Larry H. Miller Group of Companies · PDQ · AB BERNSTEIN · RoHa BREWING PROJECT · VINE & LORE WINE & SPIRITS WITH STORIES TO TELL

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