



**United Way**  
Kingston, Frontenac,  
Lennox and Addington



## **Sponsorship Opportunities** with your United Way

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## **United Way Events & Initiatives**

The **United Way KFLA** hosts a number of events and initiatives throughout the year which are made possible through the generosity of our local businesses, corporations, and organizations.

As a sponsor, you will be entitled to the following advantages:

### **Lead sponsor:**

Leading sponsors of events or initiatives may receive all or a portion of the following:

- Name or logo will be featured in the event or initiative invitation or poster
- Name or logo will be featured on United Way's social media portals
- Name or logo will be placed on in the event program if applicable
- Active link to your website will be featured on the United Way website
- Opportunity to offer brief remarks at the event or initiative kick-off
- Opportunity to be mentioned by event's host
- Opportunity to be seated with dignitaries at the event
- Offered a limited number of complimentary tickets to the event

### **All other sponsors**

- Will be publicly acknowledged at the event or initiative kick-off
- Will be promoted on United Way's social media portals. Facebook (1,300 likes), Twitter (5,000 followers)
- Some levels may receive complimentary tickets to the event.

At **United Way**, we recognize and appreciate that no two companies or organizations are alike. If these opportunities do not suit your business or philanthropic objectives, we would be pleased to meet with you to customize a package or to develop new and innovative partnerships. (Note that the values listed in this package are subject to change.)

Sponsorship costs can be fully deducted as a business or marketing expense, providing a tax benefit.

### **United Way Events include:**

- Next Gen Masquerade
- Workplace Volunteer Award Luncheon
- Day of Caring
- Seeing Is Believing Tours
- Fare for Friends
- Campaign Kick Off Breakfast
- Next Gen Networking events
- Campaign Touchdown Breakfast

# Sponsorship Opportunities with your United Way

For many years, **United Way** has partnered with local businesses, corporations and organizations to help support important community initiatives.

Sponsorship of **United Way** events and program materials is an excellent way to publicly support your community and the 75,000 people throughout our region who benefit from a **United Way** funded program.

We offer a range of sponsorship opportunities that can help you achieve your marketing interests and support the community.

Here are just some of the many benefits of becoming a sponsor:

- **Demonstrate that your organization cares about the community** - Reinforce your reputation as an organization that supports and gives back to the community
- **Align your Corporate Social Responsibility goals** with the work being done in the community
- **Respond to expectations** of employees, consumers and the community for corporate participation
- **Improve the quality of life** in the community where you, your employees and your customers live, work and raise their families
- **Join a growing network** - Through your sponsorship, you get a chance to network with organizations, community leaders and decision makers in KFL&A
- **Receive recognition** including promotion in advance of the event, inclusion in social media and profile at the event
- **Create a visible connection to the United Way brand** by making a multi-year commitment. Gain recognition and association with a trusted brand

For more information, please contact one of our team members at [campaign@unitedwaykfla.ca](mailto:campaign@unitedwaykfla.ca)

## Next Gen Masquerade

**Lead Sponsorship - \$1,000**

**Gold Sponsorship - \$750**

**Approximate number in attendance: 200+**

**Date:** TBD for February 2018

**Event Details:** Masquerade is a fundraising event, organized and run by volunteers from the United Way Next Gen initiative. This semi-formal social soirée gives the Next Gen community the chance to slip into black-and-white attire and masks for an intimate evening of intrigue, cocktails and dancing. Sponsorship of the Next Gen Masquerade gives you access to the highly engaged millennial cohort within Kingston and the surrounding area.



**Attendees include:**

- Upcoming young leaders in the community
- Employees from organizations across KFL&A
- Media representatives
- Community leaders

## Workplace Volunteer Awards Luncheon

**Lead Sponsorship - \$7,500**

**Gold Sponsorship - \$2,500**

**Voice of Community Award - \$1,000**

**Approximate number in attendance: 200**

**Date:** Wednesday, April 25, 2017

**Event Details:** 250+ workplaces from Kingston, Frontenac, Lennox & Addington-area workplaces contributed to the overall United Way campaign. Your sponsorship of this event allows the United Way to acknowledge the hundreds of workplace volunteers that make our community stronger every day.



## Day of Caring

**Lead Sponsorship - \$5,000**

**Gold Sponsorship - \$3,000**

**Materials Sponsorship - \$500**

**Approximate number in attendance:** 200

**Date:** Friday, June 9, 2017

**Event Details:** Teams of local employees will roll up their sleeves and learn more about the local agencies that make a difference in the lives of KFL&A residents every day, participating in a one day blitz of painting, landscaping and light maintenance for many local under-resourced agencies. Your sponsorship dollars will purchase supplies needed to complete these necessary projects and give your brand or business exposure to leaders within our community.

**Attendees include:**

- Local corporate & public sector leaders
- CEOs and employees from organizations across KFL&A
- Representatives from local media
- Other Community Partners



## Seeing Is Believing Tours

**Lead Sponsorship - \$1,500**

**Approximate number in attendance:** 120+

**Dates:** Thursday, September 21<sup>st</sup>, 2017 & Tuesday, October 17<sup>th</sup>, 2017

**Event details:** These bus tours allow participants to see first-hand the impact of their donations in our community by touring local agencies that are funded by United Way.

By sponsoring a Seeing Is Believing tour you give volunteers and supporters the opportunity to participate in an enriching experience that speaks to the incredible impact of their donations and their time.

**Attendees include:**

- Local corporate & public sector leaders
- Municipal, provincial and federal government representatives
- CEOs and employees from over 250 organizations across KFL&A
- Local media representatives



## Fare for Friends

**Lead Sponsorship- \$7,500**

**Gold Sponsorship - \$4,500**

**Silver Sponsorship - \$1,500**

**Approximate number in attendance:** 400

**Date:** Sunday, September 17, 2017

**Event Details:** Be a part of Kingston's favourite garden party! You can join corporate and community leaders at an exclusive event, where guests sample culinary creations and delicious beverages from the area's finest restaurants, wineries, and breweries. Enjoy live music while mingling on the gorgeous grounds of Vimy Officer's Mess, one of Kingston's most sought after venues overlooking the St. Lawrence River. Proceeds will also benefit programs and services in our community.



**Attendees include:**

- Local corporate & public sector leaders
- Local professionals including doctors, lawyers, entrepreneurs
- Representatives from local wineries, breweries and fine dining establishments
- Representatives from local media
- Kingston's own local celebrities

## Campaign Kick Off Breakfast

**Lead Sponsorship - \$5,000**

**Gold Sponsorship - \$2,500**

**Silver Sponsorship - \$1,500**

**Approximate number in attendance:** 550

**Date:** September 8, 2017

**Event Details:** This is the largest, best attended breakfast in Kingston! Enjoy breakfast and mingle with community leaders as United Way KFLA launches the annual campaign and announce the campaign goal. This event has a high media and public profile event, giving large visibility to sponsors, demonstrating community effort in making a difference in the lives of others.



**Attendees include:**

- Municipal, provincial and federal government representatives
- Local corporate leaders
- CEOs and employees from organizations across KFL&A
- Representatives from local media

## Campaign Touchdown Breakfast

**Lead Sponsorship - \$5,000**

**Gold Sponsorship - \$2,500**

**Silver Sponsorship - \$1,500**

**Approximate number in attendance:** 550

**Date:** Wednesday, November 30, 2017

**Event Details:** This much anticipated event publicly showcases United Way KFLA's annual campaign achievement to the media and workplace volunteers who made it happen. This event offers sponsors media and community exposure as United Way celebrates another annual campaign completion and success, demonstrating the immense effort and passion galvanized to raise funds for those in need.



**Attendees include:**

- Municipal, provincial and federal government representatives
- Local corporate leaders
- CEOs and employees from organizations across KFL&A
- Representatives from local media

# Downtown Kingston Lamppost Banner

**Banner Sponsorship - \$350 each or 2 for \$600**

**\*Number Available: 60**

**Details:** This exclusive sponsorship opportunity is available only to workplaces and organizations that support United Way's annual campaign. Show the community your support daily throughout the campaign period by displaying your organization's logo, with the **United Way** logo, on these eye-catching banners which are showcased on lampposts in busy Downtown Kingston.



# Success By 6 Week Brochure

## Sponsorship - \$5,000

\*Approximate number distributed: 12,000

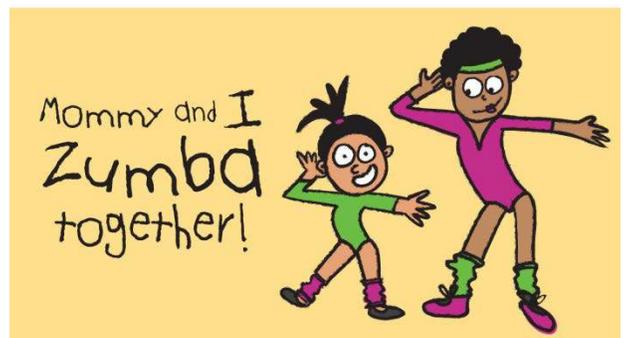
Success By 6 Week - Approximate number in attendance: 3,500

**Key audiences:** These brochures are distributed widely throughout the community to both the Public and Catholic School Boards as well as many public organizations to ensure local parents and caregivers are aware of the activities taking place during Success By 6 Week.

**Details:** This brochure outlines the events and activities designed with the youngest members of our community in mind which are taking place during this fun-filled week.

Success By 6 Week is designed to heighten public awareness of the importance of early-years development and provide opportunities for young children, their families and caregivers to Take the time, make the moments matter™.

By sponsoring this brochure you will be able to reach a significant number of students, parents, caregivers and local employees who are dedicated to the United Way and Success By 6.



# Loaned Representative Program

## What is the Loaned Representative Program?

The Loaned Representative (LR) Program is a professional and personal development opportunity for employees with potential in your organization.

Employees from public and private sector organizations are “loaned” by their employers to help with United Way’s annual campaign. They benefit personally and professionally through this unique opportunity. Loaned Representatives work as part of a campaign team that supports workplace campaigns in approximately 250+ worksites in KFL&A.



*2016 United Way Loaned Representatives (from left to right):*  
Front: April Stevens (Goodyear), Chris Catry (CFB Kingston), and Pam Naunheimer (City of Kingston).  
Back: Jennifer Burtis (CFB Kingston), Julia McGregor (Ministry of Advanced Education Skills and Development) and Tanya Knapp (Correctional Service Canada).

### What’s in it for employers?

Benefits include:

- Increased staff morale when the organization demonstrates commitment to the community
- Recognition in workplaces at United Way events, in print publications, on the website and in the media
- A re-charged employee; one who has learned new skills, absorbed fresh insights and ideas, made important contacts, is more confident and understands the community better
- Professional development and training for employees

### What’s in it for employees?

An opportunity to:

- Receive training and experience in fundraising, project and time management, public speaking, sales, communications, negotiation and planning
- Improve leadership, management and team-building skills
- Learn how a successful fundraising campaign works
- Be part of United Way’s work, making a difference in our community

If you are unable to loan an employee, you can still participate in this exciting program by providing sponsorship money to enable **United Way KFLA** to hire an individual.



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