

2018 Sponsorship Opportunities

Changing Lives Locally



United Way
Kingston, Frontenac,
Lennox and Addington



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Changing Lives

United Way Mission

To build and strengthen our community by bringing people and resources together to facilitate change.

United Way Vision

We see a future where people are self-sufficient in a community where individuals live with hope, dignity and a sense of belonging.

United Way Values

We are an organization that:

- Operates with integrity, transparency and accountability to the highest ethical standards to ensure public trust
- Provides leadership in driving social change, partnerships and collaborative innovation
- Respects community wisdom by considering diverse viewpoints
- Harnesses and engages the talents and resources in our community to enhance a philanthropic culture
- Promotes volunteerism through creating awareness and engagement

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.

Sponsors get a number of advantages:

Lead sponsor

- 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

- Publicly acknowledged at the event or initiative kick-off
- Promoted on United Way's social media portals. Facebook (1,600 likes), Twitter (4,000 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 Awards Luncheon
- Day of Caring
- Seeing Is Believing Tours
- Fare for Friends
- Campaign Kick Off Breakfast
- Next Gen Networking events
- Campaign Touchdown Breakfast



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

United Way KFLA funds programs locally. The money raised here stays here.

United Way funding supports a network of agencies that provide vital programs to thousands of people in the region – single parents, abused women, families, young children and teenagers, the elderly, the physically challenged, the homeless. These programs support local residents, helping them when they need it the most.

Community Investment By The Numbers

All That Kids Can Be

- 14 Agencies
- 21 Programs
- Clients served: 22,690

Healthy People, Strong Communities

- 20 Agencies
- 32 Programs
- Clients served: 14,312

From Poverty to Possibility

- 11 Agencies
- 19 Programs
- Clients served: 18,345

Next Gen Masquerade

Lead Sponsorship - \$1,000

Gold Sponsorship - \$750

Approximate number in attendance: 200+

Date: March 3rd, 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

Award Sponsorship - \$1,000

Approximate number in attendance: 200

Date: Tuesday, April 17, 2018

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 8, 2018



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+

Date: TBD Fall 2018



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 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- **SOLD**

Gold Sponsorship - **SOLD**

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

Approximate number in attendance: 400

Date: Sunday September 16, 2018



Event Details: The Grand Finale! Help us celebrate the end of an era, as we mark 25 amazing years by throwing the garden party to end all garden parties. We are returning to our roots and heading back to the Bay! Limited number of reserved tables of 8 complete with attendants to deliver food and wine if desired. Musical Retrospective of performers from the last 25 years, plus a few surprise guests. Don't miss your opportunity to bid farewell to this fabulous event!

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: 500

Date: Friday September 7, 2018

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: 500

Date: Thursday November 29, 2018

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 Banner Program

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

*Number Available: 60

Event 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 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.

Event 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.



Sponsored Employee Program

What is the Sponsored Employee Program?

The Sponsored Employee Program is a professional and personal development opportunity for employees with potential in your organization.

Employees from public and private sector organizations are “sponsored” by their employers to help with United Way’s annual campaign. They benefit personally and professionally through this unique opportunity.

Sponsored Employees work as part of a campaign team that supports workplace campaigns in approximately 250+ worksites in KFL&A.



2017 Sponsored Employees Colleen, Kathy, Kim, Jackie, Tim & Tyler

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.

Caring Corporations

Thank you to the corporations and foundations for their tremendous support and leadership.
The following organizations generously donated to the 2017 campaign.

\$50,000 & More

Empire Life
Homestead Land Holdings

\$20,000 - \$49,999

Investors Group Financial Services
Novelis Inc.
RBC Financial Group

\$10,000 - \$19,999

Assurant Solutions
Bombardier Transportation
CIBC Financial Group
Costco
E.I. du Pont Canada Company
INVISTA (Canada) Company
Northland Power
TD Financial Group
Union Gas Ltd.

\$5,000 - \$9,999

BMO Financial Group
Cunningham, Swan, Carty, Little & Bonham LLP
Goodyear Canada Inc.
Great West Life Assurance Company
Hydro One
Manulife Financial
Scotiabank Financial Group

MEDIA SPONSORS

Bell Media Kingston
Corus Entertainment
Postmedia Network Inc.
Profile Kingston
Rogers Radio Kingston
Station 14
Your Kingston

\$1,000 - \$4,999

Andola Fibres Limited
Bell Canada
Bell Media Kingston
Bell Technical Solutions
Cruikshank Construction Company
Eli Lilly Canada Inc.
Enbridge Gas
Distribution
Kingston Community Credit Union
Kingston Dodge Chrysler Ltd.
Ontario Power Generation
Reliance Home Comfort
Rogers Radio Group Kingston
Sun Life Financial
TransCanada Corporation

FOUNDATIONS

Britton Smith Foundation
Cook Callender Sayeed Foundation
Dr. Samuel S. Robinson Charitable Foundation
Foundation J. Armand Bombardier
Gill Ratcliffe Foundation
Quickie Community Foundation
Sisters of Providence of St. Vincent de Paul
The Tenaquip Foundation

SPONSORED EMPLOYEE PROGRAM

Assurant
CFB Kingston
City of Kingston
Correctional Service Canada
Goodyear Canada Inc.
Novelis Inc.
Ontario Public Service

EVENT SPONSORS

Ambassador Hotel & Conference Centre
Assante Financial Management Ltd.
Assurant
Bell
Bourgon Construction
City of Kingston
Diamond Hotels
Hydro One
Investors Group Financial Services
J.E. Agnew Food Services Ltd
Kingston & District Labour Council
Kingston Frontenacs
Kingston Transit
KPMG LLP
McCoy Bus Service & Tours
Pan Chancho Bakery & Cafe
Subaru of Kingston
Taylor Auto Mall
TD Bank Group
Wilkinson & Co. LLP

BANNER SPONSORS

Capital Movers & Storage
Empire Life
Kingston Police
Providence Care
Queen's University
RBC Financial Group
Resolve Counselling
Scotiabank Financial Group
TD Financial Group
The Kingston Whig Standard
Union Gas
Wilkinson & Co. LLP



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