



United Way of
Cumberland County

SPONSORSHIP PACKAGES

JULY 2024 - JUNE 2025

United Way of Cumberland County
PO Box 303
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ABOUT UNITED WAY

Mission

United Way of Cumberland County (UWCC) aims to improve lives across the county by strategically raising and investing resources to impact prioritized human service and health needs. We work in effective and innovative partnerships with direct provider agencies.

Vision

We envision Cumberland County as a diverse and dynamic community where individuals and families thrive. In our community, people willingly share the responsibility of ensuring safety and health for all, with a constant focus on enhancing the quality of life for every citizen.

United Way of Cumberland County, established on April 13, 1939, recognizes that lasting change is achieved by addressing the root causes of problems. To make the greatest long-term impact, UWCC partners with local nonprofit agencies to fund programs focused on education, financial stability, health, and basic critical needs. Our success relies on the generosity of local businesses, organizations, and individuals. Community donations are distributed with the help of local volunteers to programs that best address community needs.

Impact Focus Areas



EDUCATION

Programs that strengthen children's ability to succeed in school from kindergarten to college and programs that build successful youth, families and Cumberland County adults.



BASIC CRITICAL NEEDS & FINANCIAL STABILITY

Programs that provide access to emergency food, safe shelter, rental, utility, and medical assistance, as well as programs that provide employment preparation and financial self-sufficiency.



HEALTH

Programs that provide access to health care and wellness education programs that provide access to health care and wellness education to help people manage and prevent chronic physical and mental illnesses.

2023 COMMUNITY IMPACT

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2023 helped us make a difference in our community.

1,947

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college.

120,424

Individuals and families benefited from programs that provide access to emergency food, safe shelter and other critical needs. 70,000 meal were packed during our annual Meal Packing Event.

10,780

Individuals and families benefited from programs that provide access to health care and wellness education helping people manage and prevent chronic physical and mental illnesses.

984

Individuals and families benefited from programs that support employment preparation and financial self-sufficiency -giving people tools to live independently.

171,013

Individuals and families, were served through 19 locally funded programs and services, including over 22,281 military individuals and families.

INVESTMENTS IN LOCAL PROGRAMS & SERVICES

\$345,000

YOUTH GROWTH STOCK TRUST



\$150,209

EMERGENCY FOOD & SHELTER PROGRAM



\$75,195

DOLLY PARTON IMAGINATION LIBRARY



\$20,804

NC 2-1-1 SERVICE



\$428,266

UNITED WAY ALLOCATIONS



TOTAL COMMUNITY IMPACT: \$1,019,474



EVENT SPONSORSHIPS

MEAL PACKING EVENT



United Way is thrilled to partner with Meals of Hope for our annual August meal packing event. This initiative brings communities together to fight hunger, supported by school groups, religious organizations, corporations, and other groups.

Last year, over 300 volunteers packed 70,000 meals, surpassing our goal of 60,000. These meals were donated to Fayetteville Urban Ministry and Catholic Charities, significantly impacting our community.

SPONSORSHIP BENEFITS

	Title \$10,000	Gold \$5,000	Silver \$2,500
Naming Right	✓		
Opportunity to Speak	✓		
Logo on all Promotional Material	✓		
Acknowledgement on all Press Releases	✓	✓	
Newsletter Spotlight	✓	✓	
Mentioned at Closing Remarks	✓	✓	
Featured Post on Social Media	✓	✓	✓
Logo on Promotional Material	✓	✓	✓
Mentioned at Opening Remarks	✓	✓	✓

Other Sponsor Opportunities:

- Raffle - In Kind
- Award Sponsor - In Kind or Monetary
- Transportation Sponsor - In Kind or Monetary
- Children's Backpack Program Sponsor - \$500
- Lunch Sponsor - In Kind or Monetary
- Bronze Sponsor - \$1,000
- Photo/Video - In-Kind

CAMPAIGN KICK OFF



The Campaign Kick-Off Event is a celebration at the beginning of our workplace campaigns! This 2-hour event will bring together employees from various local businesses, providing a unique opportunity to network, learn more about the impact of our campaigns, and get inspired to make a difference in our community.

SPONSORSHIP BENEFITS

	Platinum \$5,000	Silver \$1,500
Naming Right	✓	
Logo placement on event signage	✓	
Opportunity to speak at the event	✓	
Recognition in promotional materials	✓	✓
Newsletter Spotlight	✓	✓
Featured post on Social Media	✓	✓
Acknowledgment during the event	✓	✓
Listed on United Way's website	✓	✓

Other Sponsor Opportunities:

- Venue Sponsor - In Kind
- Lunch Sponsor - In Kind or Monetary

OVER THE EDGE




Join us for an exhilarating experience at the Over the Edge event, held in conjunction with the Dogwood Festival downtown this April. Participants will have the unique opportunity to rappel down the Cape Fear Medical Arts building, all in support of a great cause. Enjoy the festive atmosphere, live entertainment, and the vibrant community spirit of the Dogwood Festival as you take on this thrilling challenge. Don't miss out on this unforgettable adventure!

SPONSORSHIP BENEFITS

	Apex \$10,000	Summit \$5,000	Base Camp \$2,500
Naming Right	✓		
Opportunity to Speak	✓		
Logo on all Promotional Material	✓		
Acknowledgement on all Press Releases	✓	✓	
Newsletter Spotlight	✓	✓	
Mentioned at Opening Remarks	✓	✓	
Featured Post on Social Media	✓	✓	✓
Logo on Promotional Material	✓	✓	✓
Opportunity to add to Rappelers Gift Bag	✓	✓	✓

Other Sponsor Opportunities:

- Toss the Boss - \$2,500
- Edge - \$1,000
- Land - \$500
- T-Shirts for Volunteers - In Kind or Monetary
- MC - In-Kind
- Room for OTE - In Kind
- Portable Toilets - In Kind
- Photo/Video - In-Kind
- Bags for Rappelers - In Kind or Monetary

A photograph of three children wearing blue t-shirts with the text "GIVE UNITED" printed on them. The child in the center is holding a megaphone to their mouth and pointing upwards with their right hand. The child on the left is smiling, and the child on the right is partially visible, also smiling. The background is a plain, light-colored wall. The entire image has a blue color overlay.

PROGRAM SPONSORSHIPS

PLATINUM

\$10,000

- Mentioned on all NC 211 Social Post for 1 Year
- Listed on United Way Website

GOLD

\$5,000

- Mentioned on all NC 211 Social Post for 6 months
- Listed on United Way Website

SILVER

\$1,000

- Mentioned on 2 NC 211 Social Posts

LEADERSHIP DEVELOPMENT PROGRAM

LDP LEADERSHIP
DEVELOPMENT
PROGRAM

PLATINUM

\$10,000

- Mentioned on all products related to LDP
- Listed on United Way Website
- Opportunity to attend and have a table at Graduation

GOLD

\$5,000

- Mentioned on all products related to LDP for 5 weeks
- Listed on United Way Website

SILVER

\$1,000

- Mentioned on all products coming from a specific week

COMMUNITY FUNDED PROGRAMS

PLATINUM

\$10,000

- Mentioned on all promotional signage
- Listed on the Website
- Welcomed to a Executive Director Meeting

GOLD

\$5,000

- Mentioned on all promotional signage
- Listed on the Website

SILVER

\$1,000

- Listed on the Website

A low-angle, top-down photograph of a diverse group of people, including men and women of various ethnicities, with their hands stacked in a circle. The image is overlaid with a semi-transparent blue filter. The text "GENERAL SPONSORSHIPS" is centered over the image in a large, white, bold, sans-serif font.

GENERAL SPONSORSHIPS

MARKETING

WEBSITE	Feature your logo and link on our homepage and sponsorship page.	\$2,000
EMAIL	Be the exclusive sponsor of our monthly newsletter 1 time.	\$100
VIDEO	Sponsor our campaign video, featured across all platforms.	IN - KIND
PRINT	Sponsor our campaign video, featured across all platforms.	IN - KIND
MEDIA	Gain recognition through press releases and media coverage.	IN - KIND

REPORTING

ANNUAL REPORT	Be featured in our annual report, showcasing your support.	\$2,500
AUDIT	Provide support for our financial audit.	\$1,000
COMMUNITY ASSESSMENT	Support our community assessment project.	\$3,000

OTHER TYPES

COMMITTEE	Support one on our list of our committees for a year.	\$1,500
GIVING TUESDAY	Sponsor a matching grant for Giving Tuesday.	UN-DETERMINED
CAMPAIGN CHALLENGE GRANT	Sponsor a challenge grant to match donations.	UN-DETERMINED

**United
Way**



United Way of Cumberland County

Contact Us

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