

2014-2015 Live United Sponsorship Proposal

2014-2015 Live United Sponsorship Opportunities

United
Way



Mile High United Way

Changing Lives & Transforming Communities

Together, Mile High United Way and our community are creating solutions to ensure young people have a great start, youth experience academic success, and adults reach economic stability. We believe:

- All children should be ready for school and reading at grade level or beyond by the end of third grade
- All young people should succeed in school and graduate from high school ready for college or work
- All individuals and families should be afforded the opportunity to move toward economic self-sufficiency

Why Partner with Mile High United Way?

- Our community's challenges are bigger than one organization can solve alone.
- We are uniquely positioned at the intersection of the public, private, philanthropic and nonprofit sectors, and the only organization that can lead collective impact for our community.
- We operate effectively and efficiently, continually improving programs and nonprofit organizations in our community.
- Your partnership creates positive change in Adams, Arapahoe, Douglas, Denver and Jefferson counties.

An Organization & Events Worthy of Your Partnership

This proposal outlines the opportunity for your company to serve as a corporate partner for 2014-2015 events and activities at Mile High United Way. As this proposal will outline, this partnership opportunity will provide a tremendous marketing and communications platform to your company before an anticipated 40,000 individuals with which Mile High United Way engages throughout the year.



Mile High United Way

2014-2015 Signature Events & Opportunities for Mile High United Way include:

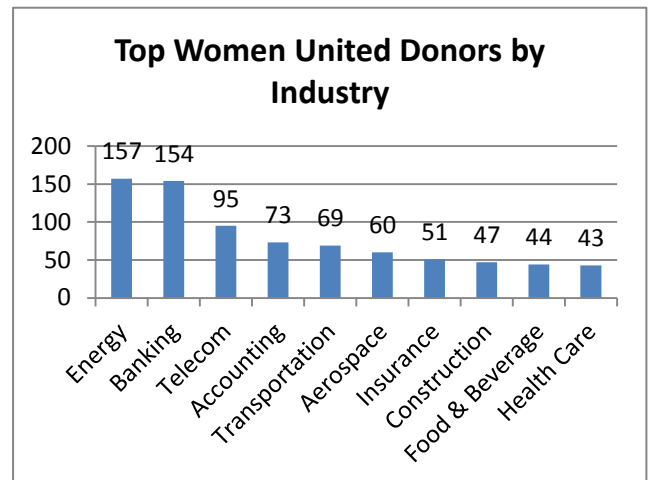


Women United & the Women United Luncheon

Women United is a community of women giving at the Leadership Giving Society Level to Mile High United Way. Together, Women United is changing lives and transforming the community.

Membership Information

- Women who contribute \$1,000 or more annually
- More than 1,600 women strong
- Members annually invest more than \$6 million in our community



Women United Luncheon

Mile High United Way's 16th annual **Women United Luncheon** brings together 1,000 community and business leaders to celebrate the work of Mile High United Way.



Goal: The Women United Luncheon not only educates and engages more than 1,000 women (and some good men!) in the work of Mile High United Way, it also raises more than \$100,000 to support critical programs and services.

Event Details: The annual luncheon takes place at The Hyatt Regency Convention Center and celebrates the programs and services of Mile

High United Way while also inspiring attendees with a keynote speaker. Past keynote speakers include Wes Moore, Best-Selling Author; Anna Quindlen, novelist, social critic and former *New York Times* columnist and Anna Deavere Smith, actress, playwright and professor. Additionally, at the event the annual **Frances Wisebart Jacobs Award** is presented to one female who exemplifies Jacobs' passion for United Way and spirit of philanthropy.

Of the individuals that attended the 2013 Women's Leadership Luncheon:

- 16% were first-time event attendees
- 52% gave prior to the event through workplace campaign or direct gifts
- 23% of attendees gave to Mile High United Way because of the event; of those
 - 24% were first time gifts
 - 25% were tickets only
 - 69% gave on site gifts

41st Annual Turkey Trot

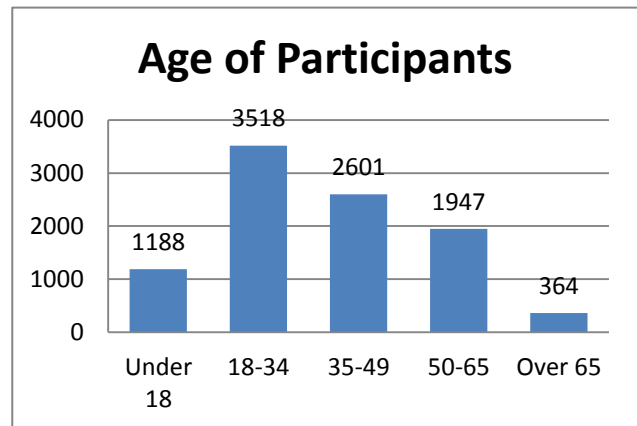
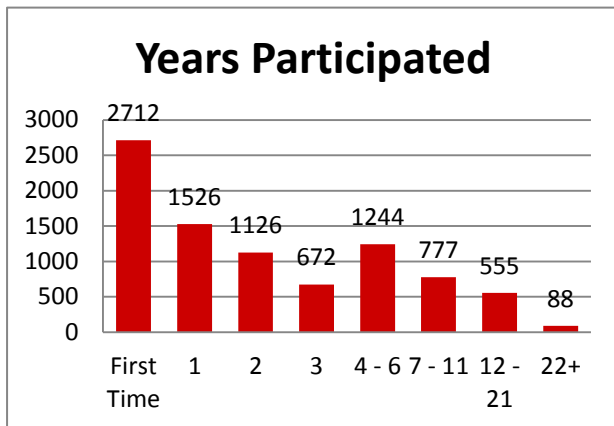
Every Thanksgiving morning, more than 20,000 people make the **Mile High United Way Turkey Trot** an annual tradition. The four-mile run/walk takes place at Washington Park and is an amazing way to kick-off Thanksgiving while raising critical funds for Mile High United Way.



Participants gather at the start of the race of fun and entertainment in the Start Village and conclude their 4-mile run/walk in the Finish Village where they are greeted with food, entertainment and a beer garden.

According to the Forbes Travel Blog, the Mile High United Way Turkey Trot is among the top 10 best Thanksgiving events in the country.

- Total Runners: 9,905
- Average runner's age: 37 years
- 58% of registrants were female
- 47 states represented (88% Colorado)
- 93% participated with family
- 1,758 race day registrants
- Oldest runner: 90 years
- Youngest runner: 2 years

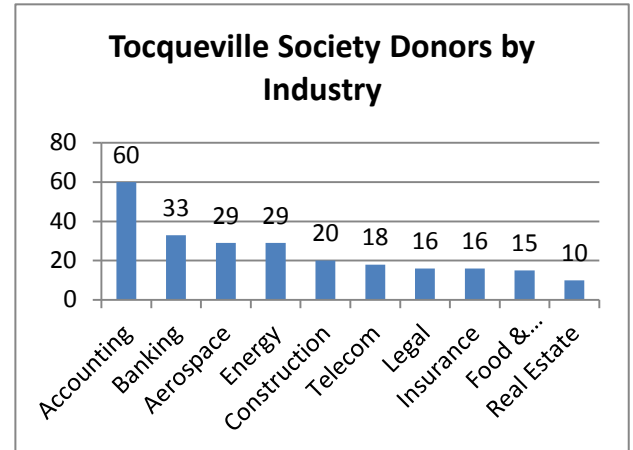


Tocqueville Society

The **Mile High United Way Tocqueville Society** is one of the most successful Tocqueville Societies in the nation. Our Tocqueville Society has more than 400 households who individually contribute \$10,000 or more annually.

Membership Information

- Members annually invest more than \$9 million in our community
- More than 400 members locally, representing nearly every industry
- Average age of Tocqueville Society member is 56
- A national network of philanthropic leaders who are engaged locally to create long-lasting, positive changes



Engagement Events for 2014-2015

Tocqueville Tuesday Breakfast Series – Monthly breakfasts welcome more than 100 Tocqueville Society members to learn about

Mile High United Way, network with members and hear from a keynote speaker. Eight breakfasts held per year.



“*There is ample evidence that a child who is “ready to learn” on the first day of kindergarten will likely be a success in life. There is equal evidence that the opposite is true. We refuse to accept as inevitable the current reality that a healthy five year old should become an unfortunate statistic - and are channeling our efforts and giving to make sure that current reality does not represent the future. Mile High United Way’s School Readiness initiative is focused on this critical issue and represents the very best avenue for us to travel in our personal quest to improve our community and the lives within it.*”

- Steve and Nyeska Mut,
Past Tocqueville Society Co-Chairs: Co-Chairman and Executive Vice President of operations, respectively, Dejour Energy

Studies show that on average in Colorado, individuals contribute 4.2% of their income annually. Therefore an estimated annual income of a Tocqueville Society Member is more than **\$238,090.***

*<http://philanthropy.com>

Tocqueville Winter Night Out –

Tocqueville Winter Night Out is a social gathering for members of the Tocqueville Society to network with one another and experience an “evening on the town.” Annually welcomes more than 300 guests.

Tocqueville Family Spring Night Out –

Tocqueville Spring Night Out is targeted toward Tocqueville Society members and their families. The event provides an opportunity for networking and learning more about Mile High United Way. Annually welcomes more than 300 guests.

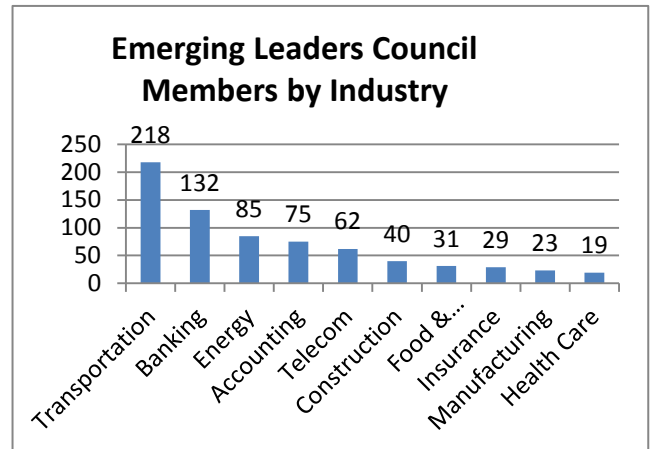
Women of Tocqueville – Women of Tocqueville hosts numerous networking and social events annually, including in-home events, volunteer opportunities and agency site tours.



Emerging Leaders Council

Mile High United Way's Emerging Leaders Council cultivates relationships with young professionals to make a positive impact through volunteerism, advocacy, philanthropy and the development of community leaders.

- The Emerging Leaders Council is more than 1,200 strong
- Emerging Leaders annually invest more than 300 volunteer hours in our community
- Average age of ELC member is 38
- \$1.5 million contributed by ELC members annually
- Steering committee comprised of 50 community leaders and offers a year-long commitment



Engagement & Fundraising Events for 2014-2015

Uncorked Wine Event – Held annually in the fall, Uncorked welcomes nearly 400 young professionals join us for an evening of food, wine and networking to learn how Mile High United Way is changing lives and transforming our community.

Bridging the Gap Holiday Party - The Emerging Leaders Council hosts a holiday celebration for youth and their families who participate in Mile High United Way's Bridging the Gap program. The Holiday Party includes a warm meal, holiday crafts and holiday presents.

Day at the Rockies – Each spring the Mile High United Way Emerging Leaders Council hosts a pregame tailgate open to the public and supporters of United Ways across the state of Colorado. Expecting more than 300 attendees, this event offers numerous opportunities to drive awareness and goodwill to your company, and your own “emerging leaders.” Following the



tailgate all attendees head to Coors Field for a Rockies baseball game.

March Madness – During College Basketball March Madness the Emerging Leaders Council hosts a bracket as well as a watch event during the Final Four.

ELC Leadership Panel – This leadership development event welcomes nearly 100 young professionals to hear from top-level executives in the community about leadership, management and personal development.



Colorado Reading Corps – A programmatic sponsorship

Mile High United Way's goal is to ensure that 100% of our children are reading at grade level by the end of third grade. In 2011, 27 percent of Colorado third graders scored either unsatisfactory or partially proficient on the Colorado Student Assessment Plan (CSAP). This means that nearly 17,000 Colorado children are not reading at grade level and are now up to four times more likely to drop out of high school.

Colorado Reading Corps is a strategic program of the School Readiness Initiative at Mile High United Way. Through the Colorado Reading Corps, Mile High United Way is able to increase one-on-one literacy instruction in elementary schools, giving students in K-3rd grade access to additional intervention support.

Facts:

- Starting in 2012, Mile High United Way hired 20 AmeriCorps tutors to work in 12 Jefferson County Schools.
- A student graduates the program once he or she has scored 3-5 consecutive times above grade-specific benchmarks.
- Members conduct literacy-based interventions with 15-18 students every day until they graduate the program.
- Colorado Reading Corps is replicated from the Minnesota Reading Corps model which is one of the largest, most organized, and effective AmeriCorps programs in the country.

Colorado Reading Corps Members:

- Work one-on-one with students
- Support Teachers
- Engage Parents
- Volunteer at local non-profits
- Run afterschool programs
- Provide at least 1720 hours of support to the community



The Value:

- More than 65 AmeriCorps members in 25 schools in contact with over 6,000 students, 400+ teachers and 1,000+ parents.
- Unique opportunity to reach educators, students, school districts and parents across the Metro Denver area.

Sponsorship Packages & Benefits (January 2014-January 2015)

Women United Luncheon & Engagement				
Benefits	Live United (\$25,000)	Give (\$10,000)	Advocate (\$5,000)	Volunteer (\$2,500)
Women United Year-Round Benefits				
Logo inclusion in quarterly e-communications to 1,600 female donors	X			
Logo inclusion on all event materials at Children's Holiday Party in December	X			
Logo inclusion on invitations for Women United events (approx. 2/year to 1,600 women)	X			
Logo inclusion on all event materials for annual Baby Shower event in Spring	X			
Logo inclusion on Women United page of unitedwaydenver.org	X			
Women United Luncheon Benefits				
Recognition on all print communications as exclusive speaker sponsor for luncheon	X			
Opportunity to introduce keynote speaker from podium at luncheon	X			
Recognition on downtown Denver digital billboard (if available one month before)	X			
Advertising in local Magazine for luncheon (if available)	X			

Benefits (cont.)	Live United (\$25,000)	Give (\$10,000)	Advocate (\$5,000)	Volunteer (\$2,500)
Acknowledgement in luncheon e-mail communications to 40,000 donors	X			
Table at the Women United Luncheon	3 Tables (30 seats)	2 Tables (20 seats)	1 Table (10 seats)	1 Table (10 Seats)
Invitations to the VIP reception	20 Tickets	15 Tickets	10 Tickets	
Photo with speaker at VIP reception (if desired)	X	X	X	
Recognition as sponsor on Save the Date	X	X		
Recognition as sponsor on Website registration	X	X	X	X
Recognition as sponsor on printed invitation	X	X		
Recognition as sponsor on event signage	X	X	X	X
Ad space in event program	Full Page	Full Page	Half Page	Listing
Special recognition from podium at luncheon	X	X		
Booth/sampling at event	X	X	X	
Acknowledgement in Women United e-blasts and social media	X	X		

41st Annual Turkey Trot

Benefits	Presenting (\$50,000) <i>1 avail.</i>	Give (\$20,000)	Advocate (\$10,000)	Beer (\$10,000)	Bib (\$10,000) <i>1 avail.</i>	Volunteer (\$5,000)	Hydration (\$2,000)	Booth (\$1,000)
Titled as presenting sponsor	X							
Logo on Turkey Trot Landing Page	X	X	X	X	X	X		
Logo on race posters	X	X	X	X	X			
Logo in registration forms	X	X	X	X	X	X	X	
Logo in promotion email blasts to 40,000 donors	X	X	X	X	X	X		
Logo in paid broadcast advertising (if available)	X							
Logo in paid online advertising (if available)	X							
Social media postings prior to event	3	2	2	2	2	1	1	1
Logo on t-shirts	X	X	X	X	X			

Benefits (cont.)	Presenting (\$50,000)	Give (\$20,000)	Advocate (\$10,000)	Beer (\$10,000)	Bib (\$10,000)	Volunteer (\$5,000)	Hydration (\$2,000)	Booth (\$1,000)
Branded ad in print paid advertising (if available)	X							
Branded booth at event	10x20	2 x 10x10 start & finish	10x10	X (Garden)	10x10	10x10		10x10
Coupon in goodie bags (10,000 provided by sponsor)	X	X	X			X	X	X
Opportunity to pass out coupon or product to attendees	X	X	X	X	X	X		
Company executive to welcome participants	X							
Company logo on Start and Finish banners	X	X	X	X	X	X		
Opportunity to provide Enter-to-Win Offer	X	X	X	X	X	X		
Company logo on fencing	X							
Complimentary Registrations	20	12	4	4	2	2		

Selection from bib or hydration/ volunteer benefits below:		X						
Offer or coupon on Bib					X			
Logo on race bib					X			
Exclusive “hydration station” sponsor (2 stops en route)							X	
Logo on volunteer aprons						X		

Choice of one of the below packages:		X						
Bib Logo package								
Hydration Station & Volunteer Apron logo package								

Tocqueville Society		
Benefits	Live United (\$25,000)	Give (\$15,000)
Prominently featured logo on event invitations, both email and printed mail	Large	Medium

pieces, including 8 Tocqueville breakfasts, two Tocqueville Night Out events, one Champion's Circle event, and three Women of Tocqueville events		
Company name prominently acknowledged from the podium as at all events	X	X
Company logo and Tocqueville members LIVE UNITED photos on the Tocqueville Society slideshow shown at all events	X	X
Company logo on Tocqueville Society brochure and membership roster	X	X
Logo featured on event signage	X	X
Ad in Tocqueville Programs (when applicable)	Full Page	Half Page
Logo on Mile High United Way's website	X	X
Logo on three postcard mailings to members	X	
Opportunity to introduce guest speaker at one Tocqueville Society breakfast	X	
Your Tocqueville members LIVE UNITED photos promoted through unitedwaydenver.org and social media	X	

Interview with your company promoted through unitedwaydenver.org and social media.	X	
Winter Night Out Tickets	6 tickets	4 tickets
Spring Night Out Tickets	6 tickets	4 tickets
Champions Event Tickets	6 tickets	4 tickets
Tocqueville Tuesday Breakfast Series	6 tickets	4 tickets

Emerging Leaders Council - Year-Round Sponsorship		
Benefits	Live United (\$15,000)	Give (\$10,000)
Prominently featured logo on event invitations, both email and printed mail pieces, Leadership Roundtable, 3 annual fundraising events (Uncorked, Day at the Rockies and March Madness).	X	X
Company name prominently acknowledged from the podium as an Emerging Leaders Council sponsor at all events	X	X
Opportunity to host meetings at office for all Emerging Leaders Council members	2/year	1/year
Opportunity to host an ELC/young professionals networking event or lunch n' learn for your employees	1/year	1/year

Logo featured on event signage	X	X
Ad in Tocqueville Programs (when applicable)	Full Page	Half Page
Logo on ELC page of Mile High United Way website	X	X
Opportunity to speak on Leadership Roundtable Panel for ELC	X	
Interview with your company promoted through unitedwaydenver.org and social media.	X	
Rockies Event Tickets	20 tickets	15 tickets
Uncorked Wine Event Tickets	33 tickets	15 tickets

Emerging Leaders Council - Day at the Rockies					
Benefits	Presenting (\$5,000)	Give (\$2,500)	Advocate (\$1,000)	Volunteer (\$750)	In-Kind (food or beverage)
Game and Tailgate Tickets	25	15	10	5	
Recognition on event Website	X	X	X	X	X
Recognition on event Signage	X	X	X		X
Recognition on Upcoming Events Flyer	X	X			X
Special recognition during announcements	X				X
Post Event e-blast (approx. 5,000 people)	X	X	X	X	X
Booth/product sampling at pregame tailgate	X				

Banner placement onsite (provided by sponsor)	X				X
Pre-event email invitation to 15,000 young professionals	X	X			
Emerging Leaders Council - Uncorked Wine Event					
Benefits	Presenting (\$5,000)	Give (\$2,500)	Advocate (\$1,000)	Volunteer (\$750)	In-Kind (raffle)
Event tickets	36 (12 teams of three)	18 (6 teams of three)	12 (four teams of three)	6 (two teams of three)	
Recognition on event Website	X	X	X	X	
Recognition on event Signage	X	X	X		X
PDF Invitation	X	X			
Recognition on event Program	X	X	X		
Special recognition during announcements	X				
Post Event e-blast (approx. 5,000 people)	X	X			
Banner placement onsite (provided by sponsor)	X				
Pre-event email invitation to 15,000 young professionals (5 emails)	X	X			

Colorado Reading Corps		
Benefits	Presenting (\$50,000)	Give (\$25,000)
Logo inclusion on 50 Americorps Member T-Shirts worn at school, during	X	X

service days, press events and group presentations		
Logo inclusion on 50 Americorps vests worn daily	X	
Logo inclusion on 50 Americorps nametags (worn at school, service days, press events and presentations)	X	X
Logo inclusion on any print or electronic event invitation	X	X
Logo inclusion on Display Board at 25 participating schools	X	X
Inclusion in any newsletters highlighting program and sponsorship	2/year	1/year
Logo inclusion in program video	X	X
Logo inclusion in all training materials for educator and Americorps members	X	X
Logo inclusion on Mile High United Way Website (Colorado Reading Corps page)	X	X
Recognition on Mile High United Way Facebook and Twitter	3/year	2/year
Inclusion in all Colorado Reading Corps press releases distributed to media	X	X

Thank you for Your Consideration

We recognize that you receive and review many sponsorship proposals. We appreciate your time and consideration of this opportunity. If you have any questions, require more information or would like a formal presentation, please let us know.

MILE HIGH UNITED WAY'S LIVE UNITED SPONSORSHIP COMMITMENT FORM

To commit to your sponsorship level please complete the below form and submit to your Donor Relations Lead or Liz Toohey at liz.toohey@unitedwaydenver.org.

Sponsorship Commitment (please check all desired sponsorship opportunities)

Women United Luncheon & Engagement				
<input type="checkbox"/> Live United \$25,000	<input type="checkbox"/> Give \$10,000	<input type="checkbox"/> Advocate \$5,000	<input type="checkbox"/> Volunteer \$2,500	
Turkey Trot				
<input type="checkbox"/> Presenting \$50,000	<input type="checkbox"/> Give \$20,000	<input type="checkbox"/> Advocate \$10,000	<input type="checkbox"/> Beer \$10,000	
<input type="checkbox"/> Bib \$10,000	<input type="checkbox"/> Volunteer \$5,000	<input type="checkbox"/> Hydration \$2,000	<input type="checkbox"/> Booth \$1,000	
Tocqueville Society				
<input type="checkbox"/> Live United \$25,000		<input type="checkbox"/> Give \$15,000		
Emerging Leaders Council – Year-Round Engagement				
<input type="checkbox"/> Live United \$15,000		<input type="checkbox"/> Give \$10,000		
Emerging Leaders Council – Day at the Rockies				
<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Give \$2,500	<input type="checkbox"/> Advocate \$1,000	<input type="checkbox"/> Volunteer \$750	<input type="checkbox"/> In-Kind
Emerging Leaders Council – Uncorked Wine Event				
<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Give \$2,500	<input type="checkbox"/> Advocate \$1,000	<input type="checkbox"/> Volunteer \$750	<input type="checkbox"/> In-Kind
Colorado Reading Corps				
<input type="checkbox"/> Presenting \$50,000		<input type="checkbox"/> Give \$25,000		

Primary Contact Information:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) - _____ - _____

Email: _____

Contact for Logo/Advertisements:

Name: _____

Phone: (_____) - _____ - _____

Email: _____