



# United Way of Charlotte County

## 2024-2025 Sponsorship Opportunities



United Way of  
Charlotte County



# A MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear Supporters,

At United Way of Charlotte County, our mission is clear: to mobilize the power of our community to break the cycle of poverty.

As we gear up for our annual campaign, we're seeking vital partners like you to join us. Your sponsorship plays a pivotal role in amplifying our campaign's reach and impact, allowing us to make an even greater difference in Charlotte County. Your partnership is instrumental in addressing the pressing needs of our community. Together, we can create positive change that touches the lives of countless individuals and families.

By aligning your support with our strategic priorities—Basic Needs, Educational Success, Financial Empowerment, Seniors, and Communication & Navigation—you maximize your impact and address our community's most urgent challenges.

Rest assured, your investment will be used effectively and transparently, with regular updates on the measurable results achieved.

Thank you for considering sponsorship with United Way of Charlotte County. Together, we can bring hope and positive change to our community.

*Angie Matthiessen*

United Way of Charlotte County  
Executive Director

**MOBILIZING THE POWER OF OUR COMMUNITY TO  
BREAK THE CYCLE OF POVERTY**



**unitedwayccfl.org**  
17831 Murdock Circle, Ste A  
Port Charlotte, FL 33948  
**941.627.3539**



# Corporate Sponsorship Program

Give HOPE and INVEST in Charlotte County



<p><b>HERITAGE CORPORATE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Recognition in a Press Release</li> <li>• Corporate Sponsor Recognition on all digital invites, social media marketing, and event advertising</li> <li>• Premier logo placement on all event materials</li> <li>• VIP Table at a Premiere Event with reserved seating for 20</li> <li>• VIP Table at United at Work Summit or Ageless United Lunch seating for 8</li> <li>• Speaking Opportunity - UWCC Radio Interview</li> <li>• Featured in Promotional News Column &amp; Feature Partner on UWCC Website</li> <li>• Recognition on UWCC Email signature</li> <li>• Logo on Campaign T-shirt</li> <li>• Sponsor Page in UWCC Calendar (includes social media recognition)</li> <li>• Corporate Sponsor Posts on Social Media highlighting our partnership</li> <li>• Eblast banner ad in 4 monthly Newsletters</li> <li>• Specific Volunteer Opportunity for company employees</li> </ul>	<p>\$30,000</p>
<p><b>LEGACY CORPORATE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Recognition in Press Releases</li> <li>• Corporate Sponsor Recognition on all digital invites, social media marketing, and event advertising</li> <li>• VIP Table at a Premiere Event with reserved seating for 10</li> <li>• VIP Table (8) at United at Work Summit or Ageless United Lunch</li> <li>• Featured in Promotional News Column &amp; Sponsor Partner on UWCC Website</li> <li>• Recognition on UWCC Email Signature</li> <li>• Logo on Campaign Signage &amp; T-shirt</li> <li>• Sponsor listing in UWCC Calendar (includes Social Media recognition)</li> <li>• Corporate Sponsor Posts on Social Media highlighting our partnership</li> <li>• Eblast Banner ad on 2 Newsletters</li> </ul>	<p>\$20,000</p>
<p><b>SIGNATURE CORPORATE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Corporate Sponsor listing on our website, digital invites, social media marketing, and all event marketing</li> <li>• VIP Table at a Premiere Event with reserved seating for 8</li> <li>• VIP Table at United at Work Summit or Ageless United Lunch</li> <li>• Recognition on UWCC Email Signature</li> <li>• Logo on Campaign Signage &amp; T-shirt</li> <li>• Sponsor listing in UWCC Calendar (includes Social Media recognition)</li> <li>• Corporate Sponsor Posts on Social Media highlighting our partnership</li> <li>• Eblast Banner on a Newsletter</li> </ul>	<p>\$15,000</p>
<p><b>HERO CORPORATE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Corporate Sponsor listing on our website, digital invites, social media marketing, and all event marketing</li> <li>• VIP Table at a Premiere Event with reserved seating for 6</li> <li>• VIP Table at United at Work Summit or Ageless United Lunch</li> <li>• Recognition on UWCC Campaign Email Signature</li> <li>• Logo on Campaign Signage &amp; T-shirt</li> <li>• Sponsor listing in UWCC Calendar</li> <li>• Sponsor listing in UWCC Calendar (includes Social Media recognition)</li> <li>• Eblast Banner on a Newsletter</li> </ul>	<p>\$10,000</p>



**Make your gift today!**

 **Click to Sponsor our Campaign**

**BE A PACESETTER**

Make your contribution by August 1, 2024

# Our Annual Calendar & Giving Tuesday



## Annual UWCC Calendar

Deadline August 1, 2024

Our annual calendar is eagerly awaited and distributed widely, serving as both a practical tool and cherished keepsake for many households and businesses. It embodies our commitment to giving hope to our community, featuring artwork that reflects our office culture and commitment to creativity and community engagement. Sponsoring our calendar not only offers valuable exposure for your company but also supports our mission of giving hope and fostering unity and positivity in our community.



**Make your gift today!**  
Click to Sponsor Annual Calendar

ANNUAL CALENDAR SPONSOR PACKAGES	Amount
<b>Diamond Sponsor - Limit 1</b> <ul style="list-style-type: none"> <li>• Full-page Advertisement inside the calendar</li> <li>• Sponsor Recognition in all calendar promotions</li> <li>• Special Recognition on 1 month and 1 week in your honor</li> <li>• Social Media Post &amp; Sponsor recognition on website</li> <li>• Event listings on our online calendar &amp; physical calendar</li> <li>• Logo on annual Campaign Tshirt</li> </ul>	\$5,000
<b>Gold Sponsor</b> <ul style="list-style-type: none"> <li>• 1/2 page advertisement inside the calendar</li> <li>• Sponsor Recognition calendar promotions</li> <li>• Recognition on 1 month and a day in your honor</li> <li>• Social Media Post &amp; Sponsor recognition on website</li> <li>• Event listings on our online calendar &amp; physical calendar</li> </ul>	\$2,500
<b>Silver Sponsor</b> <ul style="list-style-type: none"> <li>• 1/4 page advertisement inside the calendar</li> <li>• Sponsor Recognition calendar promotions</li> <li>• Recognition on 1 month and a day in your honor</li> <li>• Social Media Post &amp; Sponsor recognition on website</li> <li>• Event listings on our online calendar &amp; physical calendar</li> </ul>	\$1,000
<b>Bronze Sponsor (Ideal for Agencies &amp; Small Businesses, 12 spaces available)</b> <ul style="list-style-type: none"> <li>• Advertisement inside the calendar</li> <li>• Logo placed on a month inside the calendar</li> <li>• Social Media Post</li> <li>• Event listings on our online calendar &amp; physical calendar</li> </ul>	\$350

## GIVING TUESDAY

Deadline: October 1, 2024



Giving Tuesday Match December 2nd	Amount
<ul style="list-style-type: none"> <li>• Company logo and link on web site</li> <li>• Company logo on event promotional marketing</li> <li>• Social media boost</li> <li>• Sponsor recognition in newsletter and eblast</li> </ul>	\$5,000

**Make your gift today!**  
Click to Be a Giving Tuesday Match



# United at Work

Uniting employers, employees, and community partners to foster resilience and collaboration in the workplace



## Annual Summit & Workshops

United at Work Summit: October 30, 2024

United at Work Workshops: April, July, October, January

United at Work Program Sponsor	Amount
<p><b>Title Sponsor (Limit 2)</b></p> <ul style="list-style-type: none"> <li>Sponsor-level Recognition on UAW website and all promotional materials</li> <li>Logo on Summit stage banner</li> <li>Speaking Opportunity during opening remarks and/or introduce the keynote speaker at UAW Summit</li> <li>Reserved VIP Table for up to 8 representatives at UAW Summit</li> <li>Networking opportunities with Summit speakers and workshop facilitators</li> <li>Opportunity to display corporate marketing at a booth or table during the event &amp; workshops</li> <li>Social Media Recognition</li> <li>Sponsor recognition on UWCC Calendar</li> <li>Logo on annual Campaign Tshirt</li> </ul>	\$5,000
<p><b>Resilience Sponsor (Limit 3)</b></p> <ul style="list-style-type: none"> <li>Sponsor-level Recognition on UAW website and all promotional materials</li> <li>Reserved VIP table for up to 6 representatives at UAW Summit</li> <li>Networking opportunities with Summit speakers and workshop facilitators</li> <li>Opportunity to display corporate marketing at a booth/ table during UAW Summit</li> <li>Social Media Recognition</li> <li>Sponsor recognition on UWCC Calendar</li> </ul>	\$2,500
<p><b>Panel Sponsor</b></p> <ul style="list-style-type: none"> <li>Sponsor-level Recognition on all event materials and communications</li> <li>Logo placement on event website and select promotional materials</li> <li>Reserved seating for up to 4 representatives</li> <li>Verbal acknowledgment during the event</li> <li>Networking opportunities with Summit speakers and workshop facilitators</li> <li>Opportunity to display corporate marketing at a booth or table during the event</li> <li>Social Media Recognition</li> </ul>	\$1,500
<p><b>Thrive Sponsor (Vendor Table)</b></p> <ul style="list-style-type: none"> <li>Sponsor-level Recognition on all event materials and communications</li> <li>Logo placement on event website</li> <li>Reserved seating for up to 2 representatives</li> <li>Access to networking sessions</li> <li>Recognition in post-event communications</li> </ul>	\$350



# Ageless Engagement

Combating isolation in seniors, providing opportunities for connection



Ageless Engagement Annual Program Sponsor	Amount
<b>Gold Sponsor</b> <ul style="list-style-type: none"> <li>Sponsor Recognition on United Way of Charlotte County Website</li> <li>Sponsor Recognition on Ageless Engagement Materials</li> <li>Sponsor Recognition at Ageless Engagement Events &amp; Event Marketing</li> <li>Reserved VIP Seating for 8 at Ageless United Luncheon</li> <li>Speaking Opportunity at Ageless United Events, Allowing You to Share Your Message with Attendees</li> <li>Sponsor Logo in the UWCC Annual Calendar</li> <li>Social Media Recognition</li> </ul>	\$2,500
<b>Silver Sponsor</b> <ul style="list-style-type: none"> <li>Sponsor Recognition on United Way of Charlotte County Website</li> <li>Sponsor Recognition on Ageless Engagement Materials</li> <li>Reserved VIP Seating for 4 at Ageless United Luncheon</li> <li>Sponsor Logo in the UWCC Annual Calendar</li> <li>Social Media Recognition</li> </ul>	\$1,500
<b>Bronze Sponsor</b> <ul style="list-style-type: none"> <li>Sponsor Recognition on United Way of Charlotte County Website</li> <li>Sponsor Recognition on Ageless Engagement Materials</li> <li>Reserved VIP seating for 2 at Ageless United Luncheon</li> <li>Social Media Recognition</li> </ul>	\$500

**Ageless UNITED** was born out of a deep commitment to helping our most vulnerable community members—seniors. Our program is specifically designed to combat isolation and promote overall well-being. We are actively developing Ageless UNITED to make a meaningful impact on the lives of seniors in our community.



Festival of Wreaths Sponsor Package - December 5, 2024	Amount
<b>Cookies and Cocoa Sponsor (4)</b> <ul style="list-style-type: none"> <li>Sponsor Recognition on United Way of Charlotte County Website &amp; Event Marketing</li> <li>Sponsor Recognition on Social Media</li> <li>Provides Cookies, Beverages, and Snacks</li> </ul>	\$300
<b>Wreath Sponsor</b> <ul style="list-style-type: none"> <li>Sponsor Recognition on United Way of Charlotte County Website &amp; Event Marketing</li> <li>Sponsor Recognition on social media</li> <li>Wreath Sponsor</li> </ul>	\$150



# Ageless Engagement



## Inaugural Ageless United Lunch: Building Bridges for Positive Aging

Deadline: October 1, 2024

<p><b>Golden Sunrise Sponsorship (Limit 2)</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on Event Signage, Program, and Digital Promotions</li> <li>• Reserved VIP Seating for 10</li> <li>• Logo on Swag Bag or Promotional Item</li> <li>• Logo on Event Website</li> <li>• Special Recognition at Event during the Opening Remarks and an Opportunity to Introduce the Keynote Speaker or Deliver a Brief Address</li> <li>• Opportunity to Display Corporate Marketing at a Table During the Event</li> <li>• Recognition in Post-Event Communications</li> <li>• Social Media Recognition</li> <li>• Sponsor Name Displayed on Table</li> </ul>	<p>\$4,000</p>
<p><b>Silver Dawn Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on Event Signage, Program, and Digital Promotions</li> <li>• Reserved VIP Seating for 8</li> <li>• Logo on Swag Bag or Promotional Item</li> <li>• Logo on Event Website</li> <li>• Special Recognition at the Event, Short Speaking Promotion Available</li> <li>• Mention in Post-Event Communications</li> <li>• Social Media Recognition</li> <li>• Sponsor Name Displayed on Table</li> </ul>	<p>\$2,500</p>
<p><b>Bronze Horizon Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on Event Signage and Program</li> <li>• Reserved VIP Seating for 4</li> <li>• Logo on Swag Bag or Promotional Item</li> <li>• Logo on Event Website</li> <li>• Sponsor Name Displayed on Table</li> </ul>	<p>\$1,200</p>
<p><b>Sunbeam Supporter Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on Event Program</li> <li>• Reserved Seating for 2</li> <li>• Logo on Event Website</li> </ul>	<p>\$500</p>

Our **Inaugural Ageless United Luncheon** will take place on November 7, 2024 and will feature a keynote address by Dr. Thomas Felke, Director of FGCU's Shady Rest Institute on Positive Aging. Dr. Felke serves as the Associate Dean for Academics in the Marieb College of Health & Human Services.

Mark Martella, Managing Owner of Martella Law Firm, PLLC and an Ageless Engagement sponsor, will be our Master of Ceremonies, celebrating our focus on decreasing senior isolation in Charlotte County.





# Family Empowerment

Investing in the growth and success of every family, fostering their ability to thrive and build a legacy of achievement across generations.



Family Empowerment focuses on opportunities and resources for children and families in early childhood wellness, learning, and reading proficiency, aiming for positive education, economic, and health outcomes. Women United’s mission of empowering families aligns with this initiative, as these investments support Family Empowerment programs.



Family Empowerment Annual Sponsor	Amount
<p><b>Transform Annual Program Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on United Way of Charlotte County website</li> <li>• Sponsor Recognition on new Family Empowerment materials</li> <li>• Sponsor Recognition at Women United events &amp; on event marketing</li> <li>• Reserved VIP seating for 8 at Women United Luncheon</li> <li>• Speaking opportunity at Women United events, allowing you to share your message with attendees</li> <li>• Sponsor logo in the UWCC Annual Calendar</li> <li>• Social Media Recognition</li> </ul>	\$2,500
<p><b>Catalyst Annual Program Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on United Way of Charlotte County website</li> <li>• Sponsor Recognition on new Family Empowerment materials</li> <li>• Reserved VIP seating for 4 at Women United Luncheon</li> <li>• Sponsor Logo in the UWCC Annual Calendar</li> <li>• Social Media recognition</li> </ul>	\$1,500
<p><b>Ally Annual Program Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on United Way of Charlotte County website</li> <li>• Sponsor Recognition on new Family Empowerment materials</li> <li>• Reserved Seating for 2 at Women United Luncheon</li> <li>• Social Media Recognition</li> </ul>	\$750

**Make your gift today!**  
[Click to Sponsor Family Engagement](#)



# Women United



**Inspire, Empower, Transform:** Celebrating the Strength and Resilience of Women in Our Community. Investing in the Women of Charlotte County.

The 9th annual Women United Luncheon will take place on February 13, 2025. The event showcases the announcement of the Woman of Courage and Woman of Distinction.



Women United 2025 Luncheon & Awards	Amount
<p><b>Transform Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on event signage, program, and digital promotions</li> <li>• Reserved VIP seating for 8</li> <li>• Logo on swag bag or promotional item</li> <li>• Logo on event website</li> <li>• Special Recognition at the event, short speaking promotion available</li> <li>• Sponsor name displayed on table</li> </ul>	\$2,500
<p><b>Empower Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on event signage and program</li> <li>• Reserved VIP seating for 4</li> <li>• Logo on swag bag or promotional item</li> <li>• Logo on event website</li> <li>• Sponsor name displayed on table</li> </ul>	\$1,200
<p><b>Inspire Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on event program</li> <li>• Reserved seating for 2</li> <li>• Logo on event website</li> </ul>	\$500



# BEAUJOLAIS

# BEAUJOLAIS *Starry Nights*



## Event Date: March 2025

Join us for our Signature Event, the 10th Annual Beaujolais. This special evening invites you to indulge in wine sampling, savor delectable small bites, and groove to the rhythm of live music. It's the perfect opportunity to gather with friends, enjoy the flavors of fine wines, and support our community. Don't miss out on this unforgettable celebration!



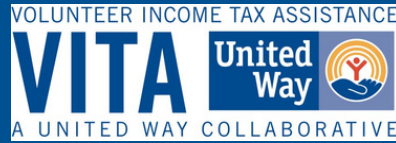
BEAUJOLAIS SPONSOR PACKAGES	Amount
<p><b>On Cloud Wine Sponsor</b></p> <ul style="list-style-type: none"> <li>• Two reserved tables of 10 Special Recognition night of event</li> <li>• Logo on event website and table signage at the event</li> <li>• Sponsor listing on digital invites, social media marketing, and pre/post event advertising</li> <li>• Two bottles of fine wine (Unique to the sponsors, not served at Beaujolais)</li> <li>• Sponsor listing in the UWCC Annual Calendar</li> <li>• Logo on annual Campaign Tshirt</li> </ul>	\$5,000
<p><b>You had me at Merlot Sponsor</b></p> <ul style="list-style-type: none"> <li>• One reserved table of 10</li> <li>• Sponsor listing on digital invites, social media marketing, and pre/post event advertising</li> <li>• Logo on event website and table signage at the event</li> <li>• Special Recognition night of event</li> <li>• Two bottles of fine wine. (Unique to the sponsors, not being served at Beaujolais)</li> <li>• Sponsor listing in the UWCC Annual Calendar</li> </ul>	\$2,500
<p><b>Wine Not Sponsor</b></p> <ul style="list-style-type: none"> <li>• One reserved table of 8</li> <li>• Logo on event website and table signage at the event and social media</li> <li>• One bottle of fine wine on the table.(Unique to the sponsors)</li> </ul>	\$1,500
<p><b>Shared Bottle Sponsor</b></p> <ul style="list-style-type: none"> <li>• 2 Event Tickets with Reserved Seating.</li> <li>• Bottle of fine wine (Unique to the sponsors, not being served at Beaujolais)</li> </ul>	\$350





# VITA

## Volunteer Income Tax Assistance



The Volunteer Income Tax Assistance program (VITA) offers FREE income tax preparation services each tax season at various sites throughout Charlotte County.

The VITA program provides a fundamental direct service to low-moderate-income individuals and families in Charlotte County. Many individuals and families in our community do not have access to affordable tax preparation services. UWCC's VITA program helps families take advantage of benefits in the tax code to increase their financial stability.



VITA Program Sponsor	Amount
<p><b>VITA Gold Sponsor:</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on all VITA Events, Website &amp; Event Marketing</li> <li>• VIP table of 4 at Ageless United Event, providing opportunities for networking and engagement</li> <li>• Sponsor Link/Logo on the VITA webpage</li> <li>• Social Media Marketing on VITA events, posts, &amp; sponsor announcements.</li> <li>• Sponsor Listing in the UWCC Annual Calendar</li> <li>• Logo on VITA program Tshirt</li> </ul>	\$2,500
<p><b>VITA Silver Sponsor:</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on all VITA events, website &amp; event marketing</li> <li>• VIP seating for 2 at Ageless United Event, providing opportunities for networking and engagement</li> <li>• Sponsor Link/Logo on VITA webpage</li> <li>• Social Media Marketing on VITA events, posts, &amp; sponsor announcements.</li> <li>• Sponsor Listing in the UWCC Annual Calendar</li> <li>• Logo on VITA program Tshirt</li> </ul>	\$1,500
<p><b>VITA Bronze Sponsor:</b></p> <ul style="list-style-type: none"> <li>• Sponsor Recognition on all VITA events, website &amp; event marketing</li> <li>• Social Media Marketing on VITA events, posts, &amp; sponsor announcements</li> <li>• Logo on VITA program T-shirt</li> </ul>	\$500



# CONNECT:

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