JOIN US ON A MISSION TO REDUCE POVERTY IN WEST MICHIGAN

Companies looking for engaging and impactful ways to make their mark on the Grand Rapids community are invited to partner with Heart of West Michigan United Way.

WHY PARTNER WITH HEART OF WEST MICHIGAN UNITED WAY?

Impact Your Community.
Enhance Your Brand and Boost Your Visibility.
Engage Your Employees and Strengthen Your Workforce.
CELEBRATE UNITED
Lives saved. Futures brightened. Families strengthened. This calls for a celebration!
Celebrate United invites supporters and partner agencies to share in an evening of food, drink, and gameshow-style trivia. It’s our way of honoring the transformative impact we’re making together – and having fun while doing it.

OPERATION UNITED
In May, Heart of West Michigan United Way mobilizes teams of volunteers to make a difference in the lives of military veterans. Volunteers visit homes across Kent County to complete yard work, landscaping, and outdoor improvements to express thanks to local service members.

FOOD FROM THE HEART
Each June, communities around the world come together to harness the volunteer spirit and improve the conditions in which they live. On Day of Action, we host Food from the Heart, a large-scale service event that invites volunteers to Van Andel Arena to pack meals that are distributed through Feeding America West Michigan.

DAY OF CARING
United Way’s Day of Caring is our community’s largest corporate volunteer event. Every September, hundreds of employees from companies across Kent County “report to work” at local nonprofit agencies. This annual event helps organizations get things done – things that they may not have the day-to-day capacity to do throughout the year.

ADULT FIELD DAY *NEW*
As athletes from around the world gather in Tokyo for the 2020 Summer Olympics, the Volunteer Center will be hosting its first Adult Field Day. This event will engage groups in friendly competition for a cause. This team-based event will include classic games like cornhole and sack races. Proceeds will benefit the Volunteer Center, promoting volunteerism across Kent County and matching people with meaningful opportunities to make a difference.
Lives saved. Futures brightened. Families strengthened. This calls for a celebration!

Celebrate United invites supporters and partner agencies to share in an evening of food, drink, and gameshow-style trivia. It’s our way of honoring the transformative impact we’re making together – and having fun while doing it.

Guests include business and community leaders. Attendance is by invitation only. The event will be marketed directly to guests by mail, email, and personal outreach.

**PREMIERE - $7,500**

- Listed as Premiere Sponsor on all printed materials
- Program/podium recognition – invited to speak
- Logo featured on event webpage
- Featured prominently on social media
- Recognition at event (on signage and screens)

**CONTRIBUTING SPONSORS - $2,500**

- Listed as Contributing Sponsor on all printed materials
- Program recognition
- Logo featured on event webpage
- Social media recognition
- Recognition at event (on signage and screens)

**SUPPORTING SPONSORS - $1,000**

- Listed as Supporting Sponsor on all printed materials
- Logo featured on event webpage
- Recognition at event (on signage and screens)
In May, Heart of West Michigan United Way mobilizes teams of volunteers to make a difference in the lives of military veterans. Volunteers visit homes across Kent County to complete yard work, landscaping, and outdoor improvements to express thanks to local service members.

Event is marketed through traditional and social media, e-blasts, and on the website.

PREMIERE - $5,000
• Listed as Premiere Sponsor on all printed materials
• Listed in press release
• Logo featured on event webpage
• Featured prominently on social media
• Yard sign with logo on site during project hours
• Option: Staff three project sites with volunteers (up to 60 employees)

SUPPORTING SPONSORS - $1,000
• Listed as Contributing Sponsor on all printed materials
• Logo featured on event webpage
• Social media recognition
• Yard sign with logo on site during project hours
• Option: Staff a project site with volunteers (up to 20 employees)

CONTRIBUTING SPONSORS - $2,500
• Listed as Contributing Sponsor on all printed materials
• Logo featured on event webpage
• Social media recognition
• Yard sign with logo on site during project hours
• Option: Staff two project sites with volunteers (up to 40 employees)

In 2019:
• Reached 17,582 people through social media
• 6 news stories with 31,000 impressions
• Impacted 23 Kent County veterans and their families

A THRIVING COMMUNITY FOR ALL
hwmuw.org

MAY 15, 2020 | 300+ VOLUNTEERS FROM 20+ COMPANIES
Each June, communities around the world come together to harness the volunteer spirit and improve the conditions in which they live. On Day of Action, we host Food from the Heart, a large-scale service event that invites volunteers to Van Andel Arena to pack meals that are distributed through Feeding America West Michigan.

This event provides 200,000 nutritious meals to individuals in Kent County through over 90 agencies and food pantries.

**PREMIERE - $25,000**
- Listed as Premiere Sponsor on all printed materials
- Program/podium recognition – invited to speak
- Media mentions
- Logo featured on event webpage
- Featured prominently on social media
- Recognition at event (on signage and screens)
- Tables reserved for 30 employee volunteers per shift

**SUPPORTING SPONSORS - $5,000**
- Listed as Supporting Sponsor on all printed materials
- Logo featured on event webpage
- Social media recognition
- Recognition at event (on signage and screens)
- Table reserved for 10 employee volunteers per shift

**SPONSORSHIPS**
**A THRIVING COMMUNITY FOR ALL**

**CONTRIBUTING SPONSORS - $10,000**
- Listed as Contributing Sponsor on all printed materials
- Program recognition
- Logo featured on event webpage
- Social media recognition
- Recognition at event (on signage and screens)
- Tables reserved for 20 employee volunteers per shift

**TABLE SPONSORS - $500**
- Recognized as Table Sponsor at events
- 1 table reserved for 10 employee volunteers

In 2019:
- Reached 29,797 people through social media
- Featured on WOOD TV 8, Fox 17 Evening News, Fox 17 Morning Mix, EightWest, Andy Rent 100.5 The River, 93.3 La Poderosa, and WGVU Shelley Irwin Show

**FOOD FROM THE HEART**

**1,000 VOLUNTEERS**
from dozens of companies and community organizations
As athletes from around the world gather in Tokyo for the 2020 Summer Olympics, the Volunteer Center will be hosting its first Adult Field Day. This event will engage groups in friendly competition for a cause. This team-based event will include classic games like cornhole and sack races. Proceeds will benefit the Volunteer Center, promoting volunteerism across Kent County and matching people with meaningful opportunities to make a difference.

In partnership with the Young Leader’s Society, this event will be an evening of games, celebrations, and socializing. The event will support the year-round work of the Volunteer Center.

PREMIERE - $5,000
- Listed as Premiere Sponsor on all printed materials
- Program/podium recognition – invited to speak
- Listed in press release
- Logo featured on event webpage
- Featured prominently on social media
- Logo on sponsor sign at event
- Up to three teams of four participants included

SUPPORTING SPONSORS - $1,000
- Listed as Supporting Sponsor on all printed materials
- Program recognition
- Name featured on event webpage
- Social media recognition
- Name on sponsor sign at event
- One team of four participants included

CONTRIBUTING SPONSORS - $2,500
- Listed as Contributing Sponsor on all printed materials
- Program recognition
- Logo featured on event webpage
- Social media recognition
- Logo on sponsor sign at event
- Up to two teams of four participants included

TEAM SPONSOR - $200
- One team of four participants
United Way’s Day of Caring is our community’s largest corporate volunteer event. Every September, hundreds of employees from companies across Kent County “report to work” at local nonprofit agencies. This annual event helps organizations get things done – things that they may not have the day-to-day capacity to do throughout the year.

This event impacts over 50 nonprofit agencies and schools each year, supporting food security, housing, environmental conservation, animal welfare, education, health and family services across the county.

**PREMIERE - $7,500**
- Listed as Premiere Sponsor on all printed materials
- Program/podium recognition – invited to speak
- Listed in press release
- Logo featured on event webpage
- Featured prominently on social media
- Logo on sponsor sign at luncheon

**SUPPORTING SPONSORS - $1,000**
- Listed as Supporting Sponsor on all printed materials
- Program recognition
- Logo featured on event webpage
- Social media recognition
- Logo on sponsor sign at luncheon

**CONTRIBUTING SPONSORS - $2,500**
- Listed as Contributing Sponsor on all printed materials
- Program recognition
- Logo featured on event webpage
- Social media recognition
- Logo on sponsor sign at luncheon

**PROJECT SPONSORSHIP – AMOUNTS VARY**
Fund a mini-grant to purchase supplies and equipment for a project
- Logo on yard sign placed at funded project
- Social media recognition

400+ attend lunch at John Ball Park. Attendees include volunteers, partner agency staff, and business and community leaders.

In 2019:
- Social media posts reached 28,964 people and received 1,159 engagements