

SPONSOR DAY OF CARING

FRIDAY, SEPTEMBER 16, 2022

OUR COMMUNITY'S LARGEST VOLUNTEER EVENT OF THE YEAR



500,000+
EMPLOYEES & RETIREES OF
UNITED WAY PARTNERS



22,200+
FOLLOWERS



12,000+
DONORS & VOLUNTEERS



1,000
MONTHLY WEB VISITORS

STAY CONNECTED:



GAIN VISIBILITY

Day of Caring is our community's largest day of the year for volunteering, and is recognized as the official kickoff for United Way of the Virginia Peninsula's annual giving campaign. Day of Caring brings together hundreds of volunteers and businesses from across the Virginia Peninsula to create a positive impact on nonprofits and human service providers helping our neighbors in need.

ENJOY POSITIVE BRAND EXPOSURE

Day of Caring will be publicized on UWVP's website and social media channels, in our eblasts and newsletters, through media releases, in print materials and beyond. Pick the sponsorship level that is right for you!

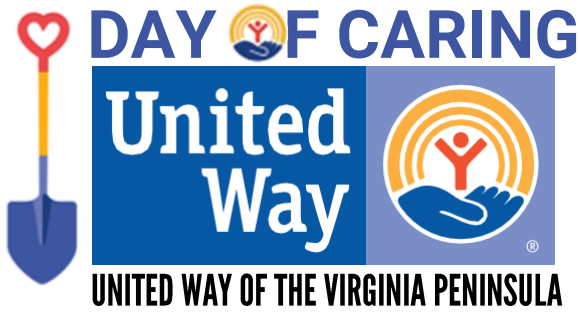
IMPACT OUR COMMUNITY

Any remaining funds we may have from your support will be invested in our Community Assistance Network (CAN) which supports our nonprofit partner agencies who have the resources and services needed to support our neighbors experiencing poverty related crises.

United Way of the Virginia Peninsula is a 501(c)3 tax exempt organization (EIN: 54-0535602). Your donation is tax deductible to the fullest extent of the law.

United Way of the Virginia Peninsula • 101 York Crossing Road • Yorktown, VA 23692 • 757-229-2222 • www.uwvp.org





SPONSOR DAY OF CARING: FRIDAY, SEPTEMBER 16, 2022

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VISIONARY

EVENT VIDEO:

Acknowledgement and Spotlight

VOLUNTEER PROJECT:
premier choice of project

MEDIA COVERAGE:
Mention in press release, solicited media coverage, and advertisements

PRINT & DIGITAL:
Mention in pre and post event communications; logo on event website

SOCIAL MEDIA & e-NEWSLETTER:
(3) dedicated and (2) general social media posts on Facebook and Instagram and inclusion in promotional e-newsletter

DAY OF EVENT:
Verbal recognition at kickoff, Logo on volunteer t-shirt and on event signage

\$5,000

LEGACY

EVENT VIDEO:

Acknowledgement

VOLUNTEER PROJECT:
premier choice of project

MEDIA COVERAGE:
Mention in press release, solicited media coverage, and advertisements

PRINT & DIGITAL:
Mention in pre and post event communications; logo on event website

SOCIAL MEDIA & e-NEWSLETTER:
(2) dedicated and (2) general social media posts on Facebook and Instagram and inclusion in promotional e-newsletter

DAY OF EVENT:
Logo on volunteer t-shirt and on event signage

\$2,500

SPONSORSHIP LEVELS

PREMIER

VOLUNTEER PROJECT:
premier choice of project

PRINT & DIGITAL:
Mention in pre and post event communications; logo on event website

SOCIAL MEDIA & NEWSLETTER:
(1) dedicated and (2) general social media posts on Facebook and Instagram and inclusion in promotional e-newsletter

DAY OF EVENT:
Logo on volunteer t-shirt and on event signage

\$1,000

CHAMPION

PRINT & DIGITAL:
Mention in pre and post event communications; logo on event website

SOCIAL MEDIA & e-NEWSLETTER:
Included in (2) general social media posts on Facebook and Instagram and inclusion in promotional e-newsletter

DAY OF EVENT:
Logo on volunteer t-shirt and on event signage

\$500

WE WOULD LIKE TO SPONSOR 2022 DAY OF CARING AT THE FOLLOWING LEVEL:

\$5,000 VISIONARY

\$2,500 LEGACY

\$1,000 PREMIER

\$500 CHAMPION

COMPANY: _____

CONTACT NAME: _____ TITLE: _____

CONTACT EMAIL: _____ CONTACT PHONE: _____

COMPANY WEBSITE: _____

Method of Payment (please check one): Check Credit Card Invoice OR [Pay Online HERE](#)

Make Check Payable to UWVP by August 12, 2022. Mail to: 101 York Crossing Road, Yorktown, VA 23692

Credit Card Payment or Invoice, contact: volunteer@uwvp.org or 757-229-2222; Press 2

Send your company's logo to volunteer@uwvp.org