

# COMMUNITY PARTNER SPONSORSHIP OPPORTUNITY

October 2021

## PROJECT COMMUNITY CONNECT

United Way of the National Capital Area mobilizes all sectors of the community to work together with one goal in mind – **helping children and families live their best lives by reducing disparities and increasing equity.**

We address the needs of our community by focusing on three key pillars of impact – **health, education and economic opportunity.**

As a **Community Partner**, you are joining us in our **Project Community Connect** (PCC) and ongoing efforts to bring critical programming and workshops to individuals and families across the region.

PCC Workshops will focus on the following daily themes

- Food Access
- Economic Opportunity
- Basic Needs
- Health
- Education



BRANDING	MEDIA
Featured logo on United Way NCA website on event page	Recognition in United Way NCA event press releases as appropriate
Logo on all applicable event marketing materials	Company spokesperson incorporated into event media pitches (when available)
Dedicated story in United Way NCA's Community Matters quarterly newsletter (40K distribution)	Company spokesperson interviewed (when available)
A 2:00 minute video for use on your CSR webpage	Recognition in United Way NCA's CEO event remarks during media interviews (if available)
Postings and video on United Way NCA social media channels	An exclusive CEO Podcast conversation
Posts to include partner social media handles	
Featured in United Way NCA's annual report	
Featured Logo on applicable webinar training (i.e. Volunteer Training)	
Logo on virtual event signage	
Logo on applicable event pre or post promotional video	
Logo on United Way NCA's event podcast episode	

### ADDITIONAL PERKS

One (1) Tocqueville Society affinity group membership (one year)

Two (2) Young Philanthropists affinity group memberships (one year)

Guaranteed staff virtual volunteer opportunities

Letter of appreciation

**Sponsorship: \$50,000**

**GIVE.ADVOCATE.VOLUNTEER**



United Way  
of the National Capital Area  
UnitedWayNCA.org/PCC