

ECONOMIC EQUITY CHAMPION SPONSORSHIP

LIVE UNITED

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.**

As an **Economic Equity Champion**, you are joining us in support of our ongoing programs as we make bold strides toward achieving equity for all regardless of race, gender, income and ability. Our goal is to achieve **“Financial and Workforce Training to Home/Business Ownership”** by reducing wealth disparities and improving economic opportunities with financial training and workforce development for individuals and families in the National Capital Area. We will do so by **embedding workforce training** in our programming at our Financial Empowerment Centers, **promoting home and business ownership** and **expanding our annual Project Community Connect** to everyone in our community.

The **Economic Equity Champion** will make an annual investment for three years. **Join the movement** by investing in Economic Opportunity in our community!

BRANDING	MEDIA
Featured logo on United Way NCA website	Recognition in United Way NCA press releases as appropriate
Logo on all applicable marketing materials	Company spokesperson incorporated into media pitches (when available)
Dedicated story in United Way NCA’s Community Matters quarterly newsletter (40K distribution)	Company spokesperson interviewed (when available)
A two-minute video for use on your CSR webpage	Recognition in United Way NCA’s CEO remarks during media interviews (if available)
Postings and video on United Way NCA’s social media channels	One annual exclusive CEO Podcast conversation (3 total)
Posts to include partner social media handles	
Featured in United Way NCA’s annual report	
Logo on United Way NCA’s <i>The Way Forward</i> podcast	

ADDITIONAL PERKS

- One (1) Tocqueville Society affinity group membership (three years)
- One (1) Women United affinity group membership (three years)
- Guaranteed staff virtual volunteer opportunities (in-person when applicable)
- Invitation to United Way NCA virtual events (in-person when applicable)
- Letter of appreciation

Sponsorship: \$100,000/year
\$300,000 TOTAL

GIVE.ADVOCATE.VOLUNTEER

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United Way of the National Capital Area
UnitedWayNCA.org