

# EDUCATION 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 **Education 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 **“Middle School to College & Career Success”** by reducing academic disparities and improving academic outcomes for young people in the National Capital Area. We will do so by partnering with and implementing **evidence-based programs for basic needs and socio-emotional well-being of students and by promoting community and family engagement.**

The **Education Equity Champion** will make an annual investment for three years. **Join the movement** by investing in Education 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

*Created on Nov 9, 2020*



**United Way of the  
National Capital Area**  
UnitedWayNCA.org