



UNITED WAY
East Central
Iowa

SPONSORSHIP GUIDE 2025

WHY YOU SHOULD SPONSOR UWECI

We are grateful to each and every individual and organization that chooses to support United Way of East Central Iowa (UWECI). By choosing UWECI, you help us mobilize our communities to action so all can thrive. Here's a few things you can expect to receive by sponsoring UWECI:



POSITION your company as a valued community partner by investing in non-profit work.



BENEFIT from increased brand exposure, as you will be recognized and thanked appropriately for supporting UWECI.



CREATE positive change in our community by supporting our solution-focused work and keeping more dollars close to home.



EMPOWER UWECI to continue bringing community partners together to build to a stronger community.

CAMPAIGN SPONSORSHIPS

CAMPAIGN KICKOFF

Underwrite UWECI's Workplace Campaign to gain yearlong recognition and exposure to thousands of donors, volunteers, and advocates for our programs.

TYPE	AMOUNT	BENEFIT
Main Sponsor	\$5,000	Logo or name in marketing materials: website, social media, and table tents; acknowledgment at event; speaking opportunity at event
Supporting Sponsor	\$3,500	Logo or name in marketing materials: website, social media, and table tents; acknowledgment at event
Drink Sponsor	\$2,500	Logo or name in marketing materials: website, social media, and drink tickets; One drink ticket given to each guest; acknowledgment at event
Food Sponsor	\$2,000	Logo or name on marketing materials: social media and buffet table signs (two signs total); acknowledgment at event

TYPE	AMOUNT	DESCRIPTION	BENEFIT
Campaign Specialist or Loaned Executive	\$8,500 per Campaign Specialist or Loaned Executive	Each fall, we train four Campaign Specialists and/or Loaned Executives to help run nearly 250 company campaigns; Campaign Specialists and/or Loaned Executives are essential to efficiently running campaigns and providing companies with a personalized experience.	Logo on United We Thrive event marketing; five seats at the United We Thrive event; acknowledgment at the United We Thrive event

“ I’m so grateful that the Resource Development team at United Way of East Central Iowa gave me the opportunity to join them this fall. My skills in customer relationship management, public speaking, and project execution grew by leaps and bounds. I learned so much from everyone.”
 –Hannah Van Sickle, 2024 Campaign Specialist



LEADERSHIP/EVENT SPONSORSHIPS

UNITED WE THRIVE: A COMMUNITY IMPACT CELEBRATION

Celebrate the results of our community impact and recognize the generosity of our top corporate partners and individual donors who make a difference in our community. This year marks UWECEI’s 111 years of community service.

TYPE	AMOUNT	BENEFIT
Presenting Sponsor	\$2,500	Logo or name on marketing materials: website, social media, and table tents; acknowledgment at event
Breakfast Sponsor	\$1,500	Logo or name on marketing materials: social media and buffet table signs (two signs total); acknowledgment at event
Award Sponsor	\$1,000	Name on the Campaign Excellence Award and acknowledgment at United We Thrive event

TYPE	AMOUNT	DESCRIPTION	BENEFIT
Leadership Sponsors Package	\$8,000	<p>Leadership Society events include:</p> <ul style="list-style-type: none"> • Volunteer Recognition Event - \$2,500 • Women United Luncheon - \$2,000 • Women United Power of the Purse - \$2,000 • Mid-Year Mixer - \$1,500 <p>Help support these special causes as a package to receive multiple months of recognition and time to encourage your co-workers to learn more about UWECEI through collaboration and support for our programs.</p>	Logo placed on website event page and other marketing materials, social media recognition, acknowledgment at event, and four tickets or half a table at the event

MID-YEAR MIXER

Join UWECI for its Mid-Year Mixer, where you enjoy hors d'oeuvres and drinks while learning about our ongoing initiatives.

TYPE	AMOUNT	BENEFIT
Presenting Sponsor	\$2,500	Logo or name in marketing materials: website, social media, and table tents; acknowledgment at event; speaking opportunity at event
Supporting Sponsor	\$1,500	Logo or name in marketing materials: website, social media, and table tents; acknowledgment at event
Food Sponsor	\$1,500	Logo or name in marketing materials: website, social media, and buffet table signs (two signs total); acknowledgment at event
Drink Sponsor	\$1,000	Logo or name on marketing materials: website, social media and drink tickets - one drink given to each guest; acknowledgment at event

WOMEN UNITED

Women United has a rich history of hosting two events annually. The Women United Luncheon is traditionally held in May and the Power of the Purse event is in September.

TYPE	AMOUNT	BENEFIT
Luncheon Sponsor	\$2,000	Logo placed on all marketing materials and website event page, four tickets to the event
Power of the Purse Sponsor	\$2,000	Logo placed on all marketing materials and website event page, four tickets to the event
Technology Sponsor	\$1,000	The technology sponsorship covers the costs associated with online registration and bidding platforms for Power of the Purse

“ Women United is a committee through United Way of East Central Iowa that is dedicated to improving the lives of women. I joined Women United because access to health care is a privilege I have always had, and I want to ensure others have that same access. I have health insurance and reliable transportation, as well as a supportive employer who allows me to take time off work.”

—Brooke Willson, 2024 Campaign Co-Chair



DAY OF CARING

Every year in May, thousands of volunteers throughout Eastern Iowa come together, roll up their sleeves, and provide a much-needed workforce to complete half or full-day projects in support of our area non-profits.

TYPE	AMOUNT	DESCRIPTION	BENEFIT
Platinum Sponsorship	\$2,500	Be the presenting sponsor of one of the area's largest volunteer events. Your support will drive an impactful day for 1,200+ volunteers community wide.	Custom volunteer coordination and unlimited volunteer slots, prominently placed logo on volunteer shirt, marketing materials, event page, and media mentions
Gold Sponsorship	\$750	Gain recognition as a key supporter of UWECI's signature volunteer event, uniting hundreds of companies to complete vital projects across the area.	Logo on volunteer shirt, marketing outreach, and up to 100 volunteer slots during Priority Selection Week
Silver Sponsorship	\$500	Showcase your company on our volunteer shirts. Your sponsorship covers the costs of materials and printing.	Name on volunteer shirt, marketing outreach, and up to 50 volunteer slots during Priority Selection Week



If you are interested in sponsoring Day of Caring, please contact Angelica Vannatta at: angelica.vannatta@uweci.org or 319-398-5372 ext. 822.

COMMUNITY IMPACT SPONSORSHIPS

TYPE	AMOUNT	DESCRIPTION	BENEFIT
211 	\$5,000	Support United Way's 211 service, which is a free and confidential information and referral helpline.	Logo on UWECI website for 211 program, annual newsletter spotlight on 211 with sponsor recognition
Volunteer Recognition Event *Formerly Time for Art Event	\$2,500	Shine a light on volunteers who donate their time and talent to meet our community's greatest needs. Contributions support our annual volunteer awards and celebration.	Logo placed on all marketing materials and website event page, presenter of volunteer awards, and four tickets at the event
Volunteer Centers and County-Focused Programming 	\$1,000 per county	Support our volunteer centers in our five-county area to create a community of service and program delivery, such as transportation and access to healthcare. Can be specific to Benton, Cedar, Jones, Iowa, and Linn counties.	Logo on all marketing materials and recognition on social media
Volunteer Income Tax Assistance (VITA) Program 	\$2,500	Presenting sponsors for the entire tax season, as well as during the fall recruitment for volunteers and volunteer training. VITA is a national IRS-sponsored program that provides free tax preparation services to qualifying individuals and families.	Logo on VITA website pages, marketing materials, and social media recognition
Community Education and Engagement 	\$7,500 or \$2,500 per engagement program	Support for community initiatives that uplifts inclusion, diversity, equity, and accessibility in our community. Includes: <ul style="list-style-type: none"> • Board Orientation and Leadership Development (BOLD) • Civic Circle • Nonprofit and Community Education/Engagement 	Logo on program website, all marketing materials, and social media recognition



“What I enjoyed most about the United Way BOLD program is learning that one doesn't need to be an expert to have a positive impact on one's community. The program has shined a light on new pathways to strengthen my service to the community in the hope of increasing the health, wellbeing, and happiness of everyone.”
 —Jacob Cournoyer, 2023 BOLD Graduate

SPONSOR OUR WORK

UWECI uses four focus areas to guide our work: economic mobility, access to healthcare, childhood success, and safety net services. These focus areas work to address the top needs in our community.

TYPE	AMOUNT	DESCRIPTION	BENEFIT
Economic Mobility	\$2,500	Sponsor our work by building economic mobility and developing a path from crisis to stability, which can include financial literacy, housing assistance, and more.	Logo on focus sheets, bi-annual impact report, and website
Access to Healthcare	\$2,500	Sponsor our work by improving access to healthcare. This is critical in creating a healthy Eastern Iowa, where everyone has access to the healthcare they need.	Logo on focus sheets, bi-annual impact report, and website
Childhood Success	\$2,500	Sponsor our work by fostering childhood success. Our children are our future, and you can help support us in ensuring the future is bright.	Logo on focus sheets, bi-annual impact report, and website
Safety Net Services	\$2,500	Sponsor our work by supporting safety net services, which are designed to catch individuals, if they fall on hard times. This includes basic needs, like food, shelter, transportation, and crisis services.	Logo on focus sheets, bi-annual impact report, and website

TYPE	AMOUNT	DESCRIPTION	BENEFIT
Annual Report Sponsor	\$5,000	Support UWECI's Annual Report that highlights success stories, impact, and financial statements each year.	Logo on back cover of Annual Report, which is emailed directly to 700+ supporters; Link in Annual Report newsletter sent to 4,500 individuals, logo on webpage hosting UWECI reports and publications as the exclusive Annual Report sponsor, logo on webpage and in emails can be linked to sponsor's home or about page

SPONSORSHIP INTEREST FORM

To request sponsorship(s), please complete the form below and email to joseph.peterson@uweci.org or send to United Way of East Central Iowa | Attn: Joseph Peterson | 317 7th Ave SE, Suite 401 | Cedar Rapids, IA 52401

Company Name _____

Title/Position _____

First and Last Name _____

Email Address _____ Phone # _____

CAMPAIGN

Campaign Kickoff – Main Sponsor - \$5,000	
Campaign Kickoff – Supporting Sponsor - \$3,500	
Campaign Kickoff – Drink Sponsor - \$2,500	
Campaign Kickoff – Food Sponsor - \$2,000	
Campaign Specialist/Loaned Executive Program - \$8,500	

COMMUNITY IMPACT

211 - \$5,000	
Volunteer Recognition Event - \$2,500	
Volunteer Centers and County-Focused Programming - \$1,000 per county	
Community Education and Engagement - \$7,500	
BOLD - \$2,500	
Civic Circle - \$2,500	
Nonprofit and Community Education - \$2,500	
Day of Caring – Platinum Sponsorship - \$2,500	
Day of Caring – Gold Sponsorship - \$750	
Day of Caring – Silver Sponsorship - \$500	

VITA

VITA Sponsorship - \$2,500	
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Select sponsorship opportunities above.
Tailored sponsorships available for consideration.

LEADERSHIP/EVENTS

Leadership Sponsors Package - \$8,000	
United We Thrive – Presenting Sponsor - \$2,500	
United We Thrive – Breakfast Sponsor - \$1,500	
United We Thrive – Award Sponsor - \$1,000	
Mid-Year Mixer – Presenting Sponsor - \$2,500	
Mid-Year Mixer – Supporting Sponsor - \$1,500	
Mid-Year Mixer – Food Sponsor - \$1,500	
Mid-Year Mixer – Drink Sponsor - \$1,000	

WOMEN UNITED

Women United Luncheon Sponsor - \$2,000	
Women United Power of the Purse Sponsor - \$2,000	
Women United Technology Sponsor - \$1,000	

SPONSOR OUR WORK

Economic Mobility - \$2,500	
Access to Healthcare - \$2,500	
Childhood Success - \$2,500	
Safety Net Services - \$2,500	
Annual Report Sponsor - \$5,000	

SPONSORSHIP TOTAL: _____

Joseph Peterson
VP of Donor Engagement and Development
joseph.peterson@uweci.org
319-398-5372 ext. 818

For Day of Caring sponsorships, please contact:
Angelica Vannatta
Senior Manager, Community Outreach & Engagement
angelica.vannatta@uweci.org
319-398-5372 ext.822

