



Sponsorship Package

ARE YOU
THE ONE?



United Way
Waterloo Region
Communities

Be The One

United Way Waterloo Region Communities is dedicated to helping people live better lives in every one of the seven communities we serve. Our reach extends from Cambridge, into Kitchener, Waterloo and the townships of Wilmot, Wellesley, Woolwich and North Dumfries. Every year we mobilize hundreds of individuals, local businesses, and community agencies around grassroots causes. Because of those efforts, thousands of community members across Waterloo Region are able to access an entire network of essential services and programs.

From exciting and inspiring events, to advertising and promotional material, to our powerful online presence, sponsorship with United Way Waterloo Region Communities is a multifaceted tool to engage your employees and show your customers and stakeholders how you're helping individuals and families in Waterloo Region reach their full potential.

Partnering with United Way offers an excellent way to increase your community presence and enhance your company's profile. We highly value our community partners and you can expect to receive extensive recognition for your generous sponsorship. You'll be aligning yourself with an organization that has been supported and trusted by residents in our region for more than 75 years!



Campaign Launch

The Launch Event

On September 20th, hundreds of United Way supporters and partners, clad in branded attire and armed with branded umbrellas, will travel from Uptown Waterloo to Downtown Kitchener. The first annual "March of 1,000 Umbrellas" will be a colourful, boisterous celebration marking the beginning of United Way Waterloo Region Communities' 2018 fundraising campaign. It will also highlight our unique role as an umbrella organization raising funds for dozens of agencies, programs and networks across Waterloo Region. Your company can be associated with a trusted brand that resonates across a wide spectrum of the population.

The Audience

The march will bring together local dignitaries, donors from dozens of local workplaces that fundraise for United Way, staff and clients from our partner agencies, and community members along the 3 kilometer route. The march will begin at 11:30 am at Waterloo Public Square. Some will start from the beginning, while others will join in as we pass their location. We will come together at Kitchener's Carl Zehr Square at approximately 12:30. In addition to remarks from our CEO and others, we will provide participants with a delicious lunch and a few surprises. The March will be supported by a multi-media advertising and promotional campaign.

The Opportunity

Exclusive Campaign Launch/Lunch Sponsorship available.

Other Sponsorable opportunities:

Experiential:

1. Live music presentation and additional entertainment
2. Route and event volunteers
3. Lunch distribution

Promotional Products:

1. Umbrellas
2. T-shirts
3. Sunscreen
4. Water bottles
5. Sunglasses
6. Whistles and other noisemakers
7. Route markers

Social Media Support

United Way Waterloo Region Communities maintains an active social media presence. Across Facebook, Twitter and Instagram we're getting our message out to thousands of people very day. No matter which level of support you choose to provide we can enhance your community profile through these channels.

Facebook: 1700+ followers

Twitter: 5000+ followers

Instagram: 500 followers

In addition United Way Waterloo Region Communities is continuing to evolve its websites. Since a partial rebrand earlier this year www.iamtheone.ca has averaged more than 3,500 visitors each month, an increase of more than 100 per cent. We have also launched a monthly newsletter that will prominently feature our sponsorship partners.

Other Sponsorship Opportunities

United Way Waterloo Region Communities Spirit Awards

In April of each year we gather with hundreds of our donors, partner agencies and supporters to host a celebration of "Local Love." Large and small workplaces from across the region, community agencies, donors, volunteers are recognized for their efforts to "be the one" and make Waterloo Region a place where everyone has the opportunity to reach their full potential. The most recent Spirit Awards was attended by over 300 supporters, received significant media coverage, and was supported by a multifaceted promotional campaign.

United Way Advertising Campaigns

United Way is working across both traditional and new media to ensure the message of "Are You the One" is heard by more people than ever before. We would be happy to partner with you to reach the audience most of interest to you.

Advertising partnership opportunities

1. Local radio (reaches nearly 400,000 listeners each week)
2. Grand River Transit (72,000 riders per day)
3. Neighbourhood focused magazines (Best Version Media) Advertising and editorial opportunities across five of the most affluent neighbourhoods in Waterloo Region
4. Local print opportunities (Waterloo Region Record, Cambridge Times, Kitchener Post, Waterloo Chronicle, Woolwich Observer, New Hamburg Independent)

Community Engagement Opportunities

There is much more to United Way Waterloo Region Communities than fundraising. We're working year round on creating understanding and helping to inspire the next generation of philanthropists. Your support shows you genuinely care about the future of everyone in this region.

GenNext

As a United Way collective, we're bringing young professionals together three or four times a year in hip new places where the only thing better than the food and beverage is the conversation. With targeted events concerning issues of deep importance to millennials, GenNext provides a platform for a new era of volunteerism and community engagement.

Potential Sponsorships:

1. Overall Event Series Sponsorship
2. Food and Beverage
3. Venue
4. Speaker
5. Post-event takeaways

Seeing is Believing

The amazing work being done by our partner agencies can be difficult to see and understand for most people. That's why United Way Waterloo Region Communities hosts "Seeing is Believing" tours. We take a small group of people to behind the scenes to experience the difference our partner agencies are making every day and why United Way funding is crucial to their success.

Potential Sponsorships:

1. Overall Seeing is Believing Series Sponsorship
2. Transportation
3. Lunch
4. Post-event takeaways

Days of Caring

"Hands on, Hearts full!"

There are few better feelings than knowing you have donated your time and effort to a worthy cause. United Way Waterloo Region Communities organizes Days of Caring to fill important needs at many of our partner agencies. Teams from local workplaces volunteer a day to take on a project. From cleaning up a community garden to packing food at the food bank or constructing hygiene kits, participants engage in an exercise where they fully realize the difference one person can make.

Potential Sponsorships:

1. Overall Series Sponsorship
2. Days of Caring signage
3. Days of Caring supplies (garden gloves, paints, brushes, etc.)
4. Days of Caring post-event takeaways

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