



2017 United Way Worldwide Annual Conferences

Sponsorship Prospectus



United Way is engaged in nearly 1,800 communities across more than 40 countries and territories globally. We fight for the health, education and financial stability of every person in every community. As the largest privately-funded non-profit in the world, United Way improves the lives of millions of people every year.

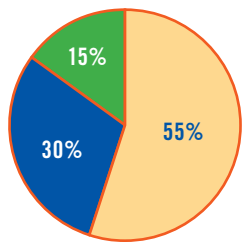
Coming together as a network to learn, engage and rejuvenate is an essential part of United Way’s collective impact work. Annual conferences allow for the sharing of best practices through a multitude of formal and informal opportunities that strengthen the network. Together, these learning solutions and events provide the opportunity for United Ways and their partners to transform lives and communities, and inspire people to give, advocate and volunteer.



2017 CONFERENCES & EVENTS

IMPACT EXCHANGE & FUNDRAISING FOR IMPACT SUMMIT

February 6 - 9 | Phoenix, AZ



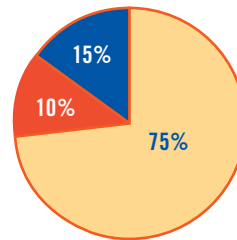
WHO ATTENDS?

- Major Market United Ways
- From Mid-Size and Above
- Other

The Impact Exchange & Fundraising for Impact Summit brings together over 400 United Way professionals to join together with network and industry experts to learn best practices, develop future leaders, build organizational systems and improve financial sustainability. This event gives United Ways strategies for increasing revenue and impact, and provides the foundation for building meaningful, long-lasting donor relationships.

FINANCE, TALENT AND TECHNOLOGY MANAGEMENT FORUM

October 2-4 | Dallas, TX



WHO ATTENDS?

- Finance Professionals
- HR / Talent Management Professionals
- Technology Professionals
- C-suite in Finance, Talent Management, Human Resources and Technology

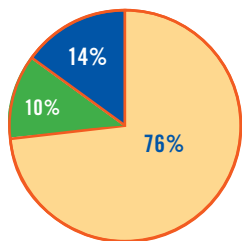
United Way's Finance, Talent and Technology Management Forum convenes more than 300 United Way finance, talent and technology professionals to support the sharing of knowledge, experience and expertise, as we work together to implement change in our communities. The Forum is an important time for United Way operations staff members to network with their peers, learn new skills and to re-energize themselves around their United Way's operational efforts.

CEO 2-1-1 SUMMIT & COMMUNITY LEADERS CONFERENCE

May 9 - 12 | Orlando, FL



GLOBAL REPRESENTATION



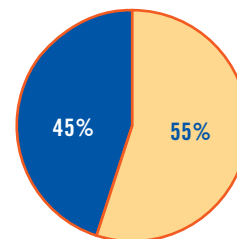
WHO ATTENDS?

- Staff Member
 - Board Member or Volunteer
 - Other
- 1 in 3 attendees at the Executive Level (CEO, CPO, COO or equivalent)

United Way's CEO 2-1-1 Summit & Community Leaders Conference will be co-locating this year to bring together over 1,600 United Way staff, board members, volunteers and community partners for four days of learning, sharing, advocating and being inspired. This conference is an opportunity to meet with our peers, exchange ideas, and offer best practices for increased alignment across the network. Each day of the conference is designed to highlight the most pressing community concerns and focus on the tools needed to address them.

WOMEN'S LEADERSHIP SUMMIT

October 18-20 | Cincinnati, OH



WHO ATTENDS?

- Corporate and Community Volunteers
- United Way Staff

The Women's Leadership Summit convenes, connects and celebrates dynamic business and community leaders who are committed to harnessing the power and dedication of women to transform local communities – across America and around the world. Our leaders form a global force of nearly 70,000 women and growing. These donors are dedicated to creating a world full of opportunity for everyone - by investing in education, financial stability and health issues that matter most to them, providing the building blocks for better lives and a stronger community.

ADDITIONAL 2017 OPPORTUNITIES:

- UNITED WAY - LABOR PARTNERSHIP CONFERENCE
- HUMAN TRAFFICKING SUMMIT
- UNITED WAY ADVOCACY FORUM AND HILL DAY

SPONSORSHIP LEVELS

2017 IMPACT EXCHANGE & FUNDRAISING FOR IMPACT SUMMIT:

BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER	EXHIBITOR
	\$30,000	\$20,000	\$10,000	\$5,000	\$2,500
VIP access and remarks of appreciation made during a general session by United Way Worldwide leadership	○				
Acknowledgment of contribution made during a general session		○			
Logo with sponsorship level designation on presentation screen at general sessions	○	○	○	○	○
Recognition in program guide	○	○	○	○	○
Logo on event website, mobile app, signage and other marketing materials	○	○	○	○	
Name listed on event website and exhibitor signage					○
Recognition on mobile app activity feed and Twitter feed	○	○	○		
One exhibit table (optional)	○	○	○		○
Complimentary event registrations	3	2	1		

EXCLUSIVE OPPORTUNITIES FOR 2017:

OPPORTUNITY	BENEFITS
EVENT WIFI \$7,500	<ul style="list-style-type: none"> Prominent positioning on event website, mobile app and other marketing materials “WiFi provided by...” messaging featured on main screens between general sessions Recognition in program guide
EVENT MOBILE APP \$5,000	<ul style="list-style-type: none"> Exclusive recognition on all mobile app signage Push notification communications to all attendees with your message Recognition in program guide
RECEPTION SPONSOR \$7,500 - \$20,000	<ul style="list-style-type: none"> Company name, mission statement and appreciation of contribution made during reception Logo on hallway display and table signage during reception Recognition in program guide Logo on event website, mobile app and other marketing materials Recognition on mobile app activity feed and Twitter feed

2017 CEO 2-1-1 SUMMIT & COMMUNITY LEADERS CONFERENCE:

BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER	EXHIBITOR
	\$50,000	\$25,000	\$15,000	\$7,500	\$3,000
Presenting status at one general session	○				
VIP access and remarks of appreciation made during a general session by United Way Worldwide leadership	○	○			
Logo with sponsorship level designation on presentation screen at general sessions	○	○	○	○	○
Logo recognition on event signage, website and mobile app, mobile app activity feed and Twitter feed, and other marketing materials	○	○	○		
Logo recognition on event signage, website and mobile app, and other marketing materials				○	
Name listed on website and exhibitor signage					○
One exhibit booth (optional)	○	○	○		○
Complimentary event registrations	7	5	3	1	

EXCLUSIVE OPPORTUNITIES FOR 2017:

OPPORTUNITY	BENEFITS
EVENT WIFI \$30,000	<ul style="list-style-type: none"> Prominent positioning on event website, mobile app and other marketing materials “WiFi provided by...” messaging featured on main screens between general sessions Exhibit booth to distribute your materials and engage with participants Five complimentary event registrations
EVENT MOBILE APP \$7,500	<ul style="list-style-type: none"> Exclusive recognition on all mobile app signage Push notification communications to all attendees with your message Logo on event website and mobile app, and other marketing materials One complimentary event registration
CONNECTION CAFE \$15,000	<ul style="list-style-type: none"> Exclusive naming of this high traffic attendee networking area Exclusive logo recognition on all Connection Cafe signage and computer screen-savers Logo recognition on event website and mobile app, and other marketing materials Exhibit booth to distribute your materials and engage with participants Three complimentary event registrations

2017 FINANCE, TALENT AND TECHNOLOGY MANAGEMENT FORUM:

BENEFITS	GOLD	SILVER	BRONZE	EXHIBITOR
	\$10,000	\$7,500	\$5,000	\$2,500
VIP access and remarks of appreciation made during a general session by United Way Worldwide leadership	○			
Industry exclusivity and opportunity to introduce a speaker at a Featured Session	○	○		
Acknowledgment of contribution made during a general session		○	○	
Logo with sponsorship level designation on presentation screen at general sessions	○	○	○	
Recognition in program guide, on event signage, website and mobile app, and other marketing materials	○	○	○	
Recognition in program guide, on event website and mobile app, and other marketing materials				○
Logo, with a link to your website, featured in an email to all registered attendees, one week prior to the forum	○	○		
One exhibit table (optional)	○	○	○	○
Complimentary event registrations	3	2	1	

EXCLUSIVE OPPORTUNITIES FOR 2017:

OPPORTUNITY	BENEFITS
EVENT WIFI <i>\$7,500</i>	<ul style="list-style-type: none"> • Prominent positioning on event website, mobile app and other marketing materials • “WiFi provided by...” messaging featured on main screens between general sessions • Recognition in program guide • Exhibit booth to distribute your materials and engage with participants • Two complimentary event registrations
EVENT MOBILE APP <i>\$5,000</i>	<ul style="list-style-type: none"> • Prominent positioning on event website, mobile app and other marketing materials • Exclusive recognition on all mobile app signage • Push notification communications to all attendees with your message • Logo on forum website and mobile app, and other marketing materials • Exhibit booth to distribute your materials and engage with participants • One complimentary event registration

2017 WOMEN'S LEADERSHIP SUMMIT:

BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER	EXHIBITOR
	\$30,000	\$20,000	\$10,000	\$5,000	\$2,500
VIP access and remarks of appreciation made during a general session by United Way Worldwide leadership	○				
Acknowledgment of contribution made during a general session		○			
Logo with sponsorship level designation on presentation screen at general sessions	○	○	○	○	○
Recognition in program guide	○	○	○	○	○
Logo on event website, mobile app, signage and other marketing materials	○	○	○	○	
Recognition on mobile app activity feed and Twitter feed	○	○	○		
One exhibit table (optional)	○	○	○		○
Name listed on website and exhibitor signage					○
Complimentary event registrations	3	2	1		

EXCLUSIVE OPPORTUNITIES FOR 2017:

OPPORTUNITY	BENEFITS
EVENT WIFI \$7,500	<ul style="list-style-type: none"> Prominent positioning on event website, mobile app and other marketing materials "WiFi provided by..." messaging featured on main screens between general sessions Recognition in program guide
EVENT MOBILE APP \$5,000	<ul style="list-style-type: none"> Exclusive recognition on all mobile app signage Push notification communications to all attendees with your message Recognition in program guide

GET STARTED TODAY:

To showcase your partnership with a customized package that meets your branding and business needs contact: sponsorships@unitedway.org

THANK YOU TO OUR PREVIOUS CONFERENCE SPONSORS:

3M | AON CORPORATION | AT&T |
BANK OF AMERICA | BDO | BEST BUY
| BOEING | CATERPILLAR | COMCAST |
DELOITTE | DOW CHEMICAL | ELI LILLY
| EY | FAMILYWIZE | FEDEX | KELLOGG |
MACY'S | M&T BANK | PFIZER |
PUBLIX | SPRINT | STAPLES | TARGET |
UPS | WILLIAMS COMPANIES |

United Way Worldwide
701 North Fairfax Street
Alexandria, Virginia 22314 U.S.A.
UnitedWay.org