



CENTENNIAL CELEBRATION 2024 PARTNERSHIP OPPORTUNITIES

This year United Way of Roanoke Valley is celebrating 100 years of service to Southwest Virginia. We want YOU to be an important part of this meaningful yearlong campaign to honor, celebrate and showcase the past, present and future of UWRV. By joining us as a sponsor, you will not only be a part of this historical moment within the region but recognized as a valued partner in telling the “United Community Story”. A portion of your investment will go towards the Centennial Campaign Fund, securing our future work over the next 100 years. Throughout 2024 the community will be invited to celebrate this momentous milestone through a variety of events and activities:

THE 100 HEROES PROJECT: *As part of its 100th anniversary celebration, United Way of the Roanoke Valley is honoring 100 local heroes for their contributions to the community over the past century. Over six weeks, community members will be recognized in a specific category each week, including health, education and childcare, financial stability, volunteerism, advocacy and leadership. The general public will be invited to nominate a hero in January 2024. Heroes will be recognized on the UWRV website and on social media platforms in March 2024.*

DAY OF ACTION AND 100 DAYS OF CARING: *Throughout Summer 2024, UWRV will share 100 simple ways to show you care via social media. The launch of 100 Days of Caring will coincide with the annual community wide service project, Day of Action.*

CENTENNIAL GALA: *A Premier, Black-tie event celebrating 100 years of service and featuring leaders who have made a significant impact within the Roanoke Valley.*

DIAMOND PRESENTING SPONSORSHIP DETAILS:

As the Diamond Sponsor your company would be recognized in the following Centennial Celebrations:

*The 100 Heroes Project (March 2024 - May 2024) **Title Sponsor***

*100 Days of Caring (June 2024 – September 2024) **Title Sponsor***

*Centennial Gala (October 2024) **Title Sponsor***

- Opportunity to speak at the Centennial Gala (1-2 minutes)
- Two (2) tables for a total of 16 guests at the Centennial Gala
- Full-page recognition in the Centennial Gala program
- Logo inclusion in the Centennial Gala slide presentation
- Four (4) guests to attend the President’s Circle Champagne Meet and Greet prior to the Gala
- Premier banner placement at all 2024 Centennial events
- Logo placement on the United Way “Step and Repeat Wall” to be displayed at all 2024 Centennial events for photo opportunities
- Logo on all 2024 Centennial event invitations
- Logo featured on The 100 Heroes Project nomination promotion and landing pages
- Logo included in each 100 Days of Caring post



INCLUSION IN UWRV CENTENNIAL ADVERTISING:

- Logo inclusion in Centennial TV promotion
- Logo inclusion in all outdoor Centennial marketing ex: banners and flags within local municipalities
- Mentions within Centennial radio promotion (Q99, Star Country, K92, The ViBE, WFIR)
- Logo featured on billboards promoting UWRV's Centennial

GENERAL BENEFITS:

- Logo on Centennial Celebration yard signs dispersed across SW VA. Locations to include: current and former community partners, workplace campaigns, donors, etc.
- Logo inclusion in the UWRV Centennial video
- Logo on UWRV Centennial T-shirts
- Logo on UWRV staff Zoom background (March 2024 – October 2024)
- Logo on UWRV sponsorship page (includes logo and link to your website)
- Full page ad in the Centennial edition of the UWRV Annual Report
- Logo in quarterly UWRV newsletter (March 2024 - October 2024)
- Minimum of 10 social media post mentions (March 2024 - October 2024)
- Logo (linked to your site) on the Centennial landing page (March 2024 – October 2024)
- Logo inclusion in all Centennial promotional E-Blast to 15,000 UWRV supporters

Total Investment: \$95,000

Only 1 Available

Your Diamond Sponsorship will allow UWRV to help 254 clients move towards self-sufficiency by having a community health worker (CHW) connect them to services specific to their intended health and self-sufficiency goals.



JUBILEE SPONSORSHIP DETAILS:

As the Jubilee Sponsor your company would be recognized in the following Centennial Celebrations:

The 100 Heroes Project (March 2024 – May 2024)

100 Days of Caring (June 2024 – September 2024)

Centennial Gala (October 2024)

- One (1) table for 8 guests at the Centennial Gala
- Full-page recognition in the Centennial Gala program
- Logo inclusion in the Centennial Gala slide presentation
- Two (2) guests to attend the President’s Circle Champagne Meet and Greet prior to the Gala
- Logo inclusion the Centennial Gala invitation
- Banner placement at Day of Action and Centennial Gala
- Logo placement on the United Way “Step and Repeat Wall” to be displayed at all 2024 Centennial events for photo opportunities
- Logo featured on The 100 Heroes Project nomination promotion and landing page
- Logo included in 75% of 100 Days of Caring post

INCLUSION IN UWRV CENTENNIAL ADVERTISING:

- Mentions within Centennial radio promotion (Q99, Star Country, K92, The Vibe, WFIR)
- Logo featured on billboards promoting UWRV’s Centennial

GENERAL BENEFITS:

- Logo included within the UWRV Centennial video
- Logo on UWRV Centennial T-shirts
- Logo on UWRV Staff Zoom background (March 2024 – October 2024)
- Logo on UWRV sponsorship page (includes logo and link to your website)
- Half page ad in the Centennial edition of the UWRV Annual Report
- Logo in quarterly UWRV newsletter (March 2024 - June 2024)
- Minimum of 7 social media post mentions (March 2024 - October 2024)
- Logo (linked to your site) on the Centennial landing page (March 2024 – October 2024)
- Logo inclusion in all Centennial promotional E-Blast to 15,000 UWRV supporters

Total Investment: \$75,000

Your Jubilee Sponsorship will allow UWRV to help 105 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.



LEGACY SPONSORSHIP DETAILS:

As the Legacy Sponsor your company would be recognized in the following Centennial Celebrations:

The 100 Heroes Project (March 2024 – May 2024)

100 Days of Caring (June 2024 – September 2024)

Centennial Gala (October 2024)

- One (1) table for 8 guests at the Centennial Gala
- Half-page recognition in the Centennial Gala program
- Logo inclusion in Centennial Gala slide presentation
- Banner placement at Day of Action and Centennial Gala
- Two (2) guests to attend the President’s Circle Champagne Meet and Greet prior to the Gala
- Logo featured on The 100 Heroes Project nomination promotion and landing page
- Logo included in 50% of the 100 Days of Caring post

INCLUSION IN UWRV CENTENNIAL ADVERTISING:

- Mentions within Centennial radio promotion (Wheeler Broadcasting: Q99, Star Country, K92, Vibe, WFIR)
- Logo featured on digital billboards promoting UWRV’s Centennial

GENERAL BENEFITS:

- Business name included within the UWRV Centennial video
- Business name on UWRV Centennial T-shirts
- Logo on UWRV sponsorship page (includes logo and link to your website)
- Half page ad in the Centennial edition of the UWRV Annual Report
- Logo in quarterly UWRV newsletter (March 2024 - October 2024)
- Minimum of 5 social media post mentions between (March 2024 - October 2024)
- Logo (linked to your site) on the Centennial landing page (March 2024 – October 2024)
- Logo inclusion in all Centennial promotional E-Blast to 15,000 UWRV supporters

Total Investment: \$50,000

Your Legacy Sponsorship will allow UWRV to help 100 students and their families move towards self-sufficiency by accessing quality after and out of school care through a network of service providers.



CHAMPION SPONSORSHIP DETAILS:

As the Champion Sponsor your company would be recognized in the following Centennial Celebrations:

The 100 Heroes Project (March 2024 – May 2024)

100 Days of Caring (June 2024 – September 2024)

Centennial Gala (October 2024)

- One (1) table for 8 guests at the Centennial Gala
- Quarter page recognition in Centennial Gala program
- Logo inclusion in Centennial Gala slide presentation
- Two (2) guests to attend the President's Circle Champagne Meet and Greet prior to the Gala
- Banner placement at Day of Action
- Logo featured on The 100 Heroes Project landing page
- Logo included in 25% of the 100 Days of Caring post

INCLUSION IN UWRV CENTENNIAL ADVERTISING:

- Logo featured on billboards promoting UWRV's Centennial

GENERAL BENEFITS:

- Business Name included within the UWRV Centennial video
- Business name on UWRV Centennial T-shirts
- Logo on UWRV sponsorship page (includes logo and link to your website)
- Quarter page ad in the Centennial edition of the UWRV Annual Report
- Logo in one UWRV newsletter (March 2024 - October 2024)
- Minimum of 3 social media post mentions (March 2024 - October 2024)
- Logo (linked to your site) on the Centennial landing page (March 2024 – October 2024)
- Logo inclusion in all Centennial promotional E-Blast to 15,000 UWRV supporters

Total Investment: \$25,000

Your Champion Sponsorship will allow UWRV to help 86 clients move towards self-sufficiency by having a community health worker (CHW) connect them to services specific to their intended health and self-sufficiency goals.



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