

# PLACE-BASED STRATEGY 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**. We address the needs of our community by focusing on three key pillars of impact – **health, education and economic opportunity**.

As a **Place-Based Strategy Champion**, you are supporting strategic evidence-based programming, and a result-driven framework to close community-wide gaps by establishing quality school, financial and health-based initiatives in one identified DMV community. Sponsorship includes -

- Coach resident in achieving economic opportunity
- Embed workforce development in community
- Incorporate community schools in community
- Promote evidence-based programs in schools
- Offer telehealth services in community
- Promote volunteer opportunities in community

This sponsorship opportunity represents an annual investment for three years.

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