



Trident United Way



# TRIDENT



# UNITED WAY

## 2024-2025 CORPORATE PARTNERSHIP OPPORTUNITIES

# WHY SPONSOR?



Join us in building a more equitable Tri-County, where every individual and family has access to the resources needed to thrive.

For nearly 80 years Trident United Way has been a catalyst for measurable community transformation in education, financial stability and health in Berkeley, Charleston and Dorchester Counties. We have a proud history of developing community-wide initiatives, including partnering with dozens of local nonprofit organizations, leading the creation of our community's 211 Information and Referral Helpline and establishing the Berkeley and Dorchester County Resource Connection Centers.

Working with local organizations builds partnerships and invests in initiatives that create meaningful, long-lasting change for our shared community. Being a Trident United Way corporate partner means you align your company with social responsibility and community-centered values while gaining exposure and engagement opportunities.

Explore our partnership packet for a wide variety of sponsorship options designed to meet your company's goals. **Together, let's create lasting change and a brighter future for all.**

## BENEFIT

from increased brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected nonprofit organizations in the world.

## REINFORCE

your company's reputation as a good corporate citizen to your customers, employees and our community with philanthropic brand recognition.

## EXPERIENCE

the guaranteed reach of local marketing exposure and benefit from the positive image of supporting Trident United Way.

## SUPPORT

community engagement activities, allowing Trident United Way to keep donor funds focused on community impact programs and grants.



# EVENT SPONSORSHIP OPPORTUNITIES



\*Full list of benefits and recognition placements are listed at the end of the packet\*

## ***SIGNATURE EVENTS***

### **OCTOBER – DECEMBER 2024**

#### **Trident United Way State of Our Families**

Unite over a panel discussion and lunch with community partners, companies, volunteers and friends as we present a snapshot of where our families are economically across the Tri-County. Sponsoring this event offers extensive brand exposure both at the event and across various media platforms.

#### **Lunch for Impact**

The Lunch for Impact is a prestigious gathering where members of the Palmetto and Tocqueville Societies come together to network, gain insights into upcoming community impact initiatives and reflect on Trident United Way's efforts through the release of our annual Impact Report data. This event offers an invaluable opportunity to connect with fellow philanthropists, stay informed about our collective impact and celebrate the positive changes we're making in the Tri-County area.

### **JANUARY – MARCH 2025**

#### **Tri-County Changemakers Annual Oyster Roast**

A celebration of gratitude for our esteemed members of the Palmetto and Tocqueville Societies for their unwavering support and dedication to helping others. Attendees will have the opportunity to connect with fellow philanthropic community members while enjoying live music and local cuisine in a casual setting.

#### **Young Leaders United Cocktails and Conversations**

Cocktails and Conversations is Young Leaders United's premier networking event, connecting young professionals with Trident United Way's Tocqueville Society members for insights, networking and leadership development, shaping the future of our community.

### **APRIL – JUNE 2025**

#### **Women in Action: Awards Luncheon hosted by Trident United Way Women United**

Celebrate the women driving change in our community at this signature Women United annual event. With inspiring award winners and keynote speakers, you'll share your brand with hundreds of community leaders and leave with new connections, networks and ideas.

#### **Trident United Way Family Cookout**

The Trident United Way Family Cookout is a special event dedicated to our leadership donors and their families. Bring your families and enjoy a day brimming with fun activities, exciting games and delicious food. This gathering is more than just a cookout; it's a celebration of our vibrant community of Changemakers and a chance to connect with those at the heart of Trident United Way's mission. Come together with us as we honor the spirit of giving and the powerful impact we create together.

## JULY – SEPTEMBER 2025

### **Unite for Our Youth: Back to School Supply Drive hosted by Young Leaders United**

Join us as we work to ensure every child's success in the upcoming school year by collecting and distributing backpacks, school supplies and information on local resources for families in our community. This event is two-fold, with a packing event during the day and a networking happy hour once packing is complete.

### **Pathways to Empowerment Youth Seminar hosted by Trident United Way AALC**

Take part in the African American Leadership Council's distinguished event featuring insightful discussions with community leaders aimed at empowering youth in communities of color across the Tri-County area. Share your influence as a Tri-County business and inspire future generations to achieve their dreams.

## **YEAR-ROUND**

### **Lead United**

Lead United is a dynamic multi-session community leadership and nonprofit board development program by Trident United Way that empowers participants with essential skills for board-level service. This course is offered in Spring and Fall to foster impactful community leadership.

### **Annual African American Leadership Council Donor Group Sponsorship**

The **Trident United Way African American Leadership Council (AALC)** unites Black and minority leaders to drive impactful support for communities of color across the Tri-County area. With a focus on inspiring tomorrow's leaders, the AALC hosts various community engagement initiatives, volunteer projects and networking opportunities throughout the year.

### **Annual Women United Donor Group Sponsorship**

**Trident United Way Women United** is a diverse and vibrant community, bound together by Trident United Way's mission and a dedication to supporting our Tri-County neighbors. With events fostering knowledge and an opportunity to impact the issues facing Tri-County women, sponsorship of this group represents a unique opportunity to signal your support for the women both within your organization and throughout our broader community.

### **Annual Young Leaders United Donor Group Sponsorship**

**Trident United Way Young Leaders United (YLU)**, a vibrant community of leaders under-40, drives transformative change across the Tri-County area through giving, volunteering and advocacy; uniting to amplify impact to foster lasting solutions with engagement events and volunteer projects. This group also provides unmatched networking opportunities to enhance members' career and philanthropic journeys.



# COMMUNITY IMPACT/VOLUNTEER SPONSORSHIP OPPORTUNITIES



## **Days of Caring: The Premier Community Impact Experience**

Days of Caring is the largest volunteer event in the Tri-County, uniting thousands of dedicated volunteers to support hundreds of nonprofit organizations over three fulfilling days. Together, we make a tangible impact on countless individuals throughout the Tri-County area. This is an opportunity to be part of our most notable event, where your efforts make a tangible impact in our community!

## **Books for Bright Futures: African American Leadership Council Community Book Drive**

Each year the AALC leads a book drive to support Title I elementary school students, aiming to counter the “summer slide” in literacy skills. This program empowers young learners and promotes year-round reading to ensure academic success and brighter futures for all students across the Tri-County.

## **Read Across America Day**

Trident United Way Read Across America Day is an annual celebration of reading in the Tri-County community. Volunteers visit Title I elementary schools and read aloud to students in grades CD-3rd to foster literacy skills and inspire young learners.

## **Day of Action**

The Trident United Way Day of Action is an annual global movement in partnership with United Way Worldwide. Together, we support older adults in our Tri-County, building a stronger, more vibrant community for all.

## TRIDENT UNITED WAY SPONSORSHIP LEVELS AND BENEFITS

### **Making Your Mark**

The Corporate Sponsorship Packet is designed to present sponsorship opportunities that closely align to your organization’s unique values and goals. We want to help you create impact in our shared community. We look forward to collaborating with you to achieve our shared vision for a better, more equitable future. Please take the time to review our menu of benefits and decide how you’d like to support Trident United Way in the coming year. Together, we can be a force for positive change.

**Best Regards,  
Trident United Way Advancement Team**



Partnership Benefit	Changemaker \$25,000	Empowerment \$15,000	Impact \$10,000	Reliance \$5,000	Unity \$2,500
Days of Caring Shirt Recognition	Large Logo	Logo	Printed Name	Printed Name	Printed Name
Anniversary Event Sponsor	X	X			
Event Sponsorship and Logo Branding	6 Events	4 Events	3 Events	2 Events	1 Events
Community Impact/Volunteer Event Sponsorship	4 Opportunities	2 Opportunities	1 Opportunity		
Verbal Sponsor Acknowledgement	X				
Event Tickets (when applicable)	4 Tickets for Each Signature Event	2 Tickets for Each Signature Event			
Resource Connection Center Tour	X	X	X	X	X
Lunch and Learn with ALICE® Simulation Experience	X	X			
Personalized Volunteer Events (details on the following pages)	6 Per Year	4 Per Year	3 Per Year	2 Per Year	1 Per Year
Newsletter Recognition	X	X	X		
Press Release Opportunity	X				
Tabling/Booth Opportunities	X				
Website Recognition	Linked Logo	Linked Logo	Linked Name	Linked Name	Linked Name
Social Media Recognition	X	X	X	X	X

## DAYS OF CARING CHAMPIONS

All organizations committing \$25,000 and above to Trident United Way—whether from workplace campaigns, corporate sponsorships, or a combination thereof—will have their names added to Days of Caring t-shirts and worn by hundreds of participants across the Tri-County, be included in print and digital marketing materials and acknowledged in a press release about Days of Caring.

Organizations committing \$10,000-24,999 will have their names added to Days of Caring t-shirts.

# Changemaker Partner - \$25,000 or more annually (only 2 spots available)

**Days of Caring Sponsorship:** Prominent logo placement on Days of Caring T-shirt and up to 25 t-shirts provided for your volunteer team.

**Anniversary Event Sponsor:** Be a listed sponsor of Trident United Way's upcoming 80th Anniversary Celebration and fundraiser. Sponsorship includes 4 tickets to the event, logo recognition, and a verbal thank you at the event from our CEO.

**Event Sponsorship:** Logo and sponsorship listing on 6 events of your choosing for the year.

**Community Impact Sponsorship:** Logo and sponsorship listing on 4 community impact efforts of your choosing for the year in support of mission fulfillment.

**Sponsor Acknowledgment:** Verbal acknowledgement of the sponsor by a speaker during the events they have elected to sponsor.

**Event Attendance:** Receive 4 complimentary tickets to each of Trident United Way's signature events, offering opportunities for networking and community engagement.

**See Your Impact in Action:** Trident United Way Resource Connection Center tour\* for your team, hosted by a member of the Trident United Way Advancement Team. *\*During non-client serving hours.*

**Engage Your Team:** Lunch and Learn opportunity for your department with an ALICE® simulation experience.

**Volunteer Opportunities:** Customized volunteer engagement plan to include 6 volunteer engagement experiences for you and your team (recommended for up to 20 people)

\*Please be advised that some restrictions do apply for Kit Assembly Projects, including additional costs to purchase the items for the kit(s). During the customized plan conversation this can be discussed further.

**Brand Visibility:** Recognition in Trident United Way's e-newsletters and publications, reaching a diverse audience of supporters.

**Press Release:** Opportunities for quotes to be included in press releases where applicable, highlighting a company's support of sponsored events.

**Tabling/Booth Opportunities:** Exclusive booth space at sponsored Trident United Way events with tabling opportunities.

**Website Recognition:** Logo placed on Corporate Partners page and sponsored events pages on Trident United Way website for 1 year, listing you as a valuable and impactful partner for the community we serve.

**Social Media Recognition:** Recognized and tagged on Trident United Way's social media platforms (Facebook, Instagram and LinkedIn) for all sponsored events. Recognition twice per year as a Changemaker Partner.



# Empowerment Partner - \$15,000 annually (4 spots available)



**Days of Caring Sponsorship:** Logo placement on Days of Caring t-shirt and up to 15 t-shirts provided for your volunteer team.

**Anniversary Event Sponsor:** Be listed as sponsor of Trident United Way's upcoming 80th Anniversary Celebration and fundraiser. Sponsorship includes 2 tickets to the event, logo recognition and verbal recognition from CEO at event.

**Event Sponsorship:** Logo and sponsorship listing on **4** events of your choosing for the year.

**Community Impact Sponsorship:** Logo and sponsorship listing on **2** community impact efforts of your choosing for the year in support of mission fulfillment.

**Event Attendance:** Receive **2** Complimentary tickets to each Trident United Way's signature events, offering opportunities for networking and community engagement.

**See Your Impact in Action:** Trident United Way Resource Connection Center tour\* for you and your team hosted by a member of the Trident United Way Advancement Team. *\*During non-client serving hours.*

**Volunteer Opportunities:** Customized volunteer engagement plan to include **4** volunteer engagement experiences for you and your team (recommended for up to 20 people).

\*Please be advised that some restrictions do apply for Kit Assembly Projects, including additional costs to purchase the items for the kit(s). During the customized plan conversation this can be discussed further.

**Brand Visibility:** Recognition in Trident United Way's e-newsletters and publications, reaching a diverse audience of supporters.

**Website Recognition:** Logo placed on Corporate Partners page and sponsored events pages on Trident United Way website for **1** year, listing you as a valuable and impactful partner for the community we serve.

**Social Media Recognition:** Recognized and tagged on Trident United Way's social media platforms (Facebook, Instagram and LinkedIn) for all sponsored events. Recognized twice per year as an Empowerment Partner.





## Impact Partner - \$10,000 annually



**Days of Caring Sponsorship:** Name placement on Days of Caring T-shirt and up to 10 t-shirts provided for your volunteer team.

**Event Sponsorship:** Logo and sponsorship listing on **3** events of your choosing for the year.

**Community Impact Sponsorship:** Logo and sponsorship listing on **1** community impact efforts of your choosing for the year in support of mission fulfillment.

**See Your Impact in Action:** Trident United Way Resource Connection Center tour\* for you and your team hosted by a member of the Trident United Way Advancement Team. *\*During non-client serving hours*

**Volunteer Opportunities:** Customized volunteer engagement plan to include **3** volunteer engagement experiences for you and your team (recommended for up to 20 people).

*\*Please be advised that some restrictions do apply for Kit Assembly Projects, including additional costs to purchase the items for the kit(s). During the customized plan conversation this can be discussed further.*

**Brand Visibility:** Recognition in Trident United Way's e-newsletters and publications, reaching a diverse audience of supporters.

**Website Recognition:** Linked name on Corporate Partners page and sponsored events pages on Trident United Way website for **1** year, listing you as a valuable and impactful partner for the community we serve.

**Social Media Recognition:** Recognized and tagged on Trident United Way's social media platforms (Facebook, Instagram and LinkedIn) for all sponsored events. Recognized twice per year as an Impact Partner.

## Reliance Partner - \$5,000 annually

**Days of Caring Sponsorship:** Name placement on Days of Caring T-shirt and up to 10 t-shirts provided for your volunteer team.

**Event Sponsorship:** Logo and sponsorship listing on **2** events of your choosing for the year.

**See Your Impact in Action:** Trident United Way Resource Connection Center tour\* for you and your team hosted by a member of the Trident United Way Advancement Team. *\*During non-client serving hours*

**Volunteer Opportunities:** Customized volunteer engagement plan to include **2** volunteer engagement experiences for you and your team (recommended for up to 20 people).

*\*Please be advised that some restrictions do apply for Kit Assembly Projects, including additional costs to purchase the items for the kit(s). During the customized plan conversation this can be discussed further.*

**Brand Visibility:** Recognition in Trident United Way's e-newsletters and publications, reaching a diverse audience of supporters.

**Website Recognition:** Linked name on Corporate Partners page and sponsored events pages on Trident United Way website for **1** year, listing you as a valuable and impactful partner for the community we serve.

**Social Media Recognition:** Recognized and tagged on Trident United Way's social media platforms (Facebook, Instagram and LinkedIn) for all sponsored events. Recognized twice per year as an Impact Partner.

## Unity Partner - \$2,500 annually

**Event Sponsorship:** Logo and sponsorship listing on **1** event of your choosing for the year.

**See Your Impact in Action:** Trident United Way Resource Connection Center tour\* for you and your team hosted by a member of the Trident United Way Advancement Team. \*During non-client serving hours.

**Volunteer Opportunities:** Customized volunteer engagement plan to include **1** volunteer engagement experience for you and your team (recommended for up to 20 people).

\*Please be advised that some restrictions do apply for Kit Assembly Projects, including additional costs to purchase the items for the kit(s). During the customized plan conversation this can be discussed further.

**Brand Visibility:** Recognition in Trident United Way's e-newsletters and publications, reaching a diverse audience of supporters.

**Website Recognition:** Linked name on Corporate Partners page and sponsored events pages on Trident United Way website for **1** year, listing you as a valuable and impactful partner for the community we serve.

**Social Media Recognition:** Recognized and tagged on Trident United Way's social media platforms (Facebook, Instagram and LinkedIn) for all sponsored events. Recognized twice per year as an Impact Partner.



# 2024-2025 SPONSORSHIP COMMITMENT TO TRIDENT UNITED WAY

Corporate Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

## Please check your desired annual partnership level:

Changemaker – \$25,000 annually

Empowerment – \$15,000 annually

Impact – \$10,000 annually

Reliance – \$5,000 annually

Unity – \$2,500 annually

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Invoice me for my sponsorship commitment.

*\*Invoices will be provided within 30 days of pledge and payment is due within 30 days of the receipt of the invoice.*

Please find my check enclosed (payable to Trident United Way)

Please charge my (circle one): VISA   MasterCard   American Express   Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

3 Digit Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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Please return this signed form to:

Trident United Way 6296 Rivers Ave # 200, North Charleston, SC 29406

or to Vice President of Corporate Engagement, Mike Gibbons [mgibbons@tuw.org](mailto:mgibbons@tuw.org)

*As a 501(c)(3) nonprofit, donations to Trident United Way (EIN 57-0314378) are tax deductible. However, please note that certain benefits, such as event tickets or meals included in sponsorship packages, may not be tax deductible. Thank you for your support in our mission to create positive change in our community.*