

# TRIDENT UNITED WAY

2025 CORPORATE ENGAGEMENT &  
EVENTS PARTNERSHIP OPPORTUNITIES



Trident  
**UNITED WAY**

# WHY SPONSOR?

Partner with Trident United Way to create a brighter future for the Tri-County area. Your corporate investment fuels innovative programs that empower families and individuals in Berkeley, Charleston and Dorchester counties to achieve lasting success. Together, we drive measurable change and build a stronger community where everyone can thrive.



## UNITED IS THE WAY!™

### BENEFITS OF PARTNERSHIP

#### 1. Brand Visibility:

Gain exposure through Trident United Way's high-profile events, marketing campaigns and community impact initiatives.

#### 2. Employee Engagement:

Inspire your team with volunteer opportunities, leadership development and meaningful workplace campaigns.

#### 3. Community Leadership:

Showcase your organization's commitment to creating lasting change and align with one of the most recognized and respected nonprofits worldwide.

# SIGNATURE EVENTS AND SPONSORSHIP OPPORTUNITIES

This sponsorship packet covers key engagement events throughout the 2025 calendar year—offering meaningful opportunities for partnership, visibility and community impact.

Going forward, we will offer a calendar-year, sponsorship approach to match the budgeting and strategic planning needs of our corporate partners. Sponsorship packets will be provided annually in early January to ensure that you have ample time to plan and incorporate these opportunities into your organization’s goals and budget.

If you’re interested in discussing preliminary sponsorship options for 2026 or committing to early opportunities, we are happy to connect and explore how your partnership can create maximum impact.

## ANNUAL SPONSORSHIP OPPORTUNITIES:

### **People United for Leadership, Service & Equity (PULSE) Group Sponsorship | Entire Year 2025**

Trident United Way People United for Leadership, Service & Equity (PULSE) unites leaders from diverse groups across the Tri-County to drive impactful support for minority groups within our community. With a focus on educating and inspiring future leaders to foster more welcoming and diverse communities, PULSE hosts community engagement initiatives, volunteer projects and networking opportunities throughout the year.

### **Women United Group Sponsorship | Entire Year 2025**

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.

### **Young Leaders United Donor Group Sponsorship | Entire Year 2025**

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.

## 2025 SEASONAL EVENTS:

### **Read Across America Day | March 7, 2025**

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.

### **Young Leaders United Cocktails and Conversations | April 2, 2025**

Engage with the next generation of philanthropists and community leaders through sponsorship of this dynamic networking event.

## **Women in Action Awards Luncheon hosted by Women United | May 2025**

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 Day of Action | On or around June 21, 2025**

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.

## **Lifting Up Learning: The PULSE & YLU Community School Support Drive | June-July, 2025**

PULSE and YLU are teaming up to host a community-wide effort to ensure classrooms are stocked, teachers are supported, and students are equipped for a successful school year. Your contributions will help build a foundation for learning that lasts a lifetime.

## **PULSE Pathways to Empowerment Seminar | July 2025**

Pathways to Empowerment is designed to uplift and empower Black and Brown students. Through a dynamic panel discussion - trailblazing individuals who have walked similar paths, overcome challenges and achieved remarkable success—share their journeys, offering insights and motivation. The event also features roundtable conversations, where students connect with the presenters, and engage in meaningful dialogue.

## **Tee Off for Lasting Change Annual Fundraiser | August 2025**

Trident United Way's "Tee Off for Lasting Change" at TopGolf Charleston combines a golf tournament, silent auction and networking to raise \$150,000 for vital community programs. Corporate sponsors gain brand visibility and networking opportunities while supporting lasting community impact in a fun, engaging environment.

## **State of Our Families | October 2025**

Trident United Way's landmark annual event that brings together local experts and organizations to discuss the state of economic realities of Tri-Country families. Sponsorship provides extensive brand exposure to community leaders and stakeholders.

## **Days of Caring | November 19 – 21, 2025**

2025 marks the 25th year of this powerful event - this is a can't miss opportunity! Join the largest volunteer event in the Tri-County, mobilizing thousands of participants to support hundreds of nonprofits."

## **Lunch for Impact | December 2025**

Hosted by our Palmetto and Tocqueville donor societies. Network with leaders and gain insights into Trident United Way's progress while celebrating shared success through the release of the annual Impact Report.

## **Tri-County Changemakers Oyster Roast | March 2026**

An exclusive event celebrating leadership donors and community impact. Sponsors gain recognition among an audience of engaged philanthropists.



# ENGAGEMENT & EVENT SPONSORSHIP LEVELS & BENEFITS

PARTNERSHIP LEVEL	ANNUAL INVESTMENT	KEY BENEFITS	
<b>Title Sponsor (1 available)</b>	<b>\$50,000</b>	<ul style="list-style-type: none"> <li>• Large logo on Days of Caring shirt</li> <li>• Event co-branding all TUW sponsorship opportunities</li> <li>• Verbal acknowledgment at all events plus 80th Anniversary Celebration</li> <li>• Up to 8 tickets for each sponsored event</li> <li>• Resource Connection Center tour</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch &amp; Learn with interactive experience</li> <li>• Newsletter recognition</li> <li>• Tabling/booth opportunities (when applicable)</li> <li>• Website and social media recognition</li> <li>• TUW hosted volunteer experience for up to 20 staff with happy hour</li> </ul>
<b>Changemaker (4 available)</b>	<b>\$25,000-\$49,999</b>	<ul style="list-style-type: none"> <li>• Large logo on Days of Caring shirt</li> <li>• Event sponsorship on 7 TUW sponsorship opportunities</li> <li>• Verbal acknowledgment at selected events plus 80th Anniversary Celebration</li> <li>• Up to 8 tickets for each sponsored event</li> </ul>	<ul style="list-style-type: none"> <li>• Resource Connection Center tour</li> <li>• Lunch &amp; Learn with interactive experience</li> <li>• Newsletter recognition</li> <li>• Tabling/booth opportunities (when applicable)</li> <li>• Website and social media recognition</li> </ul>
<b>Empowerment (4 available)</b>	<b>\$15,000-\$24,999</b>	<ul style="list-style-type: none"> <li>• Large logo on Days of Caring shirt</li> <li>• Event sponsorship on 5 TUW sponsorship opportunities</li> <li>• Verbal acknowledgment at sponsored events plus 80th Anniversary Celebration</li> <li>• Up to 6 tickets for each sponsored event</li> </ul>	<ul style="list-style-type: none"> <li>• Resource Connection Center tour</li> <li>• Lunch &amp; Learn with interactive experience</li> <li>• Newsletter recognition</li> <li>• Tabling/booth opportunities (when applicable)</li> <li>• Website and social media recognition</li> </ul>
<b>Impact (no max)</b>	<b>\$10,000-\$14,999</b>	<ul style="list-style-type: none"> <li>• Printed Name on Days of Caring shirt</li> <li>• Event sponsorship on 4 TUW sponsorship opportunities</li> <li>• Verbal acknowledgment at sponsored events</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 4 tickets for each sponsored event</li> <li>• Resource Connection Center tour</li> <li>• Newsletter recognition</li> <li>• Website and social media recognition</li> </ul>
<b>Reliance (no max)</b>	<b>\$5,000-\$9,999</b>	<ul style="list-style-type: none"> <li>• Printed Name on Days of Caring shirt</li> <li>• Event sponsorship on 3 TUW sponsorship opportunities</li> <li>• Verbal acknowledgment at sponsored events</li> </ul>	<ul style="list-style-type: none"> <li>• 2 tickets for each sponsored event</li> <li>• Resource Connection Center tour</li> <li>• Newsletter recognition</li> <li>• Website and social media recognition</li> </ul>

## NEXT STEPS:

- 1. Schedule a Meeting:** Connect with Trident United Way's team to select sponsorship opportunities that align with your goals.
- 2. Select Your Sponsorship Level:** Choose from flexible options that meet your organization's unique needs.
- 3. Activate Your Partnership:** Start engaging with impactful programs, events and campaigns.



## CONTACT US

Brooke China | Director of Advancement  
Email: [bchhina@tuw.org](mailto:bchhina@tuw.org) | Phone: 425.923.9211

LET'S CREATE MEANINGFUL CHANGE-TOGETHER.

# 2025 ENGAGEMENT & EVENT SPONSORSHIP COMMITMENT FORM



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

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

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

## PLEASE CHECK YOUR DESIRED ANNUAL PARTNERSHIP LEVEL:

\_\_\_\_ Title Sponsor - \$50,000 annually (1 available)

\_\_\_\_ Changemaker - \$25,000 - \$49,999 annually (4 available)

\_\_\_\_ Empowerment - \$15,000 - \$24,999 annually (4 available)

\_\_\_\_ Impact - \$10,000 - \$14,999 annually

\_\_\_\_ Reliance - \$5,000 - \$9,999 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 Commitment Form and payment to:

Mail: Trident United Way PO Box 63305 North Charleston, SC 29419

Email: Brooke Chhina, Director of Advancement bchhina@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.

# 2025 ENGAGEMENT & EVENTS SPONSORSHIP SELECTION WORKSHEET



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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Every effort will be made to match you to your selected events. A member of the TUW Advancement Staff will be in contact if an alternate selection is needed.

## ----- Title Sponsor - \$50,000 annually

**You will receive sponsorship and recognition at all events PLUS TUW's 80th Anniversary Celebration on April 22, 2025.**

- PULSE Group Sponsor
- YLU Group Sponsor
- WU Group Sponsor
- Read Across America
- Cocktails & Conversations
- WU Awards Luncheon
- Day of Action
- Lifting Up Learning
- Pathways to Empowerment
- Tee Off for Lasting Change
- State of Our Families
- Days of Caring
- Lunch for Impact
- Oyster Roast

## ----- Changemaker - \$25,000 - \$49,999 annually

**Choose 7 Events or Engagements PLUS TUW's 80th Anniversary Celebration on April 22, 2025.**

- PULSE Group Sponsor
- YLU Group Sponsor
- WU Group Sponsor
- Read Across America
- Cocktails & Conversations
- WU Awards Luncheon
- Day of Action
- Lifting Up Learning
- Pathways to Empowerment
- Tee Off for Lasting Change
- State of Our Families
- Days of Caring
- Lunch for Impact
- Oyster Roast

## ----- Empowerment - \$15,000 - \$24,999 annually

**Choose 5 Events or Engagements PLUS TUW's 80th Anniversary Celebration on April 22, 2025.**

- PULSE Group Sponsor
- YLU Group Sponsor
- WU Group Sponsor
- Read Across America
- Cocktails & Conversations
- WU Awards Luncheon
- Day of Action
- Lifting Up Learning
- Pathways to Empowerment
- Tee Off for Lasting Change
- State of Our Families
- Days of Caring
- Lunch for Impact
- Oyster Roast

## ----- Impact - \$10,000 - \$14,999 annually

**Choose 4 Events or Engagements:**

- PULSE Group Sponsor
- YLU Group Sponsor
- WU Group Sponsor
- Read Across America
- Cocktails & Conversations
- WU Awards Luncheon
- Day of Action
- Lifting Up Learning
- Pathways to Empowerment
- Tee Off for Lasting Change
- State of Our Families
- Days of Caring
- Lunch for Impact
- Oyster Roast

## ----- Reliance - \$5,000 - \$9,999 annually

**Choose 3 Events or Engagements:**

- PULSE Group Sponsor
- YLU Group Sponsor
- WU Group Sponsor
- Read Across America
- Cocktails & Conversations
- WU Awards Luncheon
- Day of Action
- Lifting Up Learning
- Pathways to Empowerment
- Tee Off for Lasting Change
- State of Our Families
- Days of Caring
- Lunch for Impact
- Oyster Roast

Please return this Event Selection Worksheet and signed Commitment Form to:

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

to Brooke Chhina, Director of Advancement bchhina@tuw.org

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