



Centennial Park Sponsorship Opportunities

LIVE UNITED®

Since 1923, United Way of Central Alabama (UWCA) has served our region faithfully to meet the immediate and long-term needs of residents. You can help United Way fight for the health, education and financial stability of every person in every community. Your sponsorship of our Centennial Parks will help offset costs and enable us to engage our community in a meaningful and joyful way while honoring our partners, volunteers and donors.

Centennial Parks

In addition to our Forever United campaign that's working toward an exciting goal for our endowment fund, we are continuing our tradition of service by embarking on commemorative community projects in each of the six counties we serve. These projects will center on the construction of community parks, with the goal of long-term partnerships that go beyond installation. Annual cleanups and beautifications, as well as potential expansions in the future, will create ongoing volunteer service opportunities within each community. One park site will be selected in each of the six counties served by UWCA.

Park Features

Outdoor Classroom Pavilions: Outdoor classrooms are excellent multi-use facilities for civic clubs, church groups, neighborhood associations and other groups.

Amenities and Elements: The parks will include both fitness and play equipment, such as swings, pickleball courts and other equipment for public use. Each park will have a variety of amenities customized to the needs of the community. There will also be other recreational amenities, such as BBQ grills, picnic tables, benches and garden elements.

How You Can Help

United Way is seeking corporate and community partners who will invest in these community parks. The parks will be actively built with volunteer labor coordinated by the United Way Hands On team. Each project will be built in a one-to-three-month timeframe based on location and permitting requirements.



United Way
of Central Alabama, Inc.

Centennial Park Sponsorship Levels

LIVE UNITED®

Centennial Parks Sponsor

\$25,000

- Permanent recognition as **top-tier** sponsor on signage for all six **Centennial Parks**.
- Logo/corporate name included on **Centennial Parks** promotional materials.
- UWCA website and social media recognition for **Centennial Parks**.
- Recognition on event displays at **Pacesetter** and **Campaign Celebration**.
- Recognition on website, social media, event displays, email, all promotional materials and press release for **Campaign Kickoff**.
- Includes one table of eight at **Campaign Kickoff**.
- Includes one table of eight at **Pacesetter Kickoff**.

Centennial Parks Supporting Sponsor

\$10,000

- Permanent recognition as **supporting** sponsor on signage for all six **Centennial Parks**.
- Logo/corporate name included on **Centennial Parks** promotional materials.
- UWCA website and social media recognition for **Centennial Parks**.
- Includes one table of eight at **Campaign Kickoff**.
- Includes one table of eight at **Pacesetter Kickoff**.

County Park Supporting Sponsor

\$5,000

- Permanent recognition on signage as **supporting** sponsor for the **County Park** of your choosing.
- Recognition on website, social media, event displays, email and promotional material for **County Park** of your choosing.

County Park Recognized Donor

\$1,000

- Permanent recognition on signage as **donor** for the **County Park** of your choosing.
- Recognition on website, social media, event displays, email and promotional material for **County Park** of your choosing.

County Park Individual Donor

\$1 to \$999

- Recognition on website for **County Park** of your choosing.

**All sponsorship recognition and inclusion are subject to event and communication deadlines.*



United Way
of Central Alabama, Inc.

Park Sponsorship Agreement

LIVE UNITED®

Thank you for supporting United Way of Central Alabama. Please type or clearly print your company information exactly as you would like it to appear on promotions and marketing materials.

Company Name _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone (_____) _____ - _____ E-mail _____

Please check all that apply.

- ☐ Please invoice for the sponsorship amount (sponsor levels only).
- ☐ Enclosed is a check for the sponsorship or donation amount indicated below.
- ☐ Please contact me directly to discuss other payment options.

Please indicate which level you are choosing to support.

- ☐ \$25,000 - Centennial Parks Sponsor
- ☐ \$5,000 – Centennial Parks Supporting Sponsor
- ☐ \$5,000 - County Park Supporting Sponsor
- ☐ \$1,000 - County Park Recognized Donor
- ☐ \$1-\$999 - County Park Individual Donor

TERMS OF AGREEMENT

This agreement sets forth certain terms under which United Way of Central Alabama, Inc. ("United Way") and _____ ("Sponsor") enter into a sponsorship agreement for United Way's Centennial Parks (the "Event") and programs. Sponsor agrees to pay United Way the amount marked above. United Way shall promote and hold the Event and shall provide Sponsor with the benefits and privileges described for the respective sponsorship package.

LIMITED LICENSE

United Way grants Sponsor a limited license to use any of the artwork on the Event website for the purpose of promoting the Event and linking to the Event website and in communications reporting on the Sponsor's involvement in the Event. Sponsor grants United Way a limited license to use Sponsor's name and logo in the United Way promotional materials and on the Event site, and in communications reporting on the Event. These licenses shall survive the termination of this agreement but shall expire on March 31, 2026.

MISCELLANEOUS

This agreement shall become effective on the date signed below and will remain in effect until the end of the Event. The parties acknowledge that they will use good faith efforts to negotiate and resolve subsequent issues that may arise as a result of unforeseen occurrences.

Sponsor Signature

Date

Please email signed sponsorship agreement and high-resolution logo to rachael.upton@uwca.org.



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of Central Alabama, Inc.