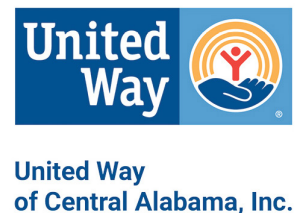




# SPONSORSHIP OPPORTUNITY

Honoring outstanding volunteers in Greater Birmingham





## WHO WE ARE:

United Way Hands On, was established in 1998 as Hands On Birmingham (HOB), with the goal of making organized and meaningful volunteering accessible to everyone. The organization supports seven major service days and organizes hundreds of volunteer service opportunities for individuals, corporations and organizations annually. United Way Hands On currently supports over 10,000 registered volunteers and over 150 nonprofit partner agencies. In 2018, HOB recruited 3,019 volunteers for service. The economic worth of volunteer labor in 2018 translated to \$253,807; with over 12,179 volunteer service hours impacting Jefferson, Blount, Shelby, St Clair and Walker counties.

## PURPOSE OF THE EVENT:

United Way Hands On is committed to recognizing and celebrating outstanding volunteer service. The ability of people to work willingly together for the betterment of their community and themselves is a valuable resource. The connections they build exemplify the best in us as individuals and as a society and their commitment to service is a demonstration of true citizenship. While their actions go largely unrecognized, volunteers are truly the “heart of the community.” The purpose of this event is to celebrate and pay tribute to volunteers who have made significant contributions in service and leadership throughout Greater Birmingham.

## THE EVENT:

Honorees representing all age groups and areas of service will be recognized and presented awards during United Way Hands On’s annual awards brunch on Thursday, April 23, 2020, at The Club







# \$10,000 COMMUNITY IGNITER SPONSOR

## CORPORATE RECOGNITION

- Two (2) Patron table (seating for eight) with prominent placement and table signage
- Premier logo placement on event invitations
- Half-page Tribute Ad in the Event Program Booklet and a prominent logo placement
- Prominent logo placement on Volunteer Recognition Event website as Community Igniter Sponsor
- Prominent logo placement on United Way Hands On website as a Premier Sponsor
- Recognition as Community Igniter Sponsor in prepared press releases
- Company name will be listed on TV promotional spots
- Premier marketing through all social media outlets (Facebook, Twitter, and Instagram)
- Company logo displayed on digital and printed promotional material
- Sponsor will have the opportunity to present an Award Category from the podium

## CORPORATE ENGAGEMENT

- Custom coordination of one company service project on a day of your choice
- Choice of one customized project on one day of service providing an educational opportunity for employees





# \$5,000 VOLUNTEER LEADER SPONSOR

## CORPORATE RECOGNITION

- One (1) Patron table (seating for eight) and 4 tickets at a table of eight with prominent placement and table signage
- A Quarter page Tribute Ad in the Event Program Booklet and a premier logo placement
- Prominent logo placement on Volunteer Recognition Event website as Volunteer Leader Sponsor
- Recognition as Volunteer Leader Sponsor in prepared press releases
- Company name will be listed on TV promotional spots
- Premier marketing through all social media outlets (Facebook, Twitter, and Instagram)
- Company logo displayed on digital and printed promotional material
- Sponsor will have the opportunity to present an Award Category from the podium

## CORPORATE ENGAGEMENT

- Choice of one customized project on one day of service providing an educational opportunity for employees





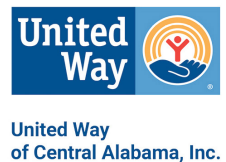
# \$2,500 FRIENDS OF UNITED WAY HANDS ON

## CORPORATE RECOGNITION

- One (1) patron table (seating for eight) with table signage
- Prominent placement of name in the Event Program Booklet and 1/8 page Tribute ad
- Prominent logo placement on Volunteer Recognition Event website as United Way Hands On Sponsor
- Company tagged in all social media outlets (Facebook, Twitter, and Instagram)

## CORPORATE ENGAGEMENT

- Invitation to serve on one day of service providing recognition for company's participation







## \$500 PURCHASE TABLE

### CORPORATE RECOGNITION

- One (1) Patron table (seating for eight) with table signage
- Placement of name in the Event Program Booklet



# Sponsorship Agreement for UNITED WAY HANDS ON'S IGNITE RECOGNITION AWARDS

Please type or print clearly your company information exactly as you would like it to appear on promotions and marketing pieces. You may include your company business card.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (    ) \_\_\_\_\_ - \_\_\_\_\_ Fax (    ) \_\_\_\_\_ - \_\_\_\_\_ E-mail \_\_\_\_\_

## Please check all that apply:

- ☐ Enclosed is a check for the sponsorship amount indicated below.
- ☐ Please invoice for the sponsor amount.
- ☐ I would like to pay by Credit Card for the sponsorship amount below. Please contact me.

## Please indicate which level you are choosing to support.

- \_\_\_\_\_ Community Igniter Sponsor (\$10,000)
- \_\_\_\_\_ Volunteer Leader Sponsor (\$5,000)
- \_\_\_\_\_ Friends of United Way Hands On Sponsor (\$2,500)
- \_\_\_\_\_ Purchase Table (\$500)
- \_\_\_\_\_ Other Amount/In-Kind Items

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please make checks payable to:  
United Way Hands On | Tax ID #: 63-1207098  
P.O. Box 320189 | Birmingham, AL 35232-0189 | 205-251-5849

For more information, contact Benga Harrison at: [bharrison@uwca.org](mailto:bharrison@uwca.org) or 205-458-8930.

