



CORPORATE SPONSORSHIP OPPORTUNITIES



Capital Area
UNITED WAY



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LOCAL



TRUSTED

Capital Area United Way's collective impact includes investing in Impact Grants to programs in the community through the 3-year funding cycle. CAUW invests in four priority areas:

- Community Resiliency
- Youth Opportunity
- Financial Security
- Healthy Community.

Through 95+ programs with nonprofit partners through multiple project-based and Disaster grants, we are working to improve the lives of our 10-Parish service area.

For a list of all funded partners, please visit: cauw.org/partners

95⁺ PARTNERS

We are committed to our local community whether in good times or bad. Forty-nine percent of CAUW's service area is defined as ALICE (Asset Limited, Income Constrained, Employed) and/or living in poverty. Through initiatives like United We Feed, we have helped our ALICE population keep healthy foods on the table during the COVID-19 pandemic.

CAUW will continually evaluate the needs of the community at this uncertain time and invest dollars into organizations helping ALICE families.

10 LOUISIANA PARISHES

In December 2020, we received \$5 million from MacKenzie Scott, a national philanthropist. This donation ensures we are a trusted community partner. Over 8,100 donors trust us with their dollars every year, and we can ensure that every dollar raised here stays here—working with community partners to improve the lives of ALICE.

Thanks to the generous support of individual, corporate and philanthropic donors, CAUW has stayed on the front lines of COVID relief and has continued to serve our community through programs like VITA, SingleCare and United Way 211/CAUW.

8k⁺ DONORS

CORPORATE CORNERSTONE SPONSORSHIPS*

HUMANITARIAN SPONSOR :: \$150,000

PHILANTHROPIST SPONSOR :: \$100,000 - \$149,999

VISION SPONSOR :: \$50,000 - \$99,999

MISSION SPONSOR :: \$25,000 - \$49,999

BENEFACTOR SPONSOR :: \$10,000 - \$24,999

CONTRIBUTOR SPONSOR :: \$5,000 - \$9,999

\$5,000 & UP

Through Capital Area United Way's **CORPORATE CORNERSTONE** program, we are hoping to greatly increase workplace campaign giving, therefore changing more lives in our community. Corporations, foundations, and small businesses have the opportunity to direct their corporate contribution toward underwriting the annual campaign, dues, and administrative expenses of Capital Area United Way, enabling a larger portion of your team's individual donation to go directly toward programs and services.

UNITED WAY 211/CAUW SPONSORSHIPS*

INFO & REFERRAL SPONSOR :: \$240,000

CRISIS SERVICES SPONSOR :: \$110,000

PROMOTION SPONSOR :: \$20,000

VITA SPONSOR :: \$10,000

The Volunteer Income Tax Assistance (VITA) program offers free tax prep by IRS certified volunteers to help individuals that make \$52,000 or less, persons with disabilities and veterans. VITA's primary objective is to help eligible taxpayers receive the earned income tax credit to improve their financial stability.

\$10,000 & UP

United Way 211/CAUW is a free and confidential service that helps people find local resources they need 24 hours a day, 7 days a week. Examples of why people call United Way 211/CAUW include food assistance, services for the elderly, veterans services, disaster help, mental healthcare counseling and more. In the 2020-2021 fiscal year, 49,089 people contacted United Way 211/CAUW to find the resources and help they needed.

*For a list of benefits for all levels of giving, please see full sponsorship packet

ANNUAL MEETING SPONSORSHIPS*

PRESENTING SPONSOR :: \$30,000

PLATINUM SPONSOR :: \$15,000

GOLD SPONSOR :: \$10,000

SILVER SPONSOR :: \$5,000

\$5,000 & UP

Capital Area United Way's Annual Meeting and Awards Banquet is our largest gathering of the year for our donors, volunteers, partners and community constituents. As a year in review, we recognize last year's workforce campaigns including the recognition of outstanding workforce campaigns, Top 10 companies, Employee Campaign Coordinator of the Year, and Big 5 Awards (Corporate Excellence, ALICE, Impact Grantee, Outstanding Board Member, Myron Falk).

WOMEN UNITED SPONSORSHIPS*

PRESENTING SPONSOR :: \$30,000

PLATINUM SPONSOR :: \$15,000

GOLD SPONSOR :: \$10,000

SILVER SPONSOR :: \$5,000

\$5,000 & UP

Women United of Capital Area United Way seeks to improve the lives of those in the Capital Area with a focus on income stability. Women United is committed to excellence in community service, fundraising, and dedication to the renewal, development and empowerment of its members.

*For a list of benefits for all levels of giving, please see full sponsorship packet

LIVING UNITED SPONSORSHIPS*

PRESENTING SPONSOR :: \$20,000

PLATINUM SPONSOR :: \$10,000

GOLD SPONSOR :: \$10,000

SILVER SPONSOR :: \$5,000

\$2,500 & UP

Living United of Capital Area United Way aims to honor individuals in our community who have – throughout their lives – worked toward the elimination of bias, bigotry and racism across ethnic, gender and religious lines.

Capital Area United Way is committed to identify, develop and implement impact strategies, practices, processes and messaging to drive equitable community change. To achieve our vision, we must understand and address the underlying factors that impede progress. By challenging practices based on racism, and other historical and current forms of discrimination, we can create more inclusive communities and equitable outcomes.

TOCQUEVILLE SPONSORSHIPS*

PRESENTING SPONSOR :: \$30,000

PLATINUM SPONSOR :: \$15,000

GOLD SPONSOR :: \$10,000

SILVER SPONSOR :: \$5,000

\$5,000 & UP

Tocqueville Society is a group of outstanding local philanthropists who take leadership roles in Capital Area United Way through annual gifts of \$10,000 or more. Through their contributions, Tocqueville Society members show how their personal investments and civic-minded spirits create a powerful legacy that will shape our community's future. Join a national network of philanthropic leaders who are engaged locally to create long-lasting, positive changes.

*For a list of benefits for all levels of giving, please see full sponsorship packet

GOTTLIEB SOCIETY SPONSORSHIPS*

PRESENTING SPONSOR :: \$30,000

PLATINUM SPONSOR :: \$15,000

GOLD SPONSOR :: \$10,000

SILVER SPONSOR :: \$5,000

\$5,000 & UP

THE GOTTLIEB SOCIETY of Capital Area United Way is a diverse group of everyday leaders fighting for the health, education, income stability and basic needs of every person in our 10-Parish community.

Gottlieb Society members support United Way with an annual gift of \$1,000 or more (that's \$20/ week), which is invested in the most effective, measurable programs that help more than 250,000 local people each year.

BREAKING THE CYCLE OF POVERTY SPONSOR

BREAKING THE CYCLE OF POVERTY SPONSOR :: \$10,000

\$10,000

BREAKING THE CYCLE OF POVERTY is a valuable digital tool for understanding poverty and highlights how Capital Area United Way and its partners can assist low-income families and individuals locally.

Available via desktop and mobile devices, this simulation asks users to make difficult decisions with limited resources. Each decision leads to different consequences, emphasizing the scope of poverty and scale of support required.

This simulation is customized to align with our 10-parish service area and allows for individuals, families and companies to gain greater insight into their potential impact.



*For a list of benefits for all levels of giving, please see full sponsorship packet

UNITED WE FEED SPONSORSHIPS*

TITLE SPONSOR :: \$30,000

This sponsorship level will give the resources to put on two United We Feed events, providing 400 Families in need with fresh produce for one week.

\$5,000 SPONSOR :: \$5,000

This sponsorship level allows one company to sponsor the entire event, feeding 200 families in need.

\$2,500 SPONSOR :: \$2,500

(multiple sponsorships available)

This sponsorship level will provide resources to feed 100 families in need

\$1,000 SPONSOR :: \$1,000

(multiple sponsorships available)

This sponsorship level will provide resources to feed 40 families in need.

\$500 SPONSOR :: \$500

(multiple sponsorships available)

This sponsorship level will provide resources to feed 20 families in need.

\$5,000 & UP

UNITED WE FEED is a Basic Needs Initiative of Capital Area United Way that leverages corporate and community partnerships to provide fresh produce access to our community's ALICE (Asset Limited, Income Constrained, Employed) and poverty populations.

United We Feed sponsorships allow local businesses to nurture their community by providing fresh nutritious produce to a targeted group of individuals and families, allowing them to save money on groceries and ensure they have access to healthy foods.

Each produce box provides enough fruit & vegetables for a family of four for one week.

ADD-ON OPTION: Additional families can be added at \$25 each.

UNITED 4 VETS SPONSOR

UNITED 4 VETS SPONSOR :: \$15,000

\$15,000

UNITED 4 VETS is an initiative that aims to coordinate, streamline and provide wraparound services to veterans and their families. This is accomplished by partnering with veteran-focused organizations, engaging corporate partners, and collaborating with service providers to reach the veteran population.

*For a list of benefits for all levels of giving, please see full sponsorship packet

JAMJAM SPONSORSHIPS*

\$500 & UP

PRESENTING SPONSOR : \$50,000
ANNUAL MEETING SPONSOR : \$30,000
EVENING ENTERTAINMENT SPONSOR : \$15,000
AFTERNOON ENTERTAINMENT SPONSOR : \$12,000
VIP SPONSOR : \$10,000

*Can be broken into two VIP Sponsorships at \$6,000.

COMMUNITY GAMES : \$8,000

*Can be broken into two Sponsorships at \$3,000 each.

KID'S ZONE SPONSOR : \$6,000
LUNCH SPONSOR : \$5,000
POT LEVEL SPONSOR : \$5,000
PADDLE LEVEL SPONSOR : \$4,000
LAFAYETTE ST. LAGNIAPPE SPONSOR : \$2,500
STAFF/VOLUNTEER HUB SPONSOR : \$2,000
TEAM SPONSORSHIP PLUS : \$1,500
TEAM SPONSORSHIP : \$500

JAMJAM is Capital Area United Way's family-friendly Jambalaya Cook-off with over 30 years of history. 40+ teams compete for first place and the title of the best jambalaya. Downtown Baton Rouge comes alive with live music, all-you-can-eat jambalaya, cold drinks and more! As one of our largest events of the year, JamJam provides funding for our 10-parish service area.



MARKETING SPONSORSHIPS*

\$6,000 & UP

VIDEO SPONSOR : \$12,500
ANNUAL REPORT SPONSOR : \$10,000
MATERIALS & PRINTING SPONSOR : \$7,500
GIVING GUIDE SPONSOR : \$6,000

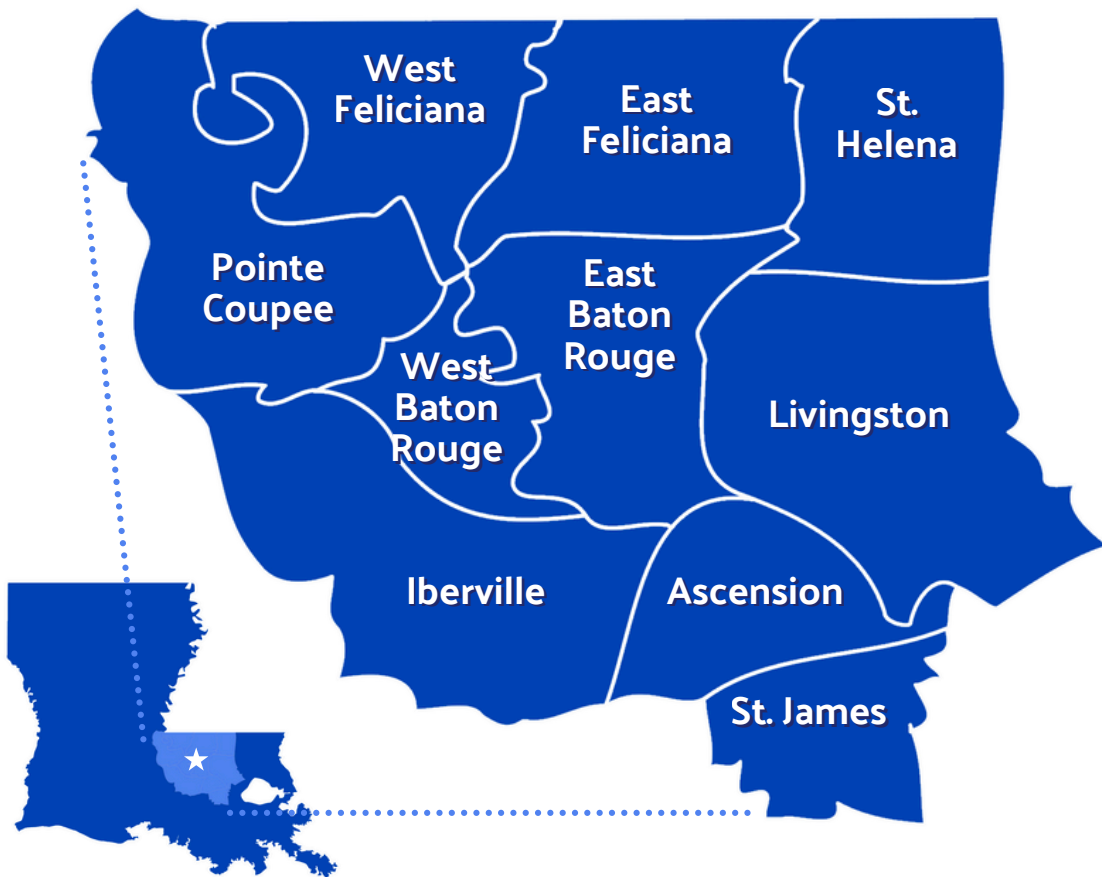
MARKETING and Communications plays a vital role in spreading our mission and values throughout the 10-Parish service area. From donors looking to donate dollars or volunteer time and community members looking for resources in our programs, the Marketing and Communications function works to disseminate information across various platforms including social media, broadcast and print publications.

*For a list of benefits for all levels of giving, please see full sponsorship packet



**UNITED
IS THE
WAY**

**EACH YEAR, WE HELP 250K+ PEOPLE
IN OUR 10-PARISH COMMUNITY**



Capital Area
UNITED WAY



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