CORPORATE SPONSORSHIP OPPORTUNITIES

CAPITAL AREA UNITED WAY
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 within Education, Income Stability, Healthy Living, and Basic Needs. Through 41 programs with nonprofit partners and multiple project-based and COVID 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/fundedpartners

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, FamilyWize and United Way 211/CAUW.

CAUW is carefully monitoring the health and well being of the community and will host events either in-person or virtually based on guidelines. Sponsor benefits may be creatively adjusted to ensure proper recognition.

*as of February 2021
$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.

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

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

REACH
Average event attendance:
- Annual Meeting: 500 +
- Celebrate the Power of Women: 500 +
- Jambalaya Jam: 1600 +
- Brotherhood Sisterhood Awards: 200 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Area publication advertising: varies per publication
Email blasts: 21K plus contacts per email
Event invitations: 500 + mail, 21K digital per event
UNITED WAY 211/CAUW SPONSORSHIPS*

$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 2019, more than 24,000 people contacted United Way 211/CAUW to find the resources and help they needed.

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.

2020 UNITED WAY 211/CAUW IMPACT
Calls: 56.5K+
Web Visitors: 4,735
Searches on public resource directory: 3,504
Assistance with COVID-19: 23.5K+

Top Needs Met:
34% COVID-19
21% Housing
13% Utility Assistance
11% Food/Meals

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

$5,000 & UP

PRESENTING SPONSOR | $30,000
PLATINUM SPONSOR | $15,000
GOLD SPONSOR | $10,000
SILVER SPONSOR | $5,000

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).

REACH
Average event attendance:
- Annual Meeting: 500 +
- Jambalaya Jam: 1600 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Area publication advertising: varies per publication
Email blasts: 21K plus contacts per email
Event invitations: 500 + mail, 21K digital per event

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

$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.

PRESENTING SPONSOR | $30,000
PLATINUM SPONSOR | $15,000
GOLD SPONSOR | $10,000
SILVER SPONSOR | $5,000

REACH
Average event attendance:
- Celebrate the Power of Women: 500 +
- Jambalaya Jam: 1600 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Email blasts: 21K plus contacts per email
Event invitations: 250 + mail, 21K digital per event

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

REACH
Annual event attendance:
- Brotherhood Sisterhood Awards: 200 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+
Area publication advertising: varies per publication
Email blasts: 21K plus contacts per email
Event invitations: 100+ mail, 21K digital

*For a list of benefits for all levels of giving, please see full sponsorship packet.*
ALEXIS DE TOCQUEVILLE SPONSORSHIPS*

$5,000 & UP

ALEXIS DE 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, Alexis de 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.

PRESENTING SPONSOR | $30,000
PLATINUM SPONSOR | $15,000
GOLD SPONSOR | $10,000
SILVER SPONSOR | $5,000

REACH
Annual event attendance:
- Tocqueville 250 +
- Jambalaya Jam: 1600 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+
Email blasts: 21K plus contacts per email

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

REACH
Annual event attendance:
- Gottlieb Event 250 +
- Jambalaya Jam: 1600 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Email blasts: 21K plus contacts per email
Event invitations: 500 + mail, 21K digital

*For a list of benefits for all levels of giving, please see full sponsorship packet.
UNITED WE FEED SPONSORSHIPS*

$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.

2020-2021 UNITED WE FEED IMPACT
Individuals helped: 23,460
Boxes distributed: 5,865
Lbs of fruits & vegetables: 121,252
Volunteer hours: 536
Volunteers: 195

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.
$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.

WHERE IS ALICE?
The map below shows the total population
struggling to afford basic needs in Capital Area
United Way’s 10-Parish service area. This is a
combination of households living in poverty and
those who are considered ALICE. For more
information, please visit CAUW.ORG/ALICE.

Source: United Way ALICE Report
2020 Update for Louisiana

• You signal to the community that your company supports solutions in
  the area of Education, Income Stability, Healthy Living and Basic Needs

• You are co-branded on all marketing materials promoting the event
  and your sponsorship in our community and Annual Report

• Your company will receive significant recognition in advertising
  and outreach materials before, during and after the event

• Your company will have access to three fully customized simulations
  for your employees to be used at your discretion
UNITED 4 VETS SPONSOR

$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.

UNITED FOR VETS SPONSOR | $15,000

- Name/logo on social media promotion
- Name/logo on promotion of workshops materials
- Name/logo on website on United4Vets page
- Name/logo listed in Annual Report
- Opportunity for speaking engagement at United4Vets events/workshops

REACH
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+
Email blasts: 21K plus contacts per email
JAMJAM SPONSORSHIPS*

$500 & UP

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.

PRESENTING SPONSOR | $50,000

VIP SPONSOR | $12,000
*Can be broken into two VIP Sponsorships at $6,000 each.

ENTERTAINMENT SPONSOR | $10,000

COMMUNITY GAMES SPONSOR | $6,000
*Can be broken into two Sponsorships at $3,000 each.

KID'S ZONE SPONSOR | $5,000

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

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

REACH
Average event attendance:
- Jambalaya Jam: 1600 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Area publication advertising: varies per publication
Email blasts: 21K plus contacts per email
Event invitations: 500 + mail, 21K digital per event
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.

REACH
Average event attendance:
- Annual Meeting: 500 +
- Celebrate the Power of Women: 500 +
- Jambalaya Jam: 1600 +
- Brotherhood Sisterhood Awards: 200 +
Website visitors: 1600 + monthly average
Annual Report: 2,500 copies
Social Media: 6500+ per post
Area publication advertising: varies per publication
Email blasts: 21K plus contacts per email
Event invitations: 500 + mail, 21K digital per event

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

My company __________________________ agrees to sponsor __________________________
at the $ __________________ level.

Company contact name: __________________________

Address: __________________________

Phone: (_____ ) _________ – ____________

Payment Methods:

☐ Send me an invoice
☐ Credit Card __________________________

Company Representative: __________________________

Date: __________________________

CAUW Representative: __________________________

Date: __________________________

Notes: __________________________

______________________________

______________________________

______________________________

______________________________

Thank you for your sponsorship!

Capital Area United Way reserves the right to reallocate any remaining sponsorship dollars not spent on this event. For full event benefits, sponsorship commitment must be made two (2) months prior to event. CAUW is carefully monitoring the health and well being of the community and will host events either in-person or virtually based on guidelines. Sponsor benefits may be creatively adjusted to ensure proper recognition.

THANK YOU

For more information, please contact Amey Shortess Crousillac (Vice President of Resource Development) at:

Office: 225-382-3511; Cell: 225-933-4478; Fax: 225-383-9922; Email: ameyc@cauw.org

*February 2021
UNITED WE WIN

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

THANK YOU