



**CORPORATE SPONSORSHIP OPPORTUNITIES**

**CAPITAL AREA UNITED WAY**



Capital Area United Way



## UNITED

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](http://cauw.org/fundedpartners)



## LOCAL

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.



## TRUSTED

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, FamilyWise and United Way 211/CAUW.

**32** NONPROFIT PARTNERS

**10** LOUISIANA PARISHES

**8K+** DONORS


**2-1-1**   
 A FREE, CONFIDENTIAL SERVICE THAT HELPS PEOPLE ACROSS THE AREA FIND LOCAL RESOURCES

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**43,707** CALLS MADE  
 TO THE 2-1-1 RESOURCE LINE FROM OUR 10-PARISH SERVICE AREA

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**174,066** DISASTER CALLS STATEWIDE

 PROGRAM PROVIDES BOXES OF FRESH PRODUCE TO ALICE AND POVERTY POPULATIONS

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**5,865** BOXES DISTRIBUTED

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**121,252 LBS.** OF FRESH PRODUCE DONATED

**VITA**  
 VOLUNTEER INCOME TAX ASSISTANCE

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CERTIFIED VOLUNTEERS PROVIDING FREE TAX PREP TO LOW TO MODERATE INCOME FAMILIES

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 **\$2,005,299**

**REFUNDED**

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**5,267** TAX RETURNS FILED

\*as of February 2021

**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. Through Dialogue on Race Louisiana and the Brotherhood Sisterhood Awards we are working on achieving this goal with the assistance of individuals and companies in our 10-Parish service area.

## LIVING UNITED PRESENTING SPONSOR

**\$20,000**

### PRESENTING SPONSOR BENEFITS:

- **Company Logo Placement**
  - Living United event Save the Date
  - Living United event invitations
  - Tocqueville Invitations
  - Living United event e-vite
  - CAUW event webpage (*1,600+ monthly visitors*)
  - Social Media (pre & post event) (*6,500+ followers*)
  - Living United event slideshow
  - Living United event signage
  - Living United event program
  - Press release
- Opportunity for company's leadership to speak during awards presentation at Living United event
- CAUW President & CEO **personal thank you** during awards presentation at Living United event
- **One reserved table** at Living United event
- Company recognition at Living United community event(s)
- Four Sessions of Dialogue on Race
- Sponsorship recognition in **Annual Report** (*2,500 copies*)
- **Print/digital advertisement** in one to four **prominent local publications**
- **TV and/or Radio advertisements**



Capital Area United Way

### 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**



# LIVING UNITED PLATINUM SPONSOR

**\$10,000**

## PLATINUM SPONSOR BENEFITS:

- **Company Logo Placement**
  - Living United event e-vite
  - CAUW event webpage (*1,600+ monthly visitors*)
  - Social Media (pre & post event) (*6,500+ followers*)
  - Living United event slideshow
  - Living United event signage
  - Living United event program
  - Press release
- CAUW President & CEO **personal thank you** during awards presentation at Living United event
- **Eight seats** at Living United event
- Company recognition at Living United community event(s)
- Two Sessions of Dialogue on Race
- Sponsorship recognition in **Annual Report** (*2,500 copies*)
- **Print/digital advertisement** in one to four **prominent local publications**



Capital Area United Way

## 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**



# LIVING UNITED GOLD SPONSOR

**\$5,000**

## GOLD SPONSOR BENEFITS:

- **Company Logo Placement**
  - Living United event e-vite
  - CAUW event webpage (*1,600+ monthly visitors*)
  - Social media (pre & post event) (*6,500+ followers*)
  - Living United event slideshow
  - Living United event signage
  - Living United event program
  - Press Release
- CAUW President & CEO **personal thank you** during awards presentation at Living United event
- **Four seats** at Living United event
- Company recognition at Living United community event(s)
- One Session of Dialogue on Race
- Sponsorship recognition in **Annual Report** (*2,500 copies*)



Capital Area United Way

## REACH

Annual event attendance:

- **Brotherhood Sisterhood Awards: 200 +**

Website visitors: **1600 + monthly average**

Annual Report: **2,500 copies**

Social Media: **6500+**

Email blasts: **21K plus contacts per email**

Event invitations: **100+ mail, 21K digital**



# LIVING UNITED SILVER SPONSOR

**\$2,500**

## SILVER SPONSOR BENEFITS:

- **Company Logo Placement**
  - Living United event e-vite
  - CAUW event webpage (*1,600+ monthly visitors*)
  - Social Media (pre & post event) (*6,500+ followers*)
  - Living United event slideshow
  - Living United event signage
  - Living United event program
  - Press Release
- CAUW President & CEO **personal thank you** during awards presentation at Living United event
- **Two seats** at Living United event
- Company recognition at Living United community event(s)
- Sponsorship recognition in **Annual Report** (*2,500 copies*)



Capital Area United Way

## REACH

Annual event attendance:

- **Brotherhood Sisterhood Awards: 200 +**

Website visitors: 1600 + monthly average

Annual Report: 2,500 copies

Social Media: 6500+

Email blasts: 21K plus contacts per email

Event invitations: 100+ mail, 21K digital

# 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.*

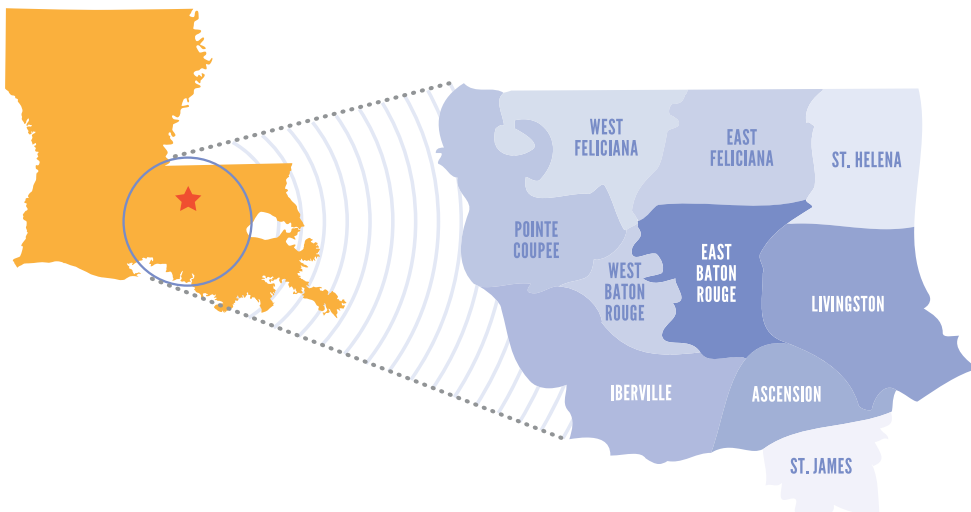
## THANK YOU

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

# THANK YOU

UNITED  
WE  
WIN

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



Capital Area United Way

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