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

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.

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.
UNITED WE FEED TITLE SPONSOR

$30,000

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.

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.

UNITED WE FEED TITLE SPONSOR BENEFITS:

- Company Logo Placement
  - United We Feed event Save the Date
  - United We Feed event fliers
  - Tocqueville invitations
  - United We Feed event e-vite
  - CAUW event webpage (1,600+ monthly visitors)
  - Social media (pre & post event) (6,500+ followers)
  - United We Feed event signage

- Company recognition at United We Feed volunteer event(s)
- Caffeinated Conversations (Lunch and Learn) company recognition
- Eight tickets to Gottlieb Social Events
- Sponsorship recognition in Annual Report (2,500 copies)

TITLE SPONSOR EVENT BENEFITS:

- One Team Entry at JamJam (basic cooking team entry)

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
UNITED WE FEED $5,000 SPONSOR

$5,000

This sponsorship level allows one company to sponsor the entire event, feeding 200 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at $25 each.

$5,000 SPONSOR BENEFITS:

- Social media recognition as a “Sponsor Highlight” (6,500+ followers)
- Press Release
- Sponsorship recognition in Annual Report (2,500 copies)
- Logo listed at United We Feed event(s)
- Logo listed on post-event Thank You email (21K+ contacts)

UNITED WE FEED $2,500 SPONSOR

$2,500 multiple sponsorships available

This sponsorship level feeds 100 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at $25 each.

$2,500 SPONSOR BENEFITS:

- Social media recognition as a “Sponsor Highlight” (6,500+ followers)
- Sponsorship recognition in Annual Report (2,500 copies)
- Logo listed at United We Feed event(s)
- Logo listed on post-event Thank You email (21K+ contacts)
UNITED WE FEED $1,000 SPONSOR

$1,000 Spons or B ENEFITS:

• Social media recognition as a “Sponsor Highlight” (6,500+ followers)
• Logo listed at United We Feed event(s)
• Logo listed on post-event Thank You email (21K+ contacts)

This sponsorship level feeds 40 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at $25 each.

UNITED WE FEED $500 SPONSOR

$500 Spons or B ENEFITS:

• Logo listed on post-event Thank You email (21K+ contacts)

This sponsorship level feeds 20 families in need. Each produce box provides enough fruit & vegetables for a family of four for one week. Additional families can be added at $25 each.
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!

*February 2021

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

UNITED WE WIN

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

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BATON ROUGE, LA 70802
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