

PARTNERSHIP OPPORTUNITIES



UNITED WAY
South Central
Indiana

At United Way of South Central Indiana (UWSCI), we're connecting people to possibility. We unite donors, businesses, nonprofits, and neighbors to remove barriers so everyone –especially households that are ALICE (Asset Limited, Income Constrained, Employed)– can thrive. ALICE families are working hard but still struggle to afford basic essentials like housing, childcare, food, healthcare, and transportation.

Together, we help stabilize lives, build pathways, and strengthen our community.

WORKPLACE CAMPAIGN

A United Way workplace campaign is a simple, high-impact way to engage employees, foster team pride, and invest in the local community.

CORPORATE MATCH PROGRAM

A corporate match doubles the difference your employees make. Whether you match dollar-for-dollar, up to a certain cap, or at a specific ratio, your company helps accelerate results for ALICE households and the broader community.

SPECIAL EVENT SPONSORSHIPS

UWSCI's special events include:

- The Blue Jean Ball is UWSCI's signature come-as-you-are celebration of community, featuring live music, local food, and a spirited evening in denim to honor hardworking families.
- Various community events that benefit United Way programs supporting ALICE households across South Central Indiana.

SILENT AUCTION & CUSTOM PARTNERSHIPS

Silent auction contributions help raise crucial funds and spotlight local businesses. Donors receive various forms of recognition. We'll create a sponsorship package that reflects your brand and delivers impact. Whether for a single event or a full partnership, your investment will drive meaningful change for ALICE families and our community.



CONTACT:

(812) 269-1244

erin@unitedwaysci.org

HOW TO START A WORKPLACE CAMPAIGN

1. **Connect With Us:** Email or call your UWSCI contact to set a kickoff date and outline goals. We'll provide all materials and support.
2. **Appoint a Campaign Lead:** Choose a Campaign Coordinator who will help organize activities and communications.
3. **Set Clear Goals:** Define a participation goal (e.g., 50% of employees) and/or funding goal aligned to your company size and culture.
4. **Plan Your Timeline:** Typical campaigns run 2–4 weeks. Choose your start date, kickoff, mid-campaign touchpoint, and finale.
5. **Engage Leaders & Ambassadors:** Ask executives or managers to champion the campaign and share why this matters.
6. **Share Stories & Impact:** Use our ready-made emails, slides, and short videos to spotlight local families and ALICE needs.
7. **Make Giving Easy:** Provide multiple giving options—payroll deduction, online giving page, QR code, or pledge forms.
8. **Offer Activities:** Host a volunteer day, lunch-and-learn with UWSCI, friendly department challenges, or themed dress-down days.
9. **Celebrate & Thank:** Recognize participants and teams. Share results. Highlight how their support is changing lives right here at home.

WHAT UWSCI PROVIDES

1. Campaign toolkit (emails, FAQs, posters, digital assets)
2. On-site or virtual kickoff speaking and Q&A
3. Impact stories and data tailored to your industry
4. Volunteer project coordination (optional)
5. A dedicated UWSCI staff contact throughout your campaign



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CORPORATE MATCH PROGRAM

COMMON MATCHING MODELS

- 1:1 Match: For every \$1 employees donate, the company gives \$1.
- Tiered Match: Higher match on first \$X (e.g., 2:1 up to \$10,000; 1:1 thereafter).
- Department Challenge Match: Company matches the department with the highest participation rate.
- Time-Based Match: Special match window (e.g., kickoff week) to boost momentum.



HOW TO SET UP A MATCH

1. Define match parameters (ratio, cap, timeline, eligible employee groups).
2. Align with payroll/HR or your giving platform for easy tracking.
3. Announce the match clearly across internal channels and at kickoff.
4. Share progress updates weekly to build excitement.
5. Report final impact to employees—and celebrate the collective achievement.

WHAT YOUR MATCH MAKES POSSIBLE

Use localized equivalencies that resonate:

- “A \$5,000 corporate match can help provide short-term housing support for local families facing eviction.”
- “A \$2,500 match can fund scholarships for quality early learning, enabling parents to work and children to thrive.”

(We can help tailor these to current program funding levels.)

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Date: Wednesday, September 23, 2026

Venue: Whippoorwill Hill

Audience: Community leaders, business partners, civic volunteers, and changemakers

Reach: Your contribution will receive exposure through social media, the event website, and during the event. United Way funded programs touch the lives of nearly 1 in 3 people in our region.

SPONSORSHIP LEVELS & BENEFITS

TRUE BLUE PRESENTING SPONSOR

\$10,000

- Naming rights: "Blue Jean Ball presented by [Your Company]"
- Premium logo placement included in high-visibility event areas
- Recognition on United Way Bloomington marquee
- Reserved VIP table for 8 + 16 drink tickets
- Recognition from stage with opportunity for brief remarks
- 3 dedicated social media posts + event spotlight
- Dedicated sponsor spotlight email
- Prominent logo in all major event collateral
- Inclusion in press release
- Opportunity to display company banner on-site
- Opportunity to sponsor a signature event element (e.g., live music, photo booth)

RHINESTONE COWBOY SPONSOR

\$5,000

- Premium logo on event signage
- Recognition on United Way Bloomington marquee
- Reserved VIP table for 8 + 16 drink tickets
- 2 dedicated social media posts
- Recognition from stage
- Inclusion in press release
- Opportunity to sponsor a signature event element (e.g., live music, photo booth)

FOREVER IN BLUE JEANS SPONSOR

\$2,500

- Medium logo on event signage and program
- Reserved seating for 8 + 8 drink tickets
- Recognition from stage
- 1 dedicated social media post

BOOT SCOOTIN' SPONSOR

\$1000

- Small logo on event signage
- 4 tickets + 4 drink tickets
- Group social media recognition

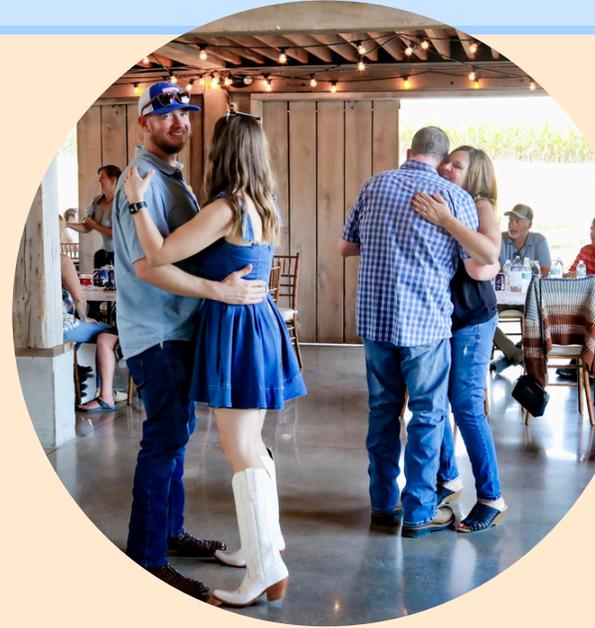
COUNTRY ROADS SPONSOR

\$500

- Name on event signage
- 2 tickets + 2 drink tickets
- Group social media recognition

ALL SPONSORS RECEIVE:

- Logo or name on print & digital invitations
- Logo or name on event posters and guest tables
- Inclusion on event webpage and post-event impact report
- Social media recognition
- Your support helps connect ALICE families to possibility, impacting nearly 1 in 3 people in our region.



IMPORTANT DEADLINES

- Print materials inclusion: April 9, 2026
- All other materials inclusion: June 3, 2026

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ONCE Upon A TIME

A FUNDRAISER FOR
DOLLY PARTON'S IMAGINATION LIBRARY

MUSIC ✦ FOOD ✦ RAFFLE

IN GREENE COUNTY

SPONSORSHIP LEVELS & BENEFITS

Date:

Saturday,
May 16, 2026
3-7 pm

Venue:

Fowler Pumpkin Patch

Audience: Community leaders, business partners, civic volunteers, and changemakers

Reach:

Your contribution will receive exposure through social media, the event website, and during the event.

United Way funded programs touch the lives of nearly 1 in 3 people in our region.

IMAGINATION CHAMPION / \$2,000

- Logo on event signage and website
- Recognition during event announcements
- Featured social media mention
- 2 tickets to the 2026 Blue Jean Ball
- Acknowledgment in post-event communications

STORYTIME SUPPORTER / \$1,000

- Logo on event signage and website
- Recognition during event announcements
- Group social media recognition
- Acknowledgment in post-event communications

BOOK BUDDY / \$500

- Name listed on event webpage and event signage
- Group social media recognition
- Acknowledgment in post-event communications

RAFFLE SUPPORTER / IN-KIND DONATION

- Name listed on event webpage
- Group social media recognition
- Acknowledgment in post-event communications

WHAT TO DONATE:

- **Experiences:** Behind-the-scenes tours, private workshops, chef's table dinners, VIP event tickets
- **Getaways:** Weekend cabin stays, hotel packages, spa retreats
- **Local Favorites:** Restaurant gift cards, curated baskets, artisan goods, professional services
- **Unique Access:** Meet-the-maker sessions, custom art, branded bundles



LEARN MORE

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SILENT AUCTION

WHAT TO DONATE:

- **Experiences:** Behind-the-scenes tours, private workshops, chef's table dinners, VIP event tickets
- **Getaways:** Weekend cabin stays, hotel packages, spa retreats
- **Local Favorites:** Restaurant gift cards, curated baskets, artisan goods, professional services
- **Unique Access:** Meet-the-maker sessions, custom art, branded bundles

STANDARD RECOGNITION FOR SILENT AUCTION DONORS:

- Event program listing
- Social media shoutout
- Signage at auction table
- Acknowledgment in post-event report



CUSTOM PARTNERSHIPS

YOUR BRAND, YOUR IMPACT

We understand that every business has unique goals, values, and priorities. That's why United Way of South Central Indiana offers flexible sponsorship options designed to align with your company's mission and maximize community impact.



EXAMPLES OF CUSTOM PARTNERSHIPS

- **Program Sponsorship:** Directly support initiatives like early childhood education, workforce development, or emergency housing assistance.
- **Event Element Sponsorship:** Underwrite specific aspects of the Blue Jean Ball and other events—such as entertainment, décor, or the photo booth—for exclusive branding.
- **Employee Engagement Add-Ons:** Combine sponsorship with volunteer projects, lunch-and-learns, or team-building activities to foster deeper employee connections.
- **Year-Round Visibility:** Bundle event sponsorship with workplace campaign support and recognition across multiple touchpoints.

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