



**WORK THIS IMPORTANT
IS NEVER DONE ALONE.**

2024 SPONSORSHIPS



SPRING | Operation United is an annual event that mobilizes volunteers to recognize the sacrifices and service of veterans and active military families, with a focus on seniors and those with disabilities, here in Kent County. Our Volunteer Center matches each veteran or family with a group of volunteers from a local company or organization. On event day, these volunteers complete outdoor improvements such as yard work, landscaping, and minor outdoor repairs to make veterans' homes safer, more accessible, and more enjoyable.

SPONSORSHIP BENEFITS	Premiere \$5,000	Contributing \$2,500	Supporting \$1,000	House \$500
Company name/logo on all marketing materials	•	•	•	•
Logo featured on event web page	•	•	•	•
Option to staff project sites with volunteers	Up to 30 employees	Up to 20 employees	Up to 15 employees	Up to 15 employees
Yard sign with logo on site during project hours	•	•	•	•
Social media recognition	•	•	•	
Recognition in annual report	•	•	•	
Company name featured in press release	•			
Company spotlight in United Way's e-newsletter	•			

“IT’S A TRUE BLESSING. I DON’T HAVE THE RIGHT WORDS TO EXPRESS MY GRATITUDE”

–Charlotte A, Wife of veteran Thomas A





AUGUST | Support this event to help more than 400 people maintain their employment and overall well-being. Your sponsorship will fund programs that focus on teaching practical job skills, credentialing, housing, access to food, and mental health support.

PREMIERE SPONSORSHIP BENEFITS	Title Sponsor (Exclusive) \$5,000	Helping Hands \$3,000
Logo featured on event web page	•	•
Social media recognition	•	•
Company foursome teams	3	2
Company logo on event signage	•	•
Contribute logo'd item to golfers' gift bag (optional)	•	•
Spotlight at beginning of event	•	•
Company name/logo on all marketing materials	•	
Corporate representative to speak at event	•	
First right of refusal for next year's event	•	

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Cart Sponsor: \$2,000

- Signage on carts

Putting Green Sponsor: \$2,000

- Signage at putting green

Reception Sponsor: \$2,000

- Signage at lunch/reception

Hole Sponsor: \$1,500 each

- Signage at one hole

All options also include one foursome and social media recognition.





SEPTEMBER | United Way's Day of Caring is our community's largest corporate volunteer event. Every September, hundreds of employees from companies across Kent County "report to work" at local nonprofit agencies. This annual event helps nonprofit organizations get things done—projects they may not have the day-to-day capacity to do throughout the year.

SPONSORSHIP BENEFITS	Premiere \$5,000	Food Truck \$1,500
Company name/logo on all marketing materials, including signage at luncheon	•	•
Logo featured on event web page	•	•
Recognition in annual report	•	•
Social media recognition	•	•
Podium recognition and opportunity to have company representative speak at luncheon	•	
Company name featured in press release	•	
Company spotlight in United Way's e-newsletter	•	

700+ VOLUNTEERS | 45 TEAMS

Reported to work at 65 project sites across our community

DRIVE FOR GOOD PACKAGE

YEAR-ROUND | We invite you to join our new partner package, Drive for Good Sponsorship. At the \$3000 level, this sponsorship provides the unique opportunity to make a meaningful and lasting difference across two essential drives: Stuff the Bus, and Stuff the Sled. Your commitment not only supports year-round initiatives but also comes with lasting recognition in annual reports, marketing materials, and more. Join us in becoming a catalyst for positive change. Together, let's drive goodness and create a brighter future for those we serve.

AUGUST

United Way's annual school supplies drive provides local students the tools they need for a year of academic success. Last year 25,000+ items were collected.



Stuff the Bus Collection Drive CLASSROOM CHAMPION

- Company name/logo on select marketing materials
- Recognition in the annual report
- Logo on the event web page
- Interview with WZZM (day-of the event)

NOVEMBER

United Way's annual Stuff the Sled drive provides holiday gift bags to 1200 local children enrolled in programs at Head Start for Kent County.



Stuff the Sled Collection Drive HOLIDAY HELPER

- Company name/logo on all marketing materials
- Recognition in the annual report
- Social media recognition
- Opportunity to host a pop-up shop event

IMPACT ADVOCATE PACKAGE

YEAR-ROUND | We invite you to join our new partner package, Impact Advocate Sponsorship. At the \$3000 level, this sponsorship is designed to magnify your influence by supporting three pivotal events throughout the year: Operation United, Tee It Up for Success Golf Outing, and Day of Caring. By joining as an Impact Advocate, you unlock not only the exceptional benefits of individual sponsorships but also the opportunity to make a more substantial impact by supporting multiple events. Sign up now and prepare for a year of profound influence, where your commitment ripples through each occasion, leaving an enduring mark on our community.

APRIL

Operation United is an annual event where volunteers complete outdoor improvements to make veterans' homes safer, more accessible, and more enjoyable.



Operation United HOME SPONSOR

- Company name/logo on all marketing materials
- Up to 15 employees to staff project sites with volunteers
- Logo on the event web page
- Yard sign with company logo on site during project hours

AUGUST

Proceeds from United Way's annual golf outing fund local programs that focus on teaching practical job skills, credentialing, housing, access to food, and mental health support



Tee It Up for Success HOLE SPONSOR

- Yard sign with company logo at one hole
- One company foursome
- Social media recognition

SEPTEMBER

Every year hundreds of employees from companies across Kent County "report to work" at local nonprofit agencies to volunteer their time.



Day of Caring FOOD TRUCK SPONSOR

- Company name/logo on all marketing materials
- Recognition in the annual report
- Social media recognition
- Logo on the event web page



ALL YEAR | All sponsors will be provided a comprehensive impact report with photos from events, the impact and footprint of the groups' work, and how your dollars directly contribute to our mission's success.

SPONSORSHIP BENEFITS	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Recognized on website and in all-member newsletters	•	•	•
Invited to join members at the annual summer membership social	•	•	•
Signage at events (continuous throughout year)	All events	Volunteer & social events	Volunteer events
Social Media recognition	•	•	
Opportunity to partner on (1) one event		•	
Invited to speak at the annual summer membership social as presenting sponsor	•		
Company logo present on all marketing collateral	•		
Company spotlight in Annual Report	•		

A-LA-CART

EMERGING LEADERS UNITED

Community Connection Tours (4x a year)

+ One Event \$250

Summer Social–Annual Membership Event

+ Table Sponsor \$250

+ Presenting Sponsor \$1,500

Social/Volunteering Events

+ Presenting Sponsor \$250

WOMEN UNITED

Speaker Series (4x a year)

+ One Event \$250

Summer Social–Annual Membership Event

+ Table Sponsor \$250

+ Presenting Sponsor \$1,500

Social/Volunteering Events

+ Presenting Sponsor \$250



Heart of West Michigan
United Way

KENT COUNTY TAX CREDIT COALITION

At Volunteer Income Tax Assistance (VITA) sites throughout our community, United Way's Kent County Tax Credit Coalition (KCTCC) helps working individuals and families achieve economic success through free tax services and financial literacy courses.

SPONSORSHIP BENEFITS	Platinum \$5,000	Gold \$3,500	Silver \$2,500	Bronze \$1,500
Logo on KCTCC web page	•	•	•	•
Invited to have a representative on the Kent County Tax Credit Coalition	•	•	•	•
Signage at events (throughout year)	•	•	•	
Social media recognition	•	•	•	
Company logo on KCTCC recruitment flyer	•	•	•	
Listed in KCTCC annual impact report	•	•		
Company spotlight in United Way's e-mail newsletter	•			
Company featured in press release	•			

\$5,045,044 IN TOTAL REFUNDS | 7,387 RETURNS PREPARED

"My parents dreaded tax time every year. This year I set up the appointment for them through VITA, which was super easy through 211, and met my parents at the tax site to help them the day of. My parents left beaming and happy, that not only did they not have to drop \$300, they were also treated like equals. It was a 1000/10 experience for them and they will be returning next year."

–B.C., Taxpayer



Heart of West Michigan
United Way



VOLUNTEERING TO GO

Volunteering To Go provides a convenient opportunity to address immediate community needs by packing kits. This initiative not only supports essential programs but also offers an effortless and impactful way to contribute, fostering teamwork and making a positive difference in the community.

HOW IT WORKS

Pick a date & gather volunteers

Select a kit to assemble

then, we...

Deliver kit supplies to your location

Coordinate deliver to finished kits to a local nonprofit



APPRECIATION KIT

Show your appreciation to local teachers, veterans, and healthcare professionals by letting them know you care.

Number of people served:
25–50

Assembly Time:

Approximately 30 minutes. Cut affirmation cards and write letter.



UPLIFT KIT

These kits are for young adults and adults receiving services through local programs. They help relieve stress, uplift individuals, and boost moods.

Number of people served:
25–50

Assembly Time:

Approximately 60 minutes. Write letter, cut affirmation cards and resource list.



YOUNG LEARNER'S KIT

According to First Steps Kent, only 49.3% of Kent County third graders were proficient readers, with significant disparities by race and ethnicity. This kit supports local young learners and encourages their love for reading.

Number of people served:
30–100

Assembly Time:

Approximately 30–60 minutes. Requires cutting in different shapes.



Heart of West Michigan
United Way

SPONSORSHIP COMMITMENT FORM

INTERNAL USE ONLY

Commitment received on: _____

Payment: Included To be invoiced Already received

Campaign Year: 2023 2024 2025

Company

Contact Name

Phone

Email

OPERATION UNITED

Premiere (\$5,000) Contributing (\$2,500) Supporting (\$1,000) House (\$500)

TEE IT UP FOR SUCCESS

Title Sponsor (\$5,000) Helping Hands (\$3,000) Cart Sponsor (\$2,000)
 Reception Sponsor (\$2,000) Putting Green (\$2,000) Hole Sponsor (\$1,500 ea.)

DAY OF CARING

Premiere (\$5,000) Food Truck (\$1,500)

PACKAGES

Drive for Good (\$3,000) Impact Advocate (\$3,000)

DONOR NETWORKS

Emerging Leaders

GOLD (\$5,000) Silver (\$2,500) Bronze (\$1,000) A-LA-CART \$_____ for _____

Women United

GOLD (\$5,000) Silver (\$2,500) Bronze (\$1,000) A-LA-CART \$_____ for _____

KENT COUNTY TAX CREDIT COALITION

Platinum (\$5,000) Gold (\$3,500) Silver (\$2,500) Bronze (\$1,500)

VOLUNTEERING TO GO

Appreciation Kit Uplift Kit Young Learners Kit

Number of kits _____ \$ _____



Heart of West Michigan
United Way