

COMMUNITY IMPACT SPONSORSHIP GUIDE



UNITED WAY
Lee County, AL



FOR THE LOCAL GOOD STARTS WITH YOU

Every day in Lee County, someone is facing an unexpected challenge. Through local partnerships, direct support, and community giving, United Way helps ensure that when those moments happen, there is help available.

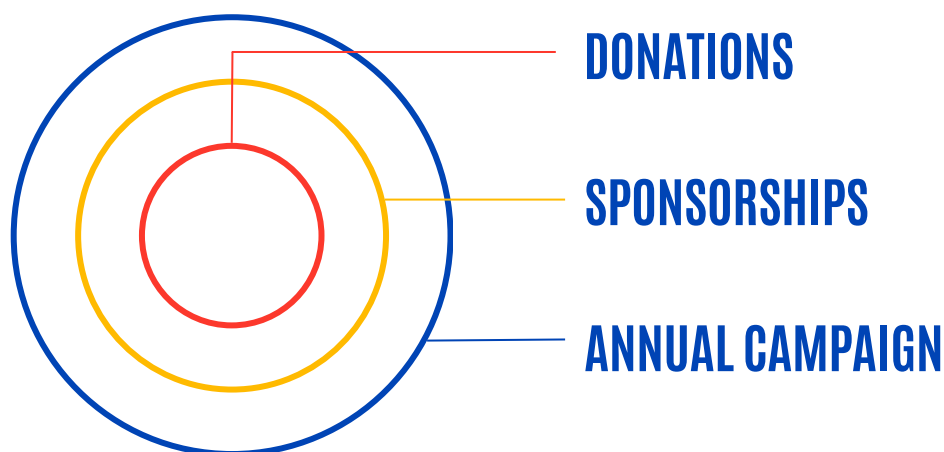
Our Mission

United Way of Lee County brings organizations and resources together to meet urgent needs, support local nonprofits and strengthen the East Alabama community.

Our Vision

An East Alabama where every neighbor knows where to turn for help, needs are met with action and every local non-profit is equipped to serve our community well.

Ways to Give



What Your Support Does

1

Supports 29 local nonprofit organizations through allocations and grants

2

Provides direct financial support for individuals facing urgent needs

3

Connects people to the right resources through 2-1-1 and community partnerships



DAY OF CARING SPONSORSHIPS

Each year, Day of Caring brings volunteers together to support local nonprofit organizations through hands-on service projects across Lee County.

In 2025, more than 100 volunteers completed 14 projects in a single morning—strengthening organizations and meeting real needs in our community.

Day of Caring returns Fall 2026, and we invite you to be part of it.

Community Builder Sponsorship

\$1,000

- First selection of your team’s project before public release
- Logo featured on event webpage, printed materials, and event t-shirts
- Social media recognition on Facebook and Instagram
- Thank you in newsletter and Annual Report

Neighborhood Hero Sponsorship

\$500

- Logo featured on event webpage, printed materials, and event t-shirts
- Social media recognition on Facebook and Instagram

Local Supporter Sponsorship

\$250

- Name listed on event webpage, printed materials, and event t-shirts
- Social media recognition on Facebook and Instagram



KICK OFF SPONSORSHIPS

Our annual Campaign Kickoff brings the community together to launch the year's effort to support Lee County.

Hosted at the Food Bank of East Alabama, this event engages hundreds of volunteers to pack thousands of meals for families across our community. It's a meaningful and visible way to begin the campaign.

Join us on July 30, 2026 as we launch our campaign "For the Local Good".

Campaign Leader Sponsor

\$5,000

- Recognition from the stage during the event
- Logo featured on event signage, promotional materials, webpage, and t-shirts
- Inclusion in press release to local media
- Year-round logo placement on UWLC website homepage
- Social media recognition on Facebook and Instagram
- Thank you in newsletter and Annual Report

Campaign Builder Sponsor

\$2,500

- Recognition from the stage during the event
- Logo on event signage, promotional materials, webpage, and t-shirts
- Social media recognition on Facebook and Instagram

Campaign Supporter Sponsor

\$1,000

- Logo on event signage, webpage, and t-shirts
- Social media recognition on Facebook and Instagram

Campaign Partner Sponsor

\$500

- Name on event signage, webpage, and t-shirts
- Social media recognition on Facebook and Instagram

SUPPORT YEAR-ROUND IMPACT

IN LEE COUNTY

Dolly Parton's Imagination Library Literacy Legend

\$5,000



Help place books directly into the hands of children across Lee County, building a foundation for lifelong learning.

- Company name included on the postage label on 33,000+ books distributed locally
- Team photo opportunity with Dolly Parton cutout
- Opportunity to host Dolly display for your staff or customers
- Logo on website
- Annual program update
- Recognition in newsletter and Annual Report

Annual Video Impact Sponsor

\$5,000



Fund the creation of United Way's annual impact video, sharing real stories of how donations are making a difference for individuals and families across Lee County.

- Logo recognition in campaign video
- Logo displayed on the webpage where the video is hosted
- Social media recognition on Facebook and Instagram
- Recognition in newsletter and Annual Report

These sponsorships allow you to support specific initiatives that directly impact individuals and families across our community throughout the year.

Classroom Enrichment Sponsor

\$3,000



Support local teachers by funding classroom needs that directly impact students.

- Logo featured on campaign voting platform (6,000+ views annually)
- Social media recognition on Facebook and Instagram
- Inclusion in press release
- Recognition in newsletter and Annual Report
- Opportunity to attend delivery of classroom materials

Annual Coat Drive Sponsor

\$1,500



Help ensure individuals and families in Lee County stay warm during the winter months by supporting the collection and distribution of coats across our community.

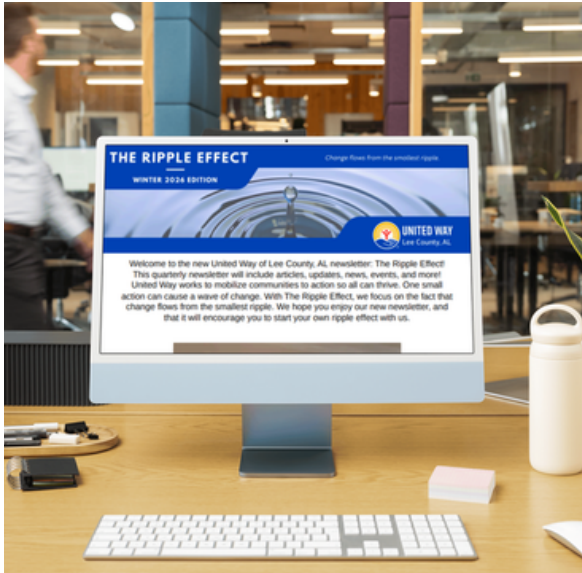
- Logo featured on Coat Drive webpage
- Logo on all promotional materials
- Recognition in press release to local media
- Social media recognition on Facebook and Instagram
- Recognition in newsletter and Annual Report

SUPPORT YEAR-ROUND IMPACT

IN LEE COUNTY

Email Newsletter Sponsor

\$1,500



Support ongoing communication that keeps our community informed about local needs, impact stories, and ways to get involved throughout the year.

- Logo included in every newsletter sent to more than 3,000 subscribers
- Logo featured on UWLC website
- Social media recognition on Facebook and Instagram
- Recognition in newsletter and Annual Report

Teacher Appreciation T-Shirt Sponsor

\$1,500



Help recognize and celebrate teachers across Lee County who support and participate in the annual campaign, reinforcing the connection between education and community impact.

- Logo featured on Teacher Appreciation t-shirts distributed across all three school systems
- Logo featured on UWLC website
- Social media recognition on Facebook and Instagram
- Opportunity to receive shirts for your team
- Recognition in newsletter and Annual Report

These sponsorships allow you to support specific initiatives that directly impact individuals and families across our community throughout the year.

12 Days of Giving Sponsor

\$1,000



Be part of a focused campaign that highlights real stories of impact across 12 days in December.

- Logo featured on website
- Daily social media recognition during campaign
- Inclusion in press release
- Recognition in newsletter and Annual Report

Annual Campaign Breakfast Sponsor

\$1,500



Support the event that celebrates the impact of the campaign and brings the community together. This event is attended by 30+ of community leaders, businesses, and local non-profit organizations.

- Logo on 60+ mailed invitations
- Logo on website
- Recognition at the event on December 9, 2026
- Social media recognition on Facebook and Instagram
- Recognition in newsletter and Annual Report

YOUR DONATION CREATES A LASTING **IMPACT**

United Way mobilizes communities to action so all can thrive.

True to our founding spirit, whenever there is a need in our communities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. Our reach across tens of thousands of communities means we can share innovations and scale impact to improve lives around the world.

From strengthening local resilience to advancing health, youth opportunity, and financial security, we're working towards a future where every person in every community can reach their full potential.

To learn more, visit www.unitedwayofleecounty.com.



SPONSORSHIP FORM



Contact Name: _____

Company Name: _____

Contact Phone: _____ Contact Email: _____

Payment Type: ☐ Check ☐ Credit Card ☐ Venmo

Sponsorship Choices

- ☐ Day Of Caring: Community Builder Sponsorship \$1,000
 - ☐ Day Of Caring: Neighborhood Hero Sponsorship \$500
 - ☐ Day Of Caring: Local Supporter Sponsorship \$250
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- ☐ Campaign Kickoff: Campaign Leader Sponsor \$5,000
 - ☐ Campaign Kickoff: Campaign Builder Sponsor \$2,500
 - ☐ Campaign Kickoff: Campaign Supporter Sponsor \$1,000
 - ☐ Campaign Kickoff: Campaign Partner Sponsor \$500
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- ☐ DOLLY PARTON'S IMAGINATION LIBRARY LITERACY LEGEND \$5,000
- ☐ ANNUAL IMPACT VIDEO SPONSOR \$5,000
- ☐ CLASSROOM ENRICHMENT GRANT \$3,000
- ☐ ANNUAL COAT DRIVE \$1,500
- ☐ EMAIL NEWSLETTER \$1,500
- ☐ TEACHER APPRECIATION T-SHIRT \$1,500
- ☐ 12 DAYS OF GIVING \$1,000
- ☐ ANNUAL CAMPAIGN BREAKFAST \$1,500