

# UNITED WAY'S *Steps to Success Awards*



**JUNE 15, 2022**  
**VENUE: TO BE ANNOUNCED**  
**RICHMOND, VA**

Our annual *Steps to Success Awards* recognize the many individuals and organizations that support United Way of Greater Richmond & Petersburg. We invite you to join us as a sponsor of this highly visible event.

The *Steps to Success Awards* began in 2019 with a breakfast celebration at the Jefferson Hotel attended by more than 300 guests. The 2020 and 2021 awards events were held as virtual weeklong celebrations in order to ensure the safety of our guests and partners during the pandemic.

The 2022 *Steps to Success Awards* event will celebrate the many partners who helped our local United Way support the community during the COVID-19 pandemic.

**PRESENTING SPONSOR      \$7,500**

## UNIVERSAL BENEFITS

- Exclusive billing as the only Presenting Sponsor of the event.
- Identified in all communication materials as Presenting Sponsor (e.g. "United Way's *Steps to Success Awards*, presented by Acme, Inc.").
- Presenting Sponsor logo placement in full-page *Richmond Times-Dispatch* ad recognizing winners and sponsors.
- Exclusive, highly visible logo placement on marketing materials, including:
  - Email banners (est. reach 20,000+)
  - Social media graphics (est. reach 5,000+)
  - YourUnitedWay.org (est. reach 3,000+)
- Large logo included on main *Steps to Success Awards* page on YourUnitedWay.org. This page will serve as the central landing page for all email and social media links.
- Logo placement in United Way's 2022 Impact Report, which will be released in Fall 2022.

## ADDITIONAL BENEFITS: IN-PERSON EVENT ONLY

- Reserved table for **eight** guests at the event. Table will be prominently located at the front of the room and will include a "Reserved For:" sign featuring your organization's logo.
- Verbal recognition at event, including the opportunity to deliver brief (3-5 minute) remarks about your organization's commitment to the community and United Way.
- Special thanks in **two** dedicated social media posts on United Way's Facebook (3,200+ followers) and Twitter (1,100+ followers) channels.
- Logo featured prominently on signage at the event, including "Thanks to our Presenting Sponsor" signs, which will exclusively feature the Presenting Sponsor logo.
- Logo included on a sponsor recognition slide at the event. The Presenting Sponsor logo will be the only logo to appear on the "Presented By" slide.
- Prominent mention in one dedicated "Sponsor Recognition" email to all United Way donors in June 2022.

## ADDITIONAL BENEFITS: VIRTUAL EVENT ONLY

- Opportunity to submit a paragraph of exclusive content about your organization's commitment to the community and United Way. Content will be featured in a "Thank You to our Presenting Sponsor" section in the announcement email for the 2022 *Steps to Success* Award winner. This email will go to a large list of more than 20,000 United Way donors and supporters and is our most visible email of the week. The Presenting Sponsor will be the only sponsor featured in this email.
- Additional email exposure via several award announcement emails to be sent during awards week. We will send a series of 5-7 emails during awards week to relevant sub-categories of United Way donors and supporters.
  - Example: In 2021, the email announcement for our three giving community awards (Leadership Circle Award, Alexis de Tocqueville Award and Young Leaders Award) was sent to a distribution list of more than 1,000 members of these giving communities.
- Increased social media exposure via a virtual *Steps to Success* Awards celebration that spans a full week of content across United Way's social media platforms. In addition to increased online exposure in general, we will post two dedicated messages during award week recognizing our Presenting Sponsor for their support.

For more information, please contact:

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United Way of Greater  
Richmond & Petersburg