

# 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.

**SILVER SPONSOR      \$1,000**

## UNIVERSAL BENEFITS

- Company logo included on event marketing materials, including:
  - Email footers (est. reach 20,000+)
  - YourUnitedWay.org (est. reach 3,000+)
- Logo placement in full-page *Richmond Times-Dispatch* ad recognizing winners and sponsors.
- Logo placement in United Way's 2022 Impact Report, which will be released in Fall 2022.

## ADDITIONAL BENEFITS: IN-PERSON EVENT ONLY

- Reserved seating for **four** guests at the event. Seats will be prominently located at tables at the front of the room and will include a “Reserved For:” sign featuring your organization’s logo.
- Special thanks in **one** dedicated social media post on United Way’s Facebook (3,200+ followers) and Twitter (1,100+ followers) channels.
- Logo featured on signage at the event, including “Thanks to our Sponsors” signs, which will feature all Silver Sponsor logos.
- Logo featured prominently in multiple locations (along with other Silver Sponsors unless otherwise noted):
  - United Way’s website, which will serve as the landing page for all social media and email marketing links
  - Event program materials
  - Marketing emails promoting the event
- Includes one dedicated “Sponsor Recognition” email to all United Way donors in June 2022.
- Logo included on a sponsor recognition slide at the event. Silver Sponsor logos will appear together on one slide.

## ADDITIONAL BENEFITS: VIRTUAL EVENT ONLY

- Every Silver Sponsor will be highlighted in one dedicated “Thank You” post on our social media channels during awards week. Posts will include organization logo and a link to sponsor website.
- Feature in a “Thank You” section of one award announcement email. Each email features two Silver Sponsors and will go 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.

For more information, please contact:

**Samantha McCabe**

[mccabes@yourunitedway.org](mailto:mccabes@yourunitedway.org)

(804) 775-6482



United Way of Greater  
Richmond & Petersburg

