

UNITED WAY'S *Steps to Success Awards*



DATE: JUNE 14, 2023 | 11:30 A.M. - 1:30 P.M.
VENUE: JOHN MARSHALL BALLROOMS
101 N. 5TH ST., RICHMOND, VA, 23219

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. After holding virtual celebrations in 2020 and 2021 during the COVID-19 pandemic, we were excited to return to an in-person celebration once again in 2022 at Lewis Ginter Botanical Garden.

The 2023 celebration will be held at the John Marshall on June 14. Together, we will celebrate all that we have accomplished to support our community.

To learn more about the Steps to Success Awards, visit our website at:
www.YourUnitedWay.org/steps-awards/



PRESENTING SPONSOR \$7,500

SPONSOR 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 *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 2023 Impact Report, which will be released in Fall 2023.
- 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 2023.



For more information, please contact:

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United Way of Greater
Richmond & Petersburg