

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/

GOLD SPONSOR \$5,000

SPONSOR BENEFITS

- Elevated billing as a Gold Sponsor of the event.
- Identified in all communication materials as a Gold Sponsor.
- Company logo included on event marketing materials, including:
 - Email footers (est. reach 20,000+)
 - YourUnitedWay.org (est. reach 3,000+)
- Logo placement in Richmond Times-Dispatch ad recognizing winners and sponsors.
- 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.
- 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 and Gold Sponsor logos.
- Includes one dedicated "Sponsor Recognition" email to all United Way donors in June 2023.
- Logo included on a sponsor recognition slide at the event. Silver and Gold Sponsor logos will appear together on one slide.
- 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.
- Verbal recognition at event, including the opportunity to deliver brief (2 minute) remarks about your organization's commitment to the community and United Way.



For more information, please contact:

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United Way of Greater
Richmond & Petersburg