

# CORPORATE INVESTMENT

## Overview & Agreement



United Way  
of Washington County, MD

# 2019-2020

Be The  
**ONE**

A small version of the United Way logo is placed over the letter 'O' in the word "ONE".

83 West Washington Street | Suite 101 | Hagerstown, MD 21740  
[unitedwaywashcounty.org](http://unitedwaywashcounty.org) | 301.739.8200 | [wwwliveunited@unitedwaywashcounty.org](mailto:wwwliveunited@unitedwaywashcounty.org)

## United Way of Washington County, MD

83 West Washington St, Suite 101  
Hagerstown, MD 21740  
tel 301.739.8200  
fax 301.797.2293



United Way  
of Washington County, MD

[unitedwaywashcounty.org](http://unitedwaywashcounty.org)

Dear

United Way of Washington County, MD, in one form or another, has been a part of Washington County for more than 100 years. We were created to provide a mechanism by which the community, individuals and businesses, could pool resources to address charitable needs of the people of Washington County. Although the mechanisms and methods have evolved over time, the philosophy that more can be done together than separately has not changed.

If your company currently runs a United Way Workplace Giving Campaign, we thank you on behalf of all the folks we help. If not, we ask that you consider doing so. It is an employee benefit that helps your employees make the community in which we live that much better. As little as a dollar per paycheck can make a huge difference to in the lives of others.

2020 may seem a while away and yet it is just around the corner. We recognize you and your business are probably beginning if not already into your planning and budgeting for the upcoming year. As you consider your community support for 2020, we ask you to consider the many sponsorship opportunities your United Way offers. Please review the enclosed material for more information.

Volunteerism provides another channel for individuals and businesses to support the community. Many companies find the team volunteering concept to be a great team building experience for their employees. United Way promotes the benefits of volunteerism. We coordinate volunteer activities on our Day of Caring, Day of Action, Volunteer Expo and our Volunteer Connect Website, a free volunteer matching and management system.

During this busy time, we ask that you include United Way of Washington County, MD in your planning and budgeting. Please contact Mark Weldon at 301-739-8200 ext. 101 or Guinn Rogers at ext. 102 to set an informational appointment.

Most sincerely,

Guinn Rogers, CE, MSOL  
President and CEO

Inclusions:  
Sponsorship materials,



**BE THE ONE** to join us in advancing the common good.

We invite YOU to become a Live United sponsor or sponsor of a specific event or meeting that meets YOUR mission for supporting YOUR community. The beneficiary of each of these sponsorships are the citizens of Washington County, MD.

Partnering with United Way as a sponsor enables you to enhance your company's philanthropic image, brand, and visibility in the community and support investments that help solve our community's most pressing needs. Partnering with United Way; reinforces your community reputation by supporting Washington County; strengthens relationships with current and prospective customers; allows you to co-brand with one of the world's topmost valuable brands and is an opportunity to **enhance the lives of nearly 151,000 people in Washington County!**

Enhance your visibility by partnering with one of the world's most valuable brands.

- In 2018, United Way was ranked #1 on Forbes' list of America's Top Charities.
- United Way is ranked #1 on "The Philanthropy 400" in *The Chronicle of Philanthropy* as the most successful charity.
- United Way was recognized in 2018 as most innovative charity by *Fast Company Magazine*.
- Workplace donor satisfaction and motivation has jumped to 86% where engagement and familiarity with our brand has been reported to be the reason for the approval.

## Past Sponsors

Michael G. Callas Trust	Gideon Properties
Meritus Health	Hagerstown Honda
Chick-fil-A	Hershey-Fitzsimmons Group
The Columbia Bank	Hoffman's Quality Meats
Holcim	Holzapfel Investment Group
Keller Stonebraker Insurance	Huntzberry Brothers
Rotary Club of Hagerstown	Jamison Door Company
Smith Elliott Kearns & Company, LLC	Keller Stonebraker Insurance
First Data	MS Johnston
Abeles Flurie Wealth Management Group / Wells Fargo Advisors	Potomac Edison
AC&T	Smith Elliott Kearns & Co.
Albright Crumbacker Moul & Itell	The Reserve at Collegiate Acres
Allegany Dental Care	Telegia Communications
BB&T	Twigg Cycles
Berkshire Hathaway Home Services Bowen Realty	VerStandig Media
Bowman Trailer Leasing	Washington County Chamber of Commerce
C. William Hetzer	Wright-Gardner Insurance
CNB Bank	Younger Toyota
Doing Better Business	

## SUMMARY OF EVENTS

**Day of Caring:** Held annually in September, Day of Caring is a 28-year tradition, that in one day, brings together over 1,500 volunteers to assist nonprofit agencies, elderly, veteran & disabled homeowners to accomplish approximately 130 projects they couldn't complete on their own. This is the single largest community service effort in Washington County.

**Audience:** 1700 volunteers, 46 nonprofit agencies, Washington County residents

**Day of Action:** Held annually in the spring, this is a global volunteer event where thousands of people across the world volunteer with United Way to fight for the health, education and financial stability of every person in every community. United Way Day of Action is an opportunity for volunteers, donors and advocates who seek to change lives and communities to be part of the solutions that make a real difference in people's lives.

**Audience:** Nonprofit agency, Volunteer/Team Building Opportunity

**Executive Director Meetings:** These informal sessions provide local agency leaders a chance to network and learn about topics that allow them to be more effective. Sponsors have an opportunity to present themselves and products to the attendees.

**Audience:** Nonprofit agency executives and professionals, community leaders

**Executive Summit:** Held annually in the summer. This event brings local company CEOs and employee campaign coordinators together to kick-off our Annual Workplace Campaign. Attendees will hear from guest speakers on relevant topics and campaign chair(s) about funding efforts for the coming year.

**Audience:** 150 attendees, Executive business leaders, nonprofit professionals, community partners

**Fill the Bus:** Held annually in August, Fill the Bus is a community-wide initiative to collect school supplies for children in need. This event is a partnership with Wal-Mart, Washington County Public Schools and Children in Need.

**Audience:** Volunteer/Team Building Opportunity

**Giving Tuesday Telethon:** Regional United Ways in conjunction with WDVM, local broadcasters, and social media platforms, highlight the charitable season with a telethon. Occurring the 1<sup>st</sup> Tuesday after Thanksgiving. This national day of giving is fueled by social media and collaboration. #GivingTuesday

**Audience:** 4-state (Maryland, Pennsylvania, Northern Virginia, Eastern Panhandle, WV) listening/viewing area

**Holiday Gift Wrapping:** Done in collaboration with the American Red Cross, this event provides volunteer opportunities to give back during the holiday season. Gift wrapping is done at a highly visible location in the Valley Mall giving participants and sponsors and chance to communicate their message with the public.

**Audience:** Volunteer/Team Building Opportunity, 175+ volunteers

**LIVE UNITED Award Dinner and Annual Celebration:** Held annually in June, the event celebrates Washington County's Live United efforts over the preceding twelve months. It is highlighted by speakers impacted by programs and collaborations funded by United Way Community Impact grants. This event also includes our annual Report to the Community, Volunteer/Campaign Awards and election of new volunteer directors to our Board of Directors.

**Audience:** 250 attendees, business leaders, nonprofit professionals, community partners

**Million Dollar Golf Shot:** Held annually in the spring, this event is open to the public. With a single title sponsor and additional participating sponsors this event allows attendees and sponsors a chance at winning \$1 million dollars. Sponsors and attendees enjoy good food, music, and networking with a purpose!

**Audience:** 150 participants, 35 area businesses



**Town Hall / Community Conversations:** These informal town hall meetings are held various times throughout the year. Otherwise known as Community Conversations, these meetings encourage public engagement on current community issues and areas of interest within Health, Education, Financial Stability and Basic needs. These events are open to the public and held at multiple venues throughout Washington County. The goal is to increase awareness of United Way and the volume of the Washington County voice.

**Audience:** Washington County residents (specific locations), Advocacy

**Youth United:** Student United Way represents the next generation of community leaders. We focus on education, financial stability, health and basic needs. We mobilize our peers to make lasting community change. Student United Ways figure out what their communities most need then we all work together to meet those needs. A community event and group fundraiser are coordinated and completed by each chapter.

**Audience:** High School Students, leadership, advocacy

**In-Kind Sponsorship benefits are similar in value:** Sponsorship monies are not counted toward a workplace campaign. These sponsor opportunities are time sensitive due to the nature of scheduling printing, etc. Day of Caring sponsorships are separate from the Annual Sponsorship Program.

### **NEW EVENTS COMING THIS YEAR**

**Clay Shoot:** This event's date is yet to be determined. It will most likely be in the fall. This is a growing sport in our area and around the country. There is a dedicated following we wish to reach out to support United Way. There will be sponsors, prizes, and opportunities for local clay shooters to enjoy competing for the top prize.

**Road Rally Scavenger Hunt:** Held on a Saturday in April, this soon to be annual event is designed for teams of up to four members. Teams will be given a list of clues of locations to visit where they will receive instructions on activities to be performed. Sponsors' locations will be stops during the rally. Prizes from sponsors for themed vehicles and uniforms. Teams may have their own sponsors. At the end of the day, we hope to have a sponsored "Rallying Point". Designed to be a fun, teambuilding experience.

*For more information please contact Mark Weldon, Director of Development at 301-739-8200, ext. 101 or [mweldon@uwwcmd.org](mailto:mweldon@uwwcmd.org)*

# INVESTMENT OPPORTUNITIES

SPONSOR LEVEL	Comprehensive		Event Specific			
INVESTMENT	\$10,000	\$7,000	\$5,000	\$2,500	\$1,000	\$500
<b>BRANDING</b>						
Logo Listing on UW Website and link to website for 12 months	✓	✓	✓	✓	✓*	✓*
Logo / Business Name Identified on event specific marketing material	✓		✓	✓	✓	✓
Logo / Business Name Displayed on event t-shirts & signage	✓	✓	✓	✓	✓	
Business Name Displayed on all event promotions for 12 months	✓	✓	✓			
Business Name Displayed in Live United Awards publication	✓	✓				
Business Name Identified on all marketing material for 12 months	✓	✓				
<b>PROMOTION</b>						
Opportunity to Distribute merchandise & promo material	✓	✓	✓	✓	✓	
Opportunity to Deliver three minute "Welcome" at each event	✓		✓*			
Participate in Production of the annual campaign video	✓	✓				
Recognition as LEAD SPONSOR for all Employee Campaign Coordinator trainings and meetings for 12 months	✓					
<b>PUBLICITY</b>						
Digital Media Marketing <i>LiveWire Newsletter &amp; UW Website</i>	✓	✓	✓*	✓*	✓*	
Social Media Marketing <i>LinkedIn, Facebook, Instagram, YouTube</i>	✓	✓	✓	✓	✓	✓
<b>HOSPITALITY</b>						
Complimentary tickets to Live United Awards	10	8	6	4	3	2
Complimentary tickets to Million Dollar Golf Shot						

\*specific event



United Way  
of Washington County, MD

## Annual Sponsor Agreement

**General** The sponsor hereby agrees to sponsor the following events/ meetings to benefit United Way of Washington County, MD (UWWC) and the Community Impact Fund.

In consideration therefore, UWWC shall provide Sponsor with the benefits described in the Sponsorship Program. UWWC may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

**Payment** Sponsor agrees to pay on or before event date that is being sponsored unless other arrangements have been made with a UWWC representative. In-kind products and services that have been identified as needed by UWWC shall be scheduled in writing by UWWC representative and Sponsor.

**Limitation of Sponsorship** Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the specific sponsorship level or event(s).

**License and Usage** Sponsor hereby grants UWWC a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. UWWC agrees that the Proprietary Information will be used only in connection with the specific sponsorship level or event(s) to provide the benefits set forth in the Sponsorship Program and such other benefits as Sponsor and UWWC may agree. UWWC's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

**Sponsor Understandings** No portions of the sponsorship cash payment or in-kind product or services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Sponsorship Program.

**Termination** UWWC may terminate this contract with 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, UWWC may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by UWWC for the specific event. Sponsor shall not terminate this agreement without the approval of UWWC.

**Hold Harmless:** All parties to this agreement shall mutually hold harmless all other parties to this agreement except where liability is specifically identified in this agreement or by amendment. This agreement does not supersede any other agreement between parties.

**Amendments** This agreement may be amended only by a written instrument executed by both parties.

**Thank you for choosing to partner with your local United Way!**

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83 West Washington St, Suite 101  
Hagerstown, MD 21740

301-739-8200  
[www.unitedwaywashcounty.org](http://www.unitedwaywashcounty.org)

Please check appropriate sponsorship(s):

Annual Sponsorships*	
<input type="checkbox"/> <b>\$10,000 BE THE ONE Sponsor</b> <i>This is an exclusive opportunity</i>	<input type="checkbox"/> <b>\$7,500 Live United Sponsor</b>
Specific Sponsorships*	
<input type="checkbox"/> <b>\$5,000 Event Title Sponsor</b> _____ Event	<input type="checkbox"/> <b>\$2,500 Event Sponsor</b> _____ Event
<input type="checkbox"/> <b>\$1,000 Event Sponsor</b> _____ Event	<input type="checkbox"/> <b>\$500 Event Sponsor</b> _____ Event
<input type="checkbox"/> <b>\$_____ In-Kind</b> <b>Please list donated item(s) and value.</b>	

*\*All sponsorships are time sensitive due to strict printing and advertising timelines.  
Complete this area to finalize your sponsorship selection process and return completed page to United Way:*

_____ Sponsor Name (Business/Organization/Club) <i>Print as it should appear in future marketing materials</i>	Date of Agreement _____
Payment Options (circle one): Check / Credit Card / Bill Me  Billing (circle one): Monthly / Quarterly / Once    Date for billing: Credit Cards can be used on our secure website at <a href="https://www.unitedwaywashcounty.org">https://www.unitedwaywashcounty.org</a> and click on "Donate".	
_____ Sponsor Representative (Print name and title of individual authorized to sign for sponsor)	_____ UWWC Representative (Print name and title of individual authorized to sign for UWWC)
_____ Sponsor Representative (signature)	_____ UWWC Representative (signature)
Copies of this entire agreement should be distributed as follows:  <input type="checkbox"/> Sponsor <input type="checkbox"/> UWWC <input type="checkbox"/> Event(s) staff/volunteer lead	

*Please return this completed page to your United Way representative. Thank you!*