

UNITED WAY OF LINCOLN COUNTY

Sponsorship Opportunities 2026

LOCAL COMPANIES • LOCAL IMPACT



UNITED WAY
Lincoln County

Corporate & Individual Giving

Other ways to support United Way of Lincoln County, beyond event sponsorship.

Creating Lasting Impact in Our Communities

At United Way, corporate gifts and individual giving are powerful forces for change, working together to address critical community needs and create opportunities for all. By investing in United Way, businesses and individuals play a direct role in building stronger, healthier, and more financially stable communities.

Corporate Giving: Strengthening Communities through Business Leadership

Corporate gifts demonstrate a company's commitment to social responsibility and drive large-scale impact in the areas of education, financial stability, and health. Through corporate sponsorships, workplace giving campaigns, and employee matching programs, businesses:

- Expand access to essential services like housing, job training, and early education
- Encourage a culture of philanthropy among employees
- Build stronger connections between businesses and the communities they serve

Individual Giving: Empowering Change One Gift at a Time

Every gift – no matter the size – has the power to transform lives. Whether through one-time donations, monthly giving, leadership giving, or planned gifts, individuals fuel United Way's work by:

- Providing meals, shelter, and emergency assistance for families in crisis
- Supporting early childhood education and mentorship programs
- Improving access to healthcare and mental health services
- Strengthening nonprofit organizations that serve local communities

The Collective Impact of Giving

When corporate and individual donors unite for change, the impact is greater than any single gift alone. Together, we create lasting solutions that address the root causes of poverty, strengthen local nonprofits, and build a better future for generations to come.

Join United Way in making a difference – because when we all give, we all win.

Community Event Sponsorship Opportunities

Choose Your Event. Multiply Your Impact.

Partner with United Way of Lincoln County to create meaningful community experiences while supporting programs that strengthen youth opportunity, financial stability, and health and well-being across Lincoln County.

Sponsors may select the event – or events – that best align with their company’s interests, audience, and community investment goals. One consistent sponsorship framework applies across all community events, so the benefits at each level are the same no matter which event a sponsor chooses.

Recognition is tied to the event(s) a sponsor selects, but every sponsorship gift supports United Way’s overall campaign – funding critical programs and services across Lincoln County, not just the selected event.

Sponsorship Levels

Benefit	Community Champion \$2,000	Impact Leader \$1,000	Community Builder \$500	Community Partner \$250
Recognition on event webpage	Prominent logo	Logo	Logo	Business name
Select promotional materials*	Prominent logo	Logo	–	–
Event signage	Premium placement	Logo placement	Logo placement	Business name
Social media recognition	Featured sponsor spotlight	Individual recognition	Group recognition	Group recognition
Verbal recognition during event	Yes	Yes	–	–
Complimentary tickets or registrations**	Up to 8	Up to 4	Up to 2	–
Display, activation, or promo item**	Priority opportunity	As space allows	–	–
Post-event sponsor recognition	Yes	Yes	Yes	Yes

*Recognition depends on sponsorship commitment and logo being received before promotional deadlines.

**Where applicable and based on the format of the selected event.

Level Descriptions

- Community Champion – \$2,000: Premier recognition and visibility as a leading supporter of the selected event and United Way’s work throughout Lincoln County.
- Impact Leader – \$1,000: Strong promotional and event recognition that demonstrates your organization’s commitment to local impact.
- Community Builder – \$500: Logo recognition connected to the selected event while helping create accessible, engaging community experiences.
- Community Partner – \$250: Join other local businesses and individuals in making meaningful community events possible.

Event Selection

Sponsors choose one level for each event they wish to support. Sponsors may select multiple events and levels; availability may be limited for certain events to preserve sponsor visibility.

Event Opportunity	\$2,000	\$1,000	\$500	\$250
Annual Meeting and Community Celebration	☐	☐	☐	☐
Hoops with Heroes	☐	☐	☐	☐
NextGen United Events	☐	☐	☐	☐
Day of Caring / Community Impact Experience	☐	☐	☐	☐
Community Wellness Events	☐	☐	☐	☐
Young Professionals United Events	☐	☐	☐	☐
Back-to-School / Stuff the Bus	☐	☐	☐	☐
Additional Pop-Up Community Event	☐	☐	☐	☐

Total Sponsorship Commitment: \$ _____

Multi-Event Opportunity

Organizations sponsoring three or more community events will also be recognized as a Year-Round Community Events Partner on the United Way website and in select year-end communications.

Branding Opportunities – \$500–\$2,000

Ask about how your company can become a branding partner for key components of a community event – such as food, beverages, entertainment, or program materials.

Curated Opportunities - Customized to Your Interest

Let us create a sponsorship opportunity aligned with your organization’s interests, values, and community impact goals. Contact us to explore a customized partnership that is meaningful to your organization.

Signature Christmas Gala: Christmas Under the Stars

The Christmas Gala is United Way of Lincoln County's premier signature fundraising event and offers a separate menu of exclusive, feature-based sponsorship opportunities. Gala sponsorships may be selected in addition to the community event opportunities described earlier in this packet.

Sponsorship Level	Investment	Availability	Benefits (all levels include event signage)	Tickets
Signature Presenting Sponsor	\$3,000	Exclusive – 2 Available	• Premier recognition as the presenting sponsor on all event promotions and materials • Opportunity for welcome remarks during the program • Recognition on event signage throughout the event • Featured recognition in a half-page newsletter promotion • Social media spotlight leading up to and following the event • Logo recognition on event website • Reserved premium seating – 2 tables (16 guests)	12 Tickets
Dinner Sponsor	\$2,000	Exclusive – 2 Available	• Recognition as Dinner Sponsor during dinner service • Recognition on event signage placed near the dinner area • Recognition from the podium during the program • Quarter-page newsletter promotion • Social media recognition • Logo recognition on event website • Reserved seating – 1 table (8 guests)	8 Tickets
Bar Sponsor	\$2,000	Exclusive – 2 Available	• Recognition as Bar Sponsor during the event • Recognition on event signage placed near bar areas • Opportunity to showcase logo at the bar and on specialty drink signage • Quarter-page newsletter promotion • Social media recognition • Logo recognition on event website • Reserved seating – 1 table (8 guests)	8 Tickets
Entertainment Sponsor	\$1,500	Exclusive – 2 Available	• Recognition as Entertainment Sponsor during live entertainment • Recognition on event signage placed near the entertainment area • Quarter-page newsletter promotion • Social media recognition • Logo recognition on event website • Reserved seating – 4 guests	6 Tickets
Starlight Sponsor	\$1,000	Multiple Available	• Recognition on event signage • Logo in event program • Quarter-page newsletter promotion • Social media recognition • Logo recognition on event website • Recognition during event slideshow • Reserved seating – 4 guests	4 Tickets
Constellation Sponsor	\$500	Multiple Available	• Company name/logo displayed on one guest table • Recognition in event program • Recognition in newsletter supporter list • Logo recognition on event website • Reserved seating – 2 guests	2 Tickets

Interested? Reach out to afriday@unitedwayoflincolncounty.org | 704-240-8621

Commitment Form

Company Name: _____

Billing Address: _____

Phone: _____

Email: _____

Contact Name: _____

Signature: _____

My company would like to commit at the following level:

Signature Christmas Gala

☐ Signature Presenting Sponsor | \$3,000

☐ Dinner Sponsor | \$2,000

☐ Bar Sponsor | \$2,000

☐ Entertainment Sponsor | \$1,500

☐ Starlight Sponsor | \$1,000

☐ Constellation Sponsor | \$500

Community Event Sponsorship

☐ Community Champion | \$2,000

☐ Impact Leader | \$1,000

☐ Community Builder | \$500

☐ Community Partner | \$250

Event(s): _____

Payment Preference:

☐ Enclosed

☐ One-time billing on: _____

☐ Other, please specify: _____

In-Kind Donation Form

Support our work through donated goods or professional services that help reduce events and program costs. In-kind contributions may include food and beverages, printing, event supplies, décor, venue space, entertainment, photography, or other products and services. Please complete the form below to share how you would like to help.

Company Name: _____

Billing Address: _____

Phone: _____

Email: _____

Contact Name: _____

Approximate Retail Value: _____

Please provide a brief description of the item you are donating:

Do you need a tax ID letter?

☐ Yes

☐ No

Signature: _____

UNITED IS THE WAY

Thank You

Thank you for considering a partnership with United Way to build a stronger, healthier community for all. There are many ways to get involved and become a changemaker in your local community. Whether through sponsorship, corporate or individual donations, estate giving, in-kind contributions, or volunteerism, your commitment makes a lasting impact.

GET CONNECTED

info@unitedwayoflincolncounty.org

704-240-8621

P.O. Box 234, Lincolnton, NC 28093



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