

2024 CORPORATE SPONSORSHIPS

JOURNEY 10 TO 

FOR YOU. FOR OUR COMMUNITY. FOR OUR FUTURE.

# BOOST YOUR BRAND EXPOSURE FOR THE YEAR!

As part of your complete strategy for corporate social responsibility, consider a partnership with Orange County United Way. Join us for our centennial celebration by taking advantage of one of the exciting year-long sponsorship packages and launch into the next century of caring for our community together.

Throughout 2024, link your brand with a good cause, enjoy additional perks, and help strengthen our work to ensure local students succeed, struggling families gain financial security, our unhoused neighbors find a place to call home, and everyone gets connected to the assistance they need.

**Celebrate 100 Years of Impact!**

# JOURNEY TO 100 SPONSORSHIP OPPORTUNITIES

2024

Be part of a legacy of impact while enjoying these year-long benefits throughout our ongoing centennial celebration.

| SPONSORSHIP BENEFITS  | \$500,000        | \$250,000        | \$100,000         | \$50,000     | \$25,000              | \$10,000     |
|---|------------------|------------------|-------------------|--------------|-----------------------|--------------|
| Naming Opportunity and Tailored Recognition Package                                 | ✓                |                  |                   |              |                       |              |
| Opportunity to Speak at a United Way Event  | ✓                |                  |                   |              |                       |              |
| Special <i>Journey to 100</i> Listing in Event Programs                             | ✓                | ✓                |                   |              |                       |              |
| Unique <i>Journey to 100</i> Commemorative Plaque                                   | ✓                | ✓                | ✓                 | ✓            | ✓                     | ✓            |
| Recognition on <i>Journey to 100</i> Landing Page                                   | ✓                | ✓                | ✓                 | ✓            | ✓                     | ✓            |
| Recognition in <i>Journey to 100</i> E-Communications and Social Media Spotlight    | Logo             | Logo             | Logo              | Logo         |                       |              |
| Recognition in <i>Journey to 100</i> Advertising, Press Materials, and Publications | Logo             | Logo             | Logo              | Logo         |                       |              |
| Advertising Opportunity in Women's Philanthropy Fund Breakfast Program              | Full Page        | Full Page        | Half Page         | Half Page    | Quarter Page          | Quarter Page |
| Advertising Opportunity in <i>Journey to 100</i> Golf Tournament Program            | Full Page        | Full Page        | Half Page         | Half Page    | Quarter Page          | Quarter Page |
| Advertising Opportunity in <i>Rally for Change</i> Program                          | Full Page        | Full Page        | Half Page         | Half Page    | Quarter Page          | Quarter Page |
| Sponsorship Benefits at <i>Journey to 100</i> Gala (see page 13 for details)        | Centennial Level | Centennial Level | Anniversary Level | Legacy Level | Community Chest Level | Impact Level |

Recognition in any printed materials is contingent upon print deadlines.

FOR MORE INFORMATION OR TO RESERVE YOUR SPONSORSHIP, PLEASE CONTACT

**Gaby Mulder**, Events Manager | 949.263.6157 | [GabyM@UnitedWayOC.org](mailto:GabyM@UnitedWayOC.org)

# OUR SPONSORSHIPS OFFER POWERFUL OPPORTUNITIES



**Increase visibility**  
for your company at high-value events, in the press, and on social media



**Network**  
with fellow corporate influencers and community leaders



**Differentiate your company**  
in the eyes of prospective employees



**Be recognized**  
for your extraordinary support of local philanthropy, volunteerism, and advocacy



**Tiered sponsor levels**  
allow you to design a plan that meets your engagement and impact goals as well as your budget

## OUR 2024 SIGNATURE EVENTS



**APRIL**

### SCORECARD EVENT

Sharing our collective impact in OC.



**MAY**

### WOMEN'S PHILANTHROPY FUND BREAKFAST

Top breakfast fundraiser in OC.



**SEPTEMBER**

### JOURNEY TO 100 GOLF TOURNAMENT

Tee off at our inaugural golf tournament.



**SEPTEMBER**

### RALLY FOR CHANGE

Celebrating our corporate social responsibility champions.



**NOVEMBER**

### JOURNEY TO 100 CENTENNIAL GALA

Celebrating 100 years of impact in Orange County.

Learn more about these sponsorship opportunities on the following pages. [➔](#)

# JOURNEY TO 100 GOLF TOURNAMENT

## EVENT DATE

SEPTEMBER 9, 2024

## EVENT TIME

10 A.M. – Registration  
12 P.M. – Shotgun Start  
5 P.M. – Buffet Opens  
6 P.M. – Awards Dinner

## EVENT LOCATION

THE HUNTINGTON CLUB  
6501 Palm Avenue, Huntington Beach, CA 92648

Tee off for a good cause at our Journey to 100 golf tournament fundraiser!

Part of our centennial celebration, this prestigious event will bring golf enthusiasts and philanthropists together for an impactful and entertaining afternoon, followed by a celebratory Awards Dinner. Funds raised support our community-based work to help our neighbors in need.



THE HUNTINGTON CLUB



# JOURNEY TO 100 GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

SEPTEMBER 2024

Only 1 Available!

| SPONSORSHIP BENEFITS                        | TITLE SPONSOR<br>\$50,000 | ACE SPONSOR<br>\$25,000 | EAGLE SPONSOR<br>\$10,000  | BIRDIE SPONSOR<br>\$5,000 |
|---|---------------------------|-------------------------|----------------------------|---------------------------|
| Foursome(s)                                 | 3                         | 2                       | 1                          | 1                         |
| VIP Starting Hole Assignment                | ✓                         | ✓                       |                            |                           |
| Awards Dinner Speaking Opportunity          | ✓                         |                         |                            |                           |
| Awards Dinner Admission                     | 2 VIP Tables (20 Seats)   | 1 VIP Table (12 Seats)  | 1 Premier Table (10 Seats) | 4 Choice Seats            |
| 1 Hole Sponsorship                          | ✓                         |                         |                            |                           |
| Recognition in Event Program                | Full-Page Ad              | Half-Page Ad            | Quarter-Page Ad            | Logo                      |
| Recognition on Registration Page            | ✓                         | ✓                       | ✓                          | ✓                         |
| Recognition on Event Signage                | Premier                   | ✓                       | ✓                          | ✓                         |
| Recognition on Social Media                 | ✓                         | ✓                       | ✓                          |                           |
| Recognition in Email Communications         | ✓                         | ✓                       | ✓                          | ✓                         |
| Branded Promotional Item in Golfer Swag Bag | ✓                         | ✓                       | ✓                          | ✓                         |

See full sponsorship details at:  
[ocuw.to/golf-sponsorships](https://ocuw.to/golf-sponsorships)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

| SHIRT SPONSOR<br>\$15,000 | BEVERAGE UNDERWRITER<br>\$2,500 | HOLE-IN-ONE SPONSOR<br>\$2,000 | PUTTING CONTEST SPONSOR<br>\$2,000 | HOLE SPONSOR<br>\$1,500 |
|---------------------------|---------------------------------|--------------------------------|------------------------------------|-------------------------|
|---------------------------|---------------------------------|--------------------------------|------------------------------------|-------------------------|

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FOR SPONSORSHIP OPPORTUNITIES OR TO REGISTER, PLEASE CONTACT

**Gaby Mulder**, Events Manager | 949.263.6157 | [GabyM@UnitedWayOC.org](mailto:GabyM@UnitedWayOC.org)

# 2024 RALLY FOR CHANGE

## A Corporate Social Responsibility Celebration

### EVENT DATE

SEPTEMBER 25, 2024

### EVENT TIME

4:30–7 P.M.

### EVENT LOCATION

EDWARDS LIFESCIENCES

Conference Center | One Edwards Way, Irvine, CA 92614

Be at the forefront of an event that celebrates outstanding corporate social responsibility agents of change in Orange County. Rally for Change brings together OC's top executives, corporate partners, and advocates for social change who share a deep commitment to supporting United Way's mission.

As an event sponsor, you and your brand can enjoy front-and-center visibility as a company that cares.



The Rally for Change honors corporate partners who are doing more to create brighter futures for local children and families.

# 2024 RALLY FOR CHANGE SPONSORSHIPS

SEPTEMBER 2024

| SPONSORSHIP BENEFITS  | CHAMPION<br>\$10,000 | INVESTOR<br>\$5,000 | IMPACTER<br>\$2,500 | ADVOCATE<br>\$1,000 |
|---|----------------------|---------------------|---------------------|---------------------|
| Recognition on Event Invitation and Email Communications                | Logo                 | Logo                | Logo                | Name                |
| Recognition in Event Program  | Logo                 | Logo                | Name                | Name                |
| Recognition on Event Landing Page                                       | Logo                 | Logo                | Logo                | Name                |
| Recognition in Print Advertising  | Logo                 | Logo                | Logo                | Name                |
| Recognition on Foyer and Terrace Screens                                | Logo                 | Logo                |                     |                     |
| Recognition in Press Release  | ✓                    | ✓                   |                     |                     |
| Recognition on Social Media   | ✓                    | ✓                   |                     |                     |
| 30-Second Promotional Commercial During Event and on Digital Video Wall | ✓                    |                     |                     |                     |
| Recognition as Event's Presenting Sponsor                               | ✓                    |                     |                     |                     |

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# JOURNEY TO 100 CENTENNIAL GALA

NOVEMBER 2024

## EVENT DATE

NOVEMBER 2, 2024

## EVENT TIME

5:30 P.M.

## EVENT LOCATION

OCVIBE'S ARTIC  
2626 E Katella Ave, Anaheim, CA 92806

Our Journey to 100 Centennial Gala is an exciting opportunity to celebrate 100 years of impact in our community and for you to enjoy increased visibility and the ability to network with community leaders and local philanthropists as we recognize and honor our most distinguished donors who help us improve lives in Orange County. Event sponsorship and the funds raised at this event will go toward United Way's mission to ensure local students succeed, struggling OC families gain financial security, our neighbors experiencing homelessness find a place to call home, and everyone gets connected to the assistance they need.



**Stephen G. and Regina Oswald**  
Chairs, Orange County United Way's  
Journey to 100 Centennial Gala



We turn 100 only once.  
Let's make it count  
together!

# JOURNEY TO 100 CENTENNIAL GALA SPONSORSHIP OPPORTUNITIES

NOVEMBER 2024

| SPONSORSHIP BENEFITS                    | CENTENNIAL<br>\$100,000 | ANNIVERSARY<br>\$50,000 | LEGACY<br>\$25,000       | COMMUNITY<br>CHEST<br>\$15,000 | IMPACT<br>\$5,000        |
|---|-------------------------|-------------------------|--------------------------|--------------------------------|--------------------------|
| Speaking Opportunity at Event           | ✓                       |                         |                          |                                |                          |
| Meet and Greet with<br>Celebrity Guest  | ✓                       |                         |                          |                                |                          |
| Invitation to VIP<br>Cocktail Reception | ✓                       | ✓                       | ✓                        |                                |                          |
| Dinner and Program                      | 3 VIP Tables<br>of 10   | 2 VIP Tables<br>of 10   | 1 VIP Table<br>of 10     | 1 Premier Table<br>of 10       | 1 Premier Table<br>of 10 |
| Recognition in Event Program            | Premium<br>Full-Page Ad | Premium<br>Full-Page Ad | Standard<br>Full-Page Ad | Standard<br>Half-Page Ad       |                          |
| Stage Recognition during Event          | ✓                       | ✓                       | ✓                        | ✓                              | ✓                        |
| Recognition in Email<br>Communications  | ✓                       | ✓                       | ✓                        | ✓                              | ✓                        |
| Recognition on Event Signage            | ✓                       | ✓                       | ✓                        | ✓                              | ✓                        |
| Recognition on Website                  | ✓                       | ✓                       | ✓                        | ✓                              | ✓                        |
| Recognition in Event Press<br>Releases  | ✓                       | ✓                       | ✓                        | ✓                              |                          |
| Recognition on Social Media             | ✓                       | ✓                       | ✓                        | ✓                              |                          |
| Recognition in Print<br>Advertising     | ✓                       | ✓                       | ✓                        |                                |                          |

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# SPONSORSHIP OPPORTUNITY FORM

**YES!** We would like to sponsor one or more Orange County United Way events.

Please check all that apply below:

SPONSORSHIP LEVEL ▼

|   |    |
|---|----|
| <input type="checkbox"/> JOURNEY TO 100 YEAR-LONG SPONSORSHIP | \$ |
| <input type="checkbox"/> JOURNEY TO 100 GOLF TOURNAMENT       | \$ |
| <input type="checkbox"/> RALLY FOR CHANGE                     | \$ |
| <input type="checkbox"/> JOURNEY TO 100 CENTENNIAL GALA       | \$ |
| <b>TOTAL SPONSORSHIP INVESTMENT: \$</b>                       |    |

SPONSOR COMPANY NAME

CONTACT PERSON

ADDRESS CITY STATE ZIP

PHONE FAX

EMAIL

Check enclosed payable to Orange County United Way for: ..... \$

Please charge my:  Visa  Mastercard  Amex  Discover

CREDIT CARD # EXP DATE

NAME ON CARD TOTAL AMOUNT TO BE CHARGED \$

**X**  
SIGNATURE (REQUIRED)

Please return this sheet via mail or email to:  
**Orange County United Way**  
ATTN: Gaby Mulder  
18012 Mitchell South, Irvine, CA 92614  
GabyM@UnitedWayOC.org



Orange County United Way is a registered 501(c)(3) non-profit organization, tax ID 33-0047994