

2027 EVENT SPONSORSHIPS



Orange County
UNITED WAY

OUR SPONSORSHIPS OFFER POWERFUL OPPORTUNITIES

2027 EVENT SPONSORSHIPS

FY 2025-26 Signature Event Impact



1,852

In-Person Audience Members



64

Companies and Philanthropists Sponsored our Events



96,336

Social Media Impressions



17,179,632

Press Coverage Impressions



1,519,000

Raised Through Our Signature Events

Thank you to our sponsors that contributed \$25,000 or more through Signature Events in 2026



Nanda Kumar and
Mrudula Cheruvatath

Stephen G. and Regina
Oswald Foundation

OUR 2027 SIGNATURE EVENTS

2027 EVENT SPONSORSHIPS



APRIL 8

SCORECARD EVENT

Sharing our collective impact in OC.

PAGE 5



MAY 20

WOMEN'S PHILANTHROPY FUND BREAKFAST

Raising funds to uplift OC women and children.

PAGE 7



NEW!

JUNE

THE MOB CAR CLASSIC

Bringing together classic cars and community leaders to support student success.

PAGE 9



SEPTEMBER

RALLY FOR CHANGE

Celebrating our corporate social responsibility champions.

PAGE 11



NOVEMBER 6

ORANGE COUNTY UNITED WAY'S GALA

Our premier social event celebrating Orange County's philanthropic spirit.

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Learn more about these sponsorship opportunities on the following pages.



2027 STRATEGIC ALLIANCE SPONSORSHIPS

Have an
impact year-
round

TIER ONE

\$100,000+ | Brighter Futures Sponsor

- \$50,000 Visionary Sponsorship – Orange County United Way's Gala, November 6, 2027
- \$25,000 Champion Sponsorship – Women's Philanthropy Fund Breakfast, May 20, 2027
- \$15,000 Investor Sponsorship – Scorecard, April 8, 2027
- \$10,000 Leader Sponsorship – Rally for Change, September 2027

Plus:

- Social Media post at end of year with sponsor photos at all four events
- Additional recognition at all signature events as Brighter Futures Sponsor
- Logo inclusion in 2028 Signature Event Sponsorship Packet
- Logo recognition at over 8 donor mixers in 2027

TIER TWO

\$50,000 | Neighborhood Hero Sponsor

- \$25,000 Champion Sponsorship – Orange County United Way's Gala, November 6, 2027
- \$15,000 Investor Sponsorship – Women's Philanthropy Fund Breakfast, May 20, 2027
- \$5,000 Impact Sponsorship – Scorecard, April 8, 2027
- \$5,000 Impact Sponsorship – Rally for Change, September 2027

Plus:

- Social Media post at end of year with sponsor photos at all four events
- Additional recognition at all signature events as Neighborhood Hero Sponsor
- Logo inclusion in 2028 Signature Event Sponsorship Packet
- Logo recognition at 2027 Leadership Mixer



Strategic Alliance Sponsors who also sponsor The MOB Car Classic, our new signature event, at \$5,000 or more will be recognized through an additional social media post.

Sponsorship must be confirmed by March 4, 2027 to fulfill all benefits

2027 STRATEGIC ALLIANCE SPONSORSHIPS

2027 SCORECARD EVENT

APRIL 2027

EVENT DATE

April 8, 2027

EVENT TIME

11:00 a.m.–1:00 p.m.

EVENT LOCATION

The Cove at UCI

5270 California Ave, Irvine, CA 92617

Our Annual Scorecard Event brings together Orange County's most prominent business and civic leaders, advocates, and philanthropists to learn about our progress made in education, health, housing, and financial stability through our three key initiatives: United for Student SuccessSM, United for Financial SecuritySM, and United to End HomelessnessSM as well as our key service, 2-1-1 Orange County (211OC).

This event features an inspirational look into our UNITED4OC 2030 community-impact strategic plan via insightful speakers, and shares tangible ways to make a difference all while providing an exciting networking opportunity. As a sponsor, you can enjoy front-and-center visibility as a company that cares.

For more information or to reserve your sponsorship, please contact

Erika Lemus, Director of Special Events | ErikaL@UnitedWayOC.org | 949.263.6123



The event entertains, informs, and inspires attendees by reporting community progress in the areas of education, health, housing, and financial stability.

2027 SCORECARD EVENT SPONSORSHIP

One Available

SPONSORSHIP BENEFITS	TITLE \$50,000	CHAMPION \$25,000	INVESTOR \$15,000	IMPACT \$5,000
Recognition on Invitation	Logo	Logo	Logo	Name
Recognition in Email Communications	Logo	Logo	Logo	Name
Recognition on Website	Logo	Logo	Logo	Name
Recognition on Event Day Signage	Logo	Logo	Logo	Name
Recognition in Press Release	✓	✓		
Recognition in Social Media	✓	✓		
Recognition on Printed Program	✓			
30-Second Sponsor Video Reel Played During Event	✓			

Underwriting Opportunities

Fuel Sponsor \$10,000

- Sponsor branded lunchbox and napkins
- Logo recognition on signage at food station
- Logo recognition on signage at beverage station

For more information or to reserve your sponsorship, please contact

Erika Lemus, Director of Special Events | ErikaL@UnitedWayOC.org | 949.263.6123

Deadline to be included in all printed materials: March 17, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.

2027 WOMEN'S PHILANTHROPY FUND BREAKFAST

EVENT DATE

May 20, 2027

EVENT TIME

7:30 a.m.–10:00 a.m.

EVENT LOCATION

Hyatt Regency Irvine
17900 Jamboree Rd, Irvine, CA 92614

This breakfast fundraiser promises to be a transformational morning with influential philanthropists and community leaders supporting the dynamic work of the Women's Philanthropy Fund.

Past events have featured incredible speakers and thought leaders, including Stephanie Land, Scharrell Jackson, and an influential "Mothers and Mentors" panel who have shared powerful insights and inspired our community to take action.

Become an event sponsor and be part of this inspirational morning, focused on helping local women and their families build toward self-sufficiency, investing in the next generation, and transforming lives in our community by addressing the ever-evolving challenges our residents face.



Last year's Women's Philanthropy Fund Breakfast raised over \$500,000 to help uplift local women and children through impactful programs that empower our neighbors to rebuild their lives and create brighter futures for themselves and their families.

2027 WOMEN'S PHILANTHROPY FUND BREAKFAST SPONSORSHIPS

SPONSORSHIP BENEFITS	FOR MEMBERS ONLY*					
	TITLE \$50,000	CHAMPION \$25,000	INVESTOR \$15,000	LEADER \$10,000	IMPACT \$5,000	MEMBER \$3,000
Number of Tables (10 Seats)	2 VIP Tables	1 VIP Table	1 Premier Table	1 Premier Table	1 Premier Table	1 Premier Table
Recognition in Program Book	Full-Page Feature Inside Front Cover & Logo	Full-Page Feature & Logo	Logo	Logo	Name	Name
Recognition on Website and Event Day Signage	Logo	Logo	Logo	Name	Name	Name
Recognition on Invitation and Email Communications	Logo	Logo	Name	Name		
Recognition in Print Advertising	Logo	Logo	Name	Name		
Recognition in Press Releases	✓	✓	✓	✓		
Recognition in Social Media	✓	✓				
Sponsor Inclusion in Recap Video	✓	✓				
Sponsor Recognition on Interactive Photo Booth	✓	✓				
30-Second Sponsor Video Reel Played During Event	✓					
Sponsor Recognition in Digital Screens in Lobby	✓					

Program Feature Options

Premium Full-Page | \$3,000

- Full-color with premium placement

Standard Full-Page | \$1,500

- Full-color

For more information or to reserve your sponsorship, please contact

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Deadline to be included in all printed materials: April 28, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.

*Must be a Women United or Men of the Breakfast (M.O.B.) member to sponsor at this level – deadline to secure is March 27

2027 M.O.B. CAR CLASSIC

JUNE 2027

EVENT DATE

June 2027

EVENT TIME

TBD

EVENT LOCATION

TBD

TBD

Help drive positive change by empowering our community's future leaders.

Enjoy a uniquely curated exhibition, featuring one-of-a-kind classic cars brought together for the occasion, alongside local business leaders and philanthropists dedicated to accelerating Orange County United Way's student success initiative.

Join the Men of the Breakfast (M.O.B.) for this annual gathering, geared toward camaraderie and community impact. Funds raised help fuel programs that fill educational gaps and steer students in the right direction via mentorship, career exploration, scholarships, and more. Together, we can ensure the next generation is prepared for college, career, and beyond.

For more information or to reserve your sponsorship, please contact

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Thanks to our incredible Men of the Breakfast (M.O.B.) members, last year's event raised over \$35,000.

2027 M.O.B. CAR CLASSIC SPONSORSHIPS

JUNE 2027

SPONSORSHIP BENEFITS	TITLE \$50,000	CHAMPION \$25,000	INVESTOR \$15,000	LEADER \$10,000	IMPACT \$5,000
Number of Tables (10 Seats)	2 VIP Tables	1 VIP Table	1 Premier Table	1 Premier Table	1 Premier Table
Recognition in Program Book	Full-Page Feature Inside Front Cover & Logo	Full-Page Feature & Logo	Logo	Logo	Name
Recognition on Website and Event Day Signage	Logo	Logo	Logo	Name	Name
Recognition on Invitation and Email Communications	Logo	Logo	Name	Name	
Recognition in Print Advertising	Logo	Logo	Name	Name	
Recognition in Press Releases	✓	✓	✓	✓	
Recognition in Social Media	✓	✓			
Sponsor Recognition on Interactive Photo Booth	✓	✓			
30-Second Sponsor Video Reel Played During Event	✓				
Sponsor Recognition in Digital Screens in Lobby	✓				

Program Feature Options

Premium Full-Page | \$3,000

- Full-color with premium placement

Standard Full-Page | \$1,500

- Full-color

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Deadline to be included in all printed materials: April 28, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.

2027 RALLY FOR CHANGE

A Corporate Social Responsibility Celebration

EVENT DATE

September 2027

EVENT TIME

4:30-7:00 p.m.

EVENT LOCATION

TBD

Be at the forefront of an event that celebrates outstanding corporate social responsibility (CSR) and recognizes inspiring 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.

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



2027 RALLY FOR CHANGE SPONSORSHIPS

SEPTEMBER 2027

SPONSORSHIP BENEFITS	One Available				
	TITLE \$25,000	LEADER \$10,000	IMPACT \$5,000	ADVOCATE \$2,500	SUPPORTER \$1,000
On-Screen Recognition	Logo	Logo	Logo	Logo	Name
Recognition on Website	Logo	Logo	Logo	Logo	Name
Recognition in Reception	Logo	Logo	Logo	Name	Name
Recognition in Printed Program	Logo	Logo	Logo	Name	
Recognition in Press Releases	Logo	Logo	Logo		
Recognition on Invitation and Email Communications	Logo	Logo	Name		
Recognition in Print Advertising	Logo	Logo	Name		
Recognition in Social Media	Logo	Logo			
Sponsor Recognition on Interactive Photo Booth	✓	✓			
On-Stage Speaking Opportunity During Program	✓				

For more information or to reserve your sponsorship, please contact

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Deadline to be included in printed materials: September 3, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.

ORANGE COUNTY UNITED WAY'S 2027 GALA

Presented by the Alexis de Tocqueville Society

EVENT DATE

Saturday, November 6, 2027

EVENT TIME

5:00–11:00 p.m.

EVENT LOCATION

Pasea Hotel & Spa

21080 Pacific Coast Highway, Huntington Beach, CA 92648

Orange County United Way's Gala presents an exciting opportunity for you to enjoy increased visibility and the ability to network with more than 500 community leaders and local philanthropists as we recognize and honor our most distinguished supporters 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 uplift our community and create brighter futures for all—today and for generations to come.



Last year's event raised over \$900,000 in support of Orange County United Way's work to build stronger communities and create a brighter future for all.

NOVEMBER 2027

ORANGE COUNTY UNITED WAY'S 2027 GALA SPONSORSHIPS

NOVEMBER 2027

One
Available

SPONSORSHIP BENEFITS	TITLE \$100,000	VISIONARY \$50,000	CHAMPION \$25,000	INVESTOR \$15,000	LEADER \$10,000	IMPACT \$5,000
Number of Tables (10 seats)	2 VIP Tables of 10	1 VIP Table of 10	1 VIP Table of 10	1 Premier Table of 10	1 Premier Table of 10	1 Premier Table of 10
On-Screen Recognition	Logo	Logo	Logo	Logo	Name	Name
Recognition in Printed Program	Full-Page Tribute Inside Front Cover & Logo	Full-Page Tribute & Logo	Half-Page Tribute & Logo	Logo	Name	Name
Recognition on Website	Logo	Logo	Logo	Logo	Name	Name
Recognition on Event Day Signage	Logo	Logo	Logo	Logo	Name	Name
Recognition on Invitation	Logo	Logo	Logo	Name	Name	
Recognition in Email Communications	Logo	Logo	Logo	Name	Name	
Recognition in Print Advertising	Logo	Logo	Logo	Name	Name	
Recognition in Press Releases	✓	✓	✓			
Recognition in Social Media	✓	✓	✓			
Sponsor Recognition on Interactive Photo Booth	✓	✓				
Sponsor Inclusion in Recap Video	✓	✓				
On-Stage Speaking Opportunity During Program	✓					

For more information or to reserve your sponsorship, please contact

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Deadline to be included on mailed invitation: July 6, 2027
Deadline to be included in all printed materials: October 13, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.

2027 GALA UNDERWRITING OPPORTUNITIES

All underwriting sponsorships include two guest tickets.

Program Book Sponsor | \$10,000

- Logo recognition on cover of the program book
- Leader Sponsor branding recognition
- Full-Page Tribute Ad

Raffle Sponsor | \$10,000

- Logo recognition at raffle table
- Opportunity to announce raffle winner from stage
- Logo recognition on donor keepsake with purchase of raffle ticket

Interactive Photo Booth Sponsor | \$5,000

- Prominent logo inclusion on interactive photo opportunity

CELEBRATE!

A tribute acknowledgment is a great way to celebrate the honorees.

Evening Program Tribute Options

Premium Full-Page

Full-color
Premium placement
\$5,000

Standard Full-Page

Full-color
Random placement
\$2,500

Standard Half-Page

Full-color
Random placement
\$1,500

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Deadline to be included in all printed materials: October 11, 2027

To confirm number of remaining packages per level please visit www.UnitedWayOC.org.