SIGNATURE EVENTS & ANNUAL SPONSORSHIP OPPORTUNITIES

Each year, United Way brings together businesses, community partners, volunteers, and supporters to create a stronger, healthier, and more connected community. Through our Annual Sponsorship Opportunities, organizations can invest in programs, events, and initiatives that address local needs while demonstrating their commitment to community impact.

Our sponsorship menu includes signature events and year-round initiatives that support United Way's mission of improving lives. From volunteer projects and family-focused programs to educational initiatives and community events, each sponsorship helps provide resources and opportunities for individuals and families throughout our region. These opportunities allow organizations to support meaningful causes while making a visible difference in the community.

Sponsors also receive valuable recognition and engagement opportunities, which may include event visibility, logo placement, social media recognition, website exposure, employee volunteer experiences, and networking opportunities. These benefits help organizations showcase their community commitment while building stronger connections with employees, customers, and local leaders.

By partnering with United Way, sponsors help expand access to essential resources, strengthen local programs, and create lasting change. We invite you to explore our Annual Sponsorship Opportunities and discover how your organization can help build a stronger community throughout the year.

Please refer to the Table of Contents on the following page. The links provided will take you directly to the sponsorship opportunity that interests you most, or you may scroll through the pages that follow to explore all available options. When you find an opportunity that aligns with your goals, we encourage you to reserve your sponsorship early to maximize your visibility and impact. We look forward to partnering with you to create meaningful change in our community.

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- Incredible Duck Race in Ottawa County: Join hundreds of community members for this fun-filled Ottawa County tradition, where nearly 1,000 rubber ducks race to the finish line in support of local health and human service programs. All proceeds benefit United Way-funded partners serving Ottawa County residents.
- Campaign Kickoff Helping Our Heroes: United Way launches its annual campaign by bringing volunteers together to prepare classrooms, organize supplies, and support local teachers and students before the school year begins. This hands-on initiative helps create welcoming learning environments while advancing community impact across the region.
- Tocqueville Society Leadership Event:This exclusive gathering brings together major donors, corporate leaders, and community decision-makers for a forward-looking discussion on innovation, leadership, and the future of community impact. Attendees gain insight into emerging solutions and United Way's evolving role in building stronger communities.
- United for the Holidays: Each holiday season, volunteers and community partners come together to assemble and distribute holiday meal boxes and weekender food bags for local families. The initiative raises awareness of food insecurity while connecting residents to resources that help them thrive year-round.
- MLK Day of Service: Honor Dr. Martin Luther King Jr.'s legacy through meaningful volunteer projects that support local nonprofits and strengthen community impact. Participants work together to improve nonprofit facilities and expand their capacity to serve others.
- 211 Week: 211 Week celebrates and promotes United Way's free, 24/7 information and referral service that connects people to essential health and human service resources. The week features community events, trainings, and awareness activities that highlight the impact of 211 across our region.
- **Wood County Chocolate Crawl:** A beloved spring tradition, the Chocolate Crawl invites participants to explore downtown Bowling Green while sampling sweet treats from local businesses. Proceeds support United Way partner agencies that provide critical services throughout Wood County.
- Day of Caring: United Way's signature volunteer event mobilizes community members and workplace teams to complete meaningful service projects with local nonprofits. Together, volunteers create lasting impact while strengthening connections throughout Lucas, Ottawa, and Wood counties.
- **Campaign Celebration:** Celebrate the generosity and dedication of the volunteers, donors, and partners who help make community change possible. This annual networking and recognition event highlights collective impact and honors those advancing United Way's mission across the region.
- **Volunteer Platform:** United Way's volunteer platform (hosted on GivePulse) is a year-round hub where people search for ways to help, sign up, and share their experiences–driving measurable service and community impact. Powerful marketing partnership alongside United Way's trusted brand.

UNITED WAY
Greater Toledo

INCREDIBLE DUCK RACE IN OTTAWA COUNTY

Sponsorship Opportunities

You're invited to join United Way of Greater Toledo as a sponsor for our annual **Incredible Rubber Duck Race** to benefit the Ottawa County community. In partnership with the Port Clinton Lighthouse & Maritime Festival, participants purchase nearly 1,000 rubber ducks which are then released into Derby Pond for a thrilling race. The Duck that crosses the finish line first wins! All funds raised support health and human services for Ottawa County residents through our network of funded partners.

Sponsorship opportunities are available as detailed below. To guarantee inclusion on all materials, we must receive notification of your intended sponsorship by **July 15th.**

DUCK DASH CHAMPION - $3,000 (limit 1)

- Recognition as Presenting Sponsor, and placement of large logo on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, and signage
- 4 Toledo Walleye tickets and 4 Quack Packs (60 race tickets) for you to enjoy yourself or share with your employees, friends, or family!

QUACKTASTIC BENEFACTOR - $2,000

- Company name on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- 2 Quack Packs (30 race tickets) for you to enjoy yourself or share with your employees, friends, or family!

POND PADDLER PATRON - $1,000

- Company name on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- 1 Quack Pack (15 race tickets) for you to enjoy yourself or share with your employees, friends, or family!



DUCKLING DONOR $500

- Company name on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- 5 Race Tickets for you to enjoy yourself or share with your employees, friends, or family!

FRIENDS OF THE DUCK

- Support the Incredible Duck Race by donating funds in a lesser amount than the listed sponsorships OR in-kind items for our raffle prize baskets. Baskets will display names of Friends of the Duck contributors.

UNITED WAY
Greater Toledo



CAMPAIGN KICKOFF: HELPING OUR HEROES

Sponsorship Opportunities

In August, United Way of Greater Toledo will kick off our Annual Campaign with a series of back-to-school service projects supporting teachers and students across our region. Volunteers will serve on multiple dates to set up classrooms, organize school supplies, and prepare learning spaces.

Our Annual Campaign supports United Way 211 and our partners serving Lucas, Ottawa, and Wood counties.

Details on service projects will be shared as plans are finalized.

Sponsorship opportunities are outlined below. To ensure inclusion on all materials and early access to registration, notification of intended sponsorship is required by July 6.

PRESENTING SPONSOR - $15,000 (limit 1)

- Recognition as Presenting Sponsor, and placement of large logo on event-related invitation emails (sent to 10,000+ people), registration page, social media posts, and signage, recognition in any press releases and media outreach
- First choice of volunteer location and date.
- Reserved volunteer slots for 15 employees

COMMUNITY SPONSOR - $10,000 (limit 2)

- Placement of medium logo on event-related invitation emails (sent to 10,000+ people), registration page, social media posts, and signage, recognition in any press releases and media outreach.
- Early access to choose volunteer location and date.
- Reserved volunteer slots for 10 employees

FRIEND SPONSOR - $5,000

- Small logo Company name on event-related invitation emails (sent to 10,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- Reserved volunteer slots for 8 employees

SUPPORTING SPONSOR - $2,500

- Company name on event-related invitation emails (sent to 10,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- Reserved volunteer slots for 4 employees

CONTRIBUTING SPONSOR - $1,000

- Company name on event-related invitation emails (sent to 10,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- Early access to volunteer registration

Tocqueville SOCIETY

UNITED WAY Greater Toledo

Each fall, United Way of Greater Toledo launches its Campaign Year by convening the Tocqueville Society for an invitation only event with major donors and long-standing partners. **This exclusive gathering brings together senior corporate leaders, philanthropists, and community decision-makers for a forward-looking conversation on leadership, innovation, and the future of community impact.**



This year, Tocqueville Society members and loyal supporters will be introduced to the Northwest Ohio Community Information Exchange, a strategic evolution of United Way's system-navigation work that reflects broader national trends in coordination, data, and outcome-driven solutions.

Join us this September for a private, informed discussion about what comes next for our region.

PRESENTING SPONSOR - $10,000

The Presenting Sponsor underwrites an exclusive Tocqueville Society convening that brings together senior corporate leaders, philanthropists, and community decision-makers for an early, high-level conversation about innovation shaping the future of our region. This sponsorship supports the event experience itself, creating space for informed dialogue, relationship-building, and leadership engagement around United Way's evolving approach to system-level impact.

Sponsor recognition includes:

- Prominent logo placement on event invitation materials and the private event registration page
- Recognition on on-site event signage and within the presentation deck
- Verbal acknowledgment during the program
- A 1–2 minute speaking opportunity to welcome guests and share your organization's perspective on leadership, innovation, or community stewardship
- Recognition in post-event social media highlights.

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UNITED FOR THE HOLIDAYS

Sponsorship Opportunities



Around Thanksgiving, we'll be **United for the Holidays,** hosting a series of volunteer opportunities to generate more awareness about food insecurity and bring together community organizations, corporate partners, and volunteers to assemble holiday food boxes and weekender food bags with frozen turkeys, side dishes, fresh produce, and/or certificates so families can purchase food items at local grocery stores. Our mission extends beyond merely distributing holiday food boxes; it's about linking individuals to the essential resources they need to thrive, and fostering connections between our corporate and community partners to effectively deliver those resources.

Sponsorship opportunities are available as detailed below. To guarantee inclusion on all materials, we must receive notification of your intended sponsorship by **October 16th.**

PRESENTING SPONSOR - $25,000 (limit 1)

- Recognition as Presenting Sponsor, and placement of large logo on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, and signage
- Quote featured in press release and/or interview opportunity with any media outlets
- Reserved volunteer slots for 40 employees

IMPACT SPONSOR - $15,000 (limit 2)

- Placement of medium-sized logo on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, and signage
- Recognition in any press releases and media outreach
- Reserved volunteer slots for 20 employees

COMMUNITY SPONSOR - $10,000

- Placement of small logo on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, and signage
- Recognition in any press releases and media outreach
- Reserved volunteer slots for 15 employees

FRIEND SPONSOR - $5,000

- Company name on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- Reserved volunteer slots for 12 employees

SUPPORTING SPONSOR - $2,500

- Company name on event-related invitation emails (sent to 14,000+ people), registration page, social media posts, signage, and any press releases and media outreach
- Reserved volunteer slots for 6 employees

UNITED WAY
Greater Toledo

MLK DAY OF SERVICE

Sponsorship Opportunities

Join us in honoring Dr. Martin Luther King Jr.'s legacy through hands-on service that strengthens our community. This volunteer opportunity will mobilize individuals to support local nonprofits through meaningful projects that improve their physical spaces and capacity to serve. Sponsors help make this day possible by fueling volunteer engagement and amplifying impact where it's needed most.

Presenting Sponsor - $10,000 (limit 1)

- Exclusive "Presenting Sponsor" recognition for maximum visibility and impact.
- Largest logo placement on event-related emails, registration page, social media posts, landing page, and event signage.
- Prominent mention in press release/media coverage
- 10 reserved volunteer slots

Supporting Sponsor - $5,000 (limit 2)

- Medium logo placement on event-related emails, registration page, social media posts, landing page and event signage.
- Mention in press releases/media coverage.
- 7 reserved volunteer slots



Impact Sponsor - $2,500

- Small logo placement on event-related emails, registration page, social media posts, landing page and event signage
- Mention in press releases
- 4 reserved volunteer slots

Contributing Sponsor - $1,000

- Name recognition on event-related emails, registration page, social media posts, landing page and event signage
- Mention in press releases
- 2 reserved volunteer slots

UNITED WAY
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211 WEEK

Sponsorship Opportunities

During the week of February 11, United Way of Greater Toledo will be generating awareness and support for 211, our free, 24/7 health and human service referral program serving anyone in need. We have several opportunities for shared branding in partnership with United Way of Greater Toledo, including a 211 Community Event for ~100 guests, 211 Training Session, Online 211 Database Scavenger Hunt, and more!

Presenting Sponsor Of 211 Week - $25,000 (limit 1)

- Recognition as the exclusive Presenting Sponsor for all 211 Week events and activities
- Placement of large logo on all 211 Week physical and virtual materials, including promotional emails (sent to 10,000+ people), registration pages, and signage
- Recognition in social media posts and any media coverage
- Speaking opportunity for 1-2 minutes at our *211 Community Event* AND *211 Training Session*

Event Sponsor - $15,000 (limit 2)

- Recognition as the Event Sponsor for one of our two keynote events: *211 Community Event* OR *211 Training*
- Placement of large logo on all *event-related* physical and virtual materials, including promotional emails (sent to 10,000+ people), registration pages, and signage
- Placement of smaller logo on all other 211 Week physical and virtual materials
- Recognition in social media posts and any media coverage
- Speaking opportunity for 1-2 minutes at the *211 Community Event* OR *211 Training Session*

Supporting Sponsor - $10,000 (limit 3)

- Recognition as a Supporting Sponsor for all 211 Week events and activities
- Placement of smaller logo on all 211 Week physical and virtual materials, including promotional emails (sent to 10,000+ people), registration pages, and signage
- Recognition in social media posts and any media coverage

Impact Sponsor - $5,000

- Recognition as an Impact Sponsor for all 211 Week events and activities
- Company name recognized on event-specific physical and virtual materials, including promotional emails (sent to 10,000+ people), registration pages, and signage
- Recognition in social media posts and any media coverage

Community Sponsor - $2,500

- Recognition as a Community Sponsor for all 211 Week events and activities
- Company name recognized on event-specific materials

Nonprofit Partner Sponsor - $1,000

- In recognition of 211's wide footprint connecting resources across our community... receive all of the benefits of a Community Sponsor at a discounted rate as a nonprofit serving our community
- Opportunity to table and/or speak at 211 Training.

UNITED WAY
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WOOD COUNTY CHOCOLATE CRAWL

Sponsorship Opportunities

You're invited to join United Way of Greater Toledo for our annual **Chocolate Crawl** to benefit the Wood County community this spring! Hundreds of people across the region join us for this great event each spring, strolling through downtown Bowling Green to collect various chocolate items from more than 20 chocolate stops, all for a good cause! All proceeds support our nonprofit partners in Wood County, such as The Cocoon, Community Learning Center STARS, and more.



Sponsorship opportunities are available as detailed below. To guarantee inclusion on all materials, we must receive notification of your intended sponsorship by **March 1.**

Chocolatier: $5,000 Presenting Sponsorship (Limit 1)

- 16 tickets to the Chocolate Crawl
- Large logo recognition on Chocolate Crawl Sweet Stop signs at over 15+ participating businesses in downtown Bowling Green, Event Guide, and reusable shopping bag
- Additional recognition on email invitations, media releases, and social media platforms

Cocoa Contributor: $2,500 Supporting Sponsorship (limit 2)

- 12 tickets to the Chocolate Crawl
- Medium logo recognition on Chocolate Crawl Sweet Stop signs at over 15+ participating businesses in downtown Bowling Green, Event Guide, and reusable shopping bag
- Additional recognition on email invitations, media releases, and social media platforms

Caramel Champion: $1,000 Sponsorship

- 6 tickets to the Chocolate Crawl
- Medium logo recognition on Chocolate Crawl Sweet Stop signs at over 15+ participating businesses in downtown Bowling Green, Event Guide, and reusable shopping bag

Candy Connoisseur: $500 Sponsorship

- 4 tickets to the Chocolate Crawl
- Small logo recognition on Chocolate Crawl Sweet Stop signs at over 15+ participating businesses in downtown Bowling Green, Event Guide, and reusable shopping bag

Sweet Supporter: $250 Sponsorship

- 2 tickets to Charity Chocolate Crawl
- Name recognition on Chocolate Crawl Sweet Stop signs at 15+ participating businesses in downtown Bowling Green, Event Guide, and reusable shopping bag

UNITED WAY
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DAY OF CARING

Sponsorship Opportunities

Join United Way of Greater Toledo's Day of Caring as a sponsor this spring, and help make meaningful impact across Lucas, Ottawa, and Wood counties. This program will feature volunteer participation activities with 10-15 nonprofit organizations in the community which will engage 100+ volunteers in meaningful service projects.

Presenting Sponsor - $15,000 (limit 1)

- Exclusive "Presenting Sponsor" recognition for maximum visibility and impact.
- Largest logo placement on event-related emails, registration page, social media posts, landing page, and event signage.
- Prominent mention in press release/media coverage
- 15 reserved volunteer slots

Supporting Sponsor - $10,000 (limit 2)

- Medium logo placement on event-related emails, registration page, social media posts, landing page and event signage.
- Mention in press releases/media coverage.
- 10 reserved volunteer slots

Impact Sponsor - $5,000

- Small logo placement on event-related emails, registration page, social media posts, landing page and event signage
- Mention in press releases
- 6 reserve volunteer slots

Contributing Sponsor - $2,500

- Name recognition on event-related emails, registration page, social media posts, landing page and event signage
- Mention in press releases
- 4 reserved volunteer slots

UNITED WAY
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CAMPAIGN CELEBRATION

Sponsorship Opportunities

In May United Way of Greater Toledo will host our annual **Campaign Celebration** to recognize and celebrate some of our strongest advocates who make change possible in Lucas, Ottawa, and Wood counties. For this networking and appreciation event, we expect to host 125-150 guests, including corporate CEOs, Campaign Managers, Board and Committee members, elected officials, leadership donors, and other community volunteers. This is your opportunity to have your business associated with the community impact created by United Way and our network of social service partners!

Sponsorship opportunities are available as detailed below. To guarantee inclusion on all materials, we must receive notification of your intended sponsorship by **April 15.**

PRESENTING SPONSOR - $10,000 (limit 1)

- Placement of large logo on all event-related invitation emails (sent to 2,000+ people), registration page, and social media posts
- Large logo and recognition on event signage and presentation deck
- Recognition in any media coverage
- Reserved table for 8-10 guests at the Campaign Celebration
- Speaking opportunity for 1-2 minutes at the Campaign Celebration



IMPACT SPONSOR - $5,000 (limit 2)

- Placement of small logo on all event-related invitation emails (sent to 2,000+ people), registration page, and social media posts
- Small logo and recognition on event signage and presentation deck
- Reserved seats for 4-5 guests at the Campaign Celebration
- Recognition in any media coverage

COMMUNITY SPONSOR - $2,500

- Company name recognized on all event-related invitation emails (sent to 2,000+ people), registration page, and social media posts
- Named recognition on event signage and presentation deck
- Reserved seats for 2-3 guests at the Campaign Celebration
- Recognition in any media coverage

IN KIND SPONSOR

- Recognition on event signage and in the event presentation
- Company name listed on the event registration page
- Verbal acknowledgment during the program
- Recognition in post-event communications
- Opportunity to display promotional materials at the event, as appropriate

UNITED WAY
Greater Toledo

VOLUNTEER PLATFORM

Sponsorship Opportunity

Own the story of volunteerism in our region. United Way's volunteer platform (hosted on GivePulse) is a year-round hub where people search for ways to help, sign up, and share their experiences–driving measurable service and community impact.

The Presenting Sponsorship is first and foremost a **marketing partnership**: prominent placement alongside United Way's trusted brand, repeated impressions as volunteers browse and register, and visibility tied to positive community action. You'll also gain a turnkey way to mobilize employee teams and capture sponsor-ready impact metrics for CSR/ESG storytelling.

Presenting Sponsor – $25,000 (exclusive | 12-month recognition)

- **Exclusive presenting title** on United Way's website and volunteer platform landing page (12 months).
- **Logo in key publications**: Digital Recognition Book and annual Impact Report.
- **Media + social recognition** in applicable press releases/media and United Way social posts ("presented by" where appropriate).
- **Sponsor-ready impact reporting** for CSR/ESG storytelling (volunteer hours, participation, outcomes).
- **Plus Corporate Volunteer Partner benefits (12 months)**:
    - Custom company volunteer page
    - Tools to recruit and manage employee volunteer teams
    - Impact tracking + reporting (hours, participation, outcomes)
    - Donation and supply drives through the platform
    - Dedicated United Way support for planning, promotion, and nonprofit connections

Contact: Jon Dorcely | jon.dorcely@unitedwaytoledo.org