



United Way of  
Northwest Alabama



2025 - 2026

# CORPORATE PARTNERSHIP OPPORTUNITIES

Welcome to our 2025-2026 Partnership Opportunities booklet! We are excited to present a new way to partner with United Way of Northwest Alabama (UWNWAL) through a unique year-round sponsorship to strengthen community and expand your business reach through joint promotional opportunities occurring throughout a 12-month period. Partnerships allow us to continue addressing our community's most pressing needs. These contributions help offset operational costs to ensure the maximum amount of money is invested back into our community in the spaces it's needed most.

UWNWAL can provide your company high-profile exposure to community leaders, area businesses, vendors, and potential new customer through our corporate sponsorship program. When you partner with UWNWAL, you position your company as a compassionate community leader.

Your support makes it possible for UWNWAL to host impactful events throughout the year!

**Community Champion Partner \$20,000**

**Community Advocate Partner \$15,000**

**Community Leader Partner \$10,000**

**Community Impact Partner \$5,000**

**Community Program Partner (2-1-1) \$2,500**

**Community Program Partner (Success by Six) \$2,500**

**Community Marketing Partner - \$1,500**

**Campaign & Donor Appreciation Partner - \$1,000**

**Individual Event Sponsor \$5,000 - \$250 (multiple opportunities)**



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# Community Champion Partner | \$20,000

## Includes:

Company logo on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.

Year-round marketing efforts through newsletter, website with organization link, and social media on a monthly basis.

Sponsor recognition in UWNWAL Annual Report

Sponsor recognition with full page ad in United Way of Northwest Alabama's Donor Appreciation Dinner.

Recognition at all United Way key campaign meetings.

Verbal recognition at ALL major events throughout the year (Campaign Kickoff, Donor Appreciation Dinner, Witches Ride, Shoals Royale, Day of Caring, and any others that are created this year).

Reserved Table for 8 at the Donor Appreciation Dinner.

Limited Edition Day of Caring Tee Shirts with your company logo on the back of the shirt for up to 50 employees.

Presenting Sponsor of signature event of choice (Witches Ride + New Literacy Event TBD or Shoals Royale) with opportunity to sponsor any other events at any level for ½ off.

Opportunity to participate on planning committee for signature event of choice.  
Key sponsor for Get on the Bus -"Seeing is Believing" Nonprofit Tours.

Logo printed on updated campaign brochure insert.

Tickets to each United Way Event for the Year.



# Community Advocate Partner | \$15,000

## Includes:

Company logo on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.

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Year-round marketing efforts through newsletter, website with organization link, and social media on a monthly basis.

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Sponsor recognition in UWNWAL Annual Report

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Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner

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Reserved Table for 8 at the Donor Appreciation Dinner.

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Verbal recognition at ALL major events throughout the year (Campaign Kickoff, Donor Appreciation Dinner, Witches Ride, Shoals Royale, Day of Caring, and any others that are created this year).

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Presenting Sponsor of event of choice (Donor Appreciation Dinner or Day of Caring) with opportunity to sponsor other events at any level for ½ off.

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Limited Edition Day of Caring Tee Shirts with your company logo on the back of the shirt for up to 25 employees.

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Opportunity to participate on planning committee for signature event of choice.

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Logo printed on updated campaign brochure insert.

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Tickets to each United Way Event throughout the year.

**"Giving is not just about making a donation. It is about making a difference."**

**– Kathy Calvin**



# Community Leader Partner | \$ 10,000

## Includes:

Company name on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.

Year-round marketing efforts through newsletter, website with organization link, and social media on a monthly basis.

Sponsor recognition in UWNWAL Annual Report

Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner

Reserved Table for 8 at the Donor Appreciation Dinner.

Verbal recognition at ALL major events throughout the year (Campaign Kickoff, Donor Appreciation Dinner, Witches Ride, Shoals Royale, Day of Caring, and any others that are created this year).

Presenting Sponsor of event of choice (Donor Appreciation Dinner or Day of Caring) with opportunity to sponsor other events at any level for ½ off.

Limited Edition Day of Caring Tee Shirts with your company name on the back of the shirt for up to 25 employees.

Logo printed on updated campaign brochure insert.

Tickets to each United Way Event throughout the year.

**99 cents of every dollar donated stays within our four county service area of Colbert, Franklin, Lauderdale, and Marion Counties.**



# Community Impact Partner | \$5,000

## Includes:

- Company name on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.
- Year-round marketing efforts through newsletter, website with organization link, and social media on a quarterly basis.
- Sponsor recognition in UWNWAL Annual Report
- Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner
- 4 reserved tickets for the Annual Donor Appreciation Dinner.
- Verbal recognition at ALL major events throughout the year (Campaign Kickoff, Donor Appreciation Dinner, Witches Ride, Shoals Royale, Day of Caring, and any others that are created this year).
- Company name printed on updated campaign brochure insert.

# Community Program Partner | \$2,500

Choose to support One of United Way's programs directly. **Success by Six (which includes Dolly Parton's Imagination Library) or 2-1-1 Information and Referral.**



Children enrolled in **Dolly Parton's Imagination Library** receive a free, age- appropriate book from birth until the age of five.

**211** provides a central access point for people who need help to take the first step toward regaining stability. During times of personal crisis or community disaster, the free, confidential helpline and online resource directory makes it easy for Northwest Alabama's residents to get connected with resources and assistance.

**211**

## Includes:

- Company name on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.
- Year-round marketing efforts through newsletter, website with organization link, and social media on a quarterly basis.
- Sponsor recognition in UWNWAL Annual Report
- Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner
- 2 reserved tickets for the Annual Donor Appreciation Dinner.
- Verbal recognition at ALL major events throughout the year (Campaign Kickoff, Donor Appreciation Dinner, Witches Ride, Shoals Royale, Day of Caring, and any others that are created this year).
- Company name printed on updated campaign brochure insert.
- Company name listed in all collateral affiliated with program selected (2-1-1 or Success by Six)

# Community Marketing Partner | \$1,500

- Company name on 2025-2026 United Way Tee Shirt that is provided to thousands of donors throughout the entire year.
- Year-round marketing efforts through website with organization link and social media recognition.
- Sponsor recognition in UWNWAL Annual Report.
- Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner
- 2 reserved tickets for the Annual Donor Appreciation Dinner.
- Exclusive "Seeing is Believing" Get on the Bus Partner.
- Company Name in Campaign Brochure.

# Campaign & Donor Appreciation Partner | \$1,000

- Company name on 2025-2026 United Way Tee Shirt.
- Sponsor recognition in UWNWAL Annual Report.
- Sponsor recognition in United Way of Northwest Alabama's Donor Appreciation Dinner.
- 2 reserved tickets for the Annual Donor Appreciation Dinner.
- Social Media Recognition as Donor Appreciation Dinner Sponsor.
- Company Name in Campaign Brochure.

# Event Sponsor | \$250 - \$5,000

## Donor Appreciation Dinner - 9/18/25

### Presenting | \$5,000

- Logo on event invitation
- Full page ad in event program
- Opportunity to Welcome or Introduce Clyde Anderson Award Winner
- Table for 8 at the event
- Campaign tee shirts for 25
- Social media recognition

### Platinum | \$2,500

- Half page ad in event program
- Table for 8 at the event
- Campaign tee shirts for 15
- Social media recognition

### Silver | \$500

- Logo in event program
- 4 tickets to the event
- Social media recognition

### Gold | \$1,000

- Quarter page ad in event program
- 4 tickets to the event
- Campaign tee shirts for 10
- Social media recognition

### Bronze | \$250

- Company Name in event program
- 2 tickets to the event
- Social media recognition

## Day of Caring - 9/25/25

### Excavator | \$5,000

- Logo on event invitation
- Logo on United Way website
- Opportunity to provide a speaker on the day of the event
- Logo on limited edition tee shirt
- 25 Day of Caring tee shirts
- Logo on project application
- Social media recognition

### Wheelbarrow | \$2,500

- Logo on United Way website
- Logo on limited edition tee shirt
- 15 Day of Caring Tee Shirts
- Logo on project application
- Social media recognition

### Shovel | \$500

- Logo on United Way website
- Company name on tee shirt
- 8 Day of Caring tee shirts
- Social media recognition

### Pressure Washer | \$1,000

- Logo on United Way website
- Logo on limited edition tee shirt
- 10 Day of Caring tee shirts
- Company name on project application
- Social media recognition

### Paint | \$250

- Logo on United Way website
- 5 Day of Caring tee shirts
- Social media recognition

## Witches Ride - 10/16/25

### Spellbook Sponsor (Presenting) | \$5,000

- Logo on event invitation
- Logo on event tee shirt
- Opportunity to Welcome Witches or Present Award Winners
- Tickets for 12 to participate in event
- Logo on United Way website
- Social media recognition

## Shoals Royale 2/21/26

### All-In Presenting Sponsor | \$10,000

- Logo on event invitation
- Recognition on all marketing collateral
- 12 Tickets to the event
- \$1000 in playing chips for each guest
- VIP Lounge access for each guest
- Logo on United Way website
- Social media recognition

### Cauldron Sponsor | \$2,500

- Logo on event tee shirt
- Tickets for 10 to participate in event
- Logo on United Way website
- Social media recognition

### Hat Sponsor | \$500

- Name on event tee shirt
- Tickets for 4 to participate in event
- Logo on United Way website
- Social media recognition

### Royal Flush Sponsor | \$5,000

- Recognition as Balloon Drop Sponsor
- 6 Tickets to the event
- VIP Lounge access for each guest
- \$1000 in playing chips for each guest

### Full House Sponsor | \$1,000

- Recognition as Table Sponsor
- Signage on a gaming table
- 2 Tickets to the event
- \$250 in playing chips for each guest

### Potion Sponsor | \$1,000

- Logo on event tee shirt
- Tickets for 8 to participate in event
- Logo on United Way website
- Social media recognition

### Broom Sponsor | \$250

- Name on event tee shirt
- Tickets for 2 to participate in event
- Social media recognition

### Straight Flush Sponsor | \$2,500

- Recognition as Straight Flush Sponsor
- 4 Tickets to the event
- VIP Lounge access for each guest
- \$1000 in playing chips for each guest

### Chip Sponsor | \$250

- Recognition as Chip Sponsor
- 2 Tickets to the event
- \$250 in playing chips for each guest
- Signage at Prize Area

Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Contact Name \_\_\_\_\_ Signature \_\_\_\_\_

**My company is committed to the following partnership level:**

### Annual Partner

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Community Champion   \$20,000       | <input type="checkbox"/> Community Advocate   \$15,000           | <input type="checkbox"/> Community Leader   \$10,000       |
| <input type="checkbox"/> Community Program (2-1-1)   \$2,500 | <input type="checkbox"/> Community Impact   \$5,000              | <input type="checkbox"/> Community Program (SB6)   \$2,500 |
| <input type="checkbox"/> Community Marketing   \$1,500       | <input type="checkbox"/> Campaign & Donor Appreciation   \$1,000 |  |

### Event Partner

- |  |  |                                       |
|--|--|---------------------------------------|
| <input type="checkbox"/> Donor Appreciation Dinner | <input type="checkbox"/> Day of Caring                           | <input type="checkbox"/> Witches Ride |
| <input type="checkbox"/> Shoals Royale             | <input type="checkbox"/> Children's Literacy Event (Details TBD) |                                       |

I'm sorry, I cannot sponsor at this time, but wish to make a tax-deductible gift of \$ \_\_\_\_\_

My check made payable to United Way of NWAL is enclosed.

Please bill my credit card in the amount of \$ \_\_\_\_\_ one-time  monthly  quarterly

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_ Expiration: \_\_\_\_\_

Credit card payments can also be made online by visiting [www.uwnwal.org](http://www.uwnwal.org) or by calling 256-764-5892  
Sponsorships are negotiable. If you want something tailored for your organization, we will work with you!