



# SPONSORSHIP OPPORTUNITIES

LIVE UNITED

U

nited Way hosts a series of signature events throughout the year. These range from high-profile fundraisers to intimate gatherings of prominent community leaders. Whatever the size and scope of the affair, you can count on a United Way event to be a real class act.

Events are an important part of our strategy. Not only do they help us raise awareness about significant community issues, but they also help us raise the funds to address them.

Join other prominent businesses and area corporations who invest in United Way events. Demonstrating your commitment to improving lives for **ALICE**<sup>®</sup> (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) and all in our communities will enhance your public image. As a United Way event sponsor, you will:

- Gain visibility
- Demonstrate positive corporate values
- Build customer loyalty
- Contribute to direct and concrete solutions for critical community problems
- Align your brand with a trusted philanthropic organization

A sampling of our bigger community events is listed on the back of this sheet. There are many investment levels to suit varying corporate budgets. Please contact **Theresa Leamy** at [Theresa.Leamy@UnitedWayNNJ.org](mailto:Theresa.Leamy@UnitedWayNNJ.org) or **973.993.1160, x105**, to inquire about these or other sponsorship opportunities.

## IN GOOD COMPANY

Many organizations are faced with the challenge of attracting, motivating, and retaining good talent. The good news is that according to a study conducted at Northwestern University, the more committed an organization is to its corporate citizenship programming, the more engaged, confident, and loyal their employees are. Bottom line: Doing good does matter.

Source: "How Corporate Citizenship Impacts Employee Engagement," Northwestern University School of Education and Social Policy, June 2012

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must Live United.<sup>®</sup>



United Way  
of Northern New Jersey

# YOUR SUPPORT IS ALWAYS IN SEASON

---



## WINTER

---

### Holiday Drives

Our many year-end drives help ensure area residents have adequate winter apparel, resources needed to meet unexpected expenses, and a little holiday cheer.

### Chili Open Golf Classic

Frigid temps couldn't dampen the warm spirits of golfers, volunteers, and supporters who get "up to snow good" playing a round of golf in the snow at the Sussex County Fairgrounds.



## SPRING

---

### Alternative Spring Break

A unique week-long volunteer opportunity which presents college students with the means to make a difference in the lives of fragile families in Newark and the Jersey Shore.

### Commercial Real Estate Network Legacy Luncheon

Some 400 top commercial real estate professionals gather each year to network and raise money to support ALICE in our community.

### Women United Annual Breakfast

This annual gathering brings together women from across our region to raise funds that help ALICE community members improve their career prospects and financial position.



## SUMMER

---

### Day of Action

With more daylight hours than any other day, June 21st is the perfect opportunity for our volunteers to roll up their sleeves and get involved as part of this nationwide day of service.

### Tools for School

Each year, more than 45,000 school supplies are collected and distributed to area schools and community organizations to ensure children from low-income and ALICE families are prepared for academic success as they begin a new school year.



## AUTUMN

---

### Public Officials Forum

This event draws the most influential voices in the state to spotlight how legislators and community leaders can rally together to improve the quality of life for ALICE in our region.

### Honey Open Golf Outing

Proceeds from this annual golf outing exclusively for women fund scholarships to local ALICE women, helping to offset the costs associated with higher education.

### Help for Children Classic

Each year United Way and The Hollister Foundation host a great day of golf at the prestigious Baltusrol Golf Club to support children in need in our communities.