



# SPONSORSHIP OPPORTUNITIES

United in Purpose Gala 2025



Saturday, April 5, 2025  
Memorial Auditorium  
1515 J St, Sacramento, CA 95814  
5:00 to 10:00 p.m.

The United in Purpose Gala is more than just a celebration; it's an opportunity for the community to come together and make a tangible impact on the lives of local children.

The event aims to raise funds toward United Way's 100<sup>th</sup> Anniversary Goal of raising \$3 million by 2025 to help 10,000 local kids excel in school. The impactful evening includes a cocktail hour, dinner, inspirational program and serves as an opportunity for supporters to align with a cause that directly benefits the community and helps shape a brighter future for our children.



**UNITED IN PURPOSE GALA SPONSORSHIP PACKET**

For more information, contact Stacy Wolfenberger at [916.856.3994](tel:916.856.3994) or [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org).



# UNITED WAY CALIFORNIA CAPITAL REGION UNITED IN PURPOSE GALA



| <b>Sponsorship Benefits</b>                          | <b>Presenting Sponsor</b> | <b>Gold Sponsor</b> | <b>Cocktail Hour Sponsor</b> | <b>Bronze Sponsor</b> | <b>Community Sponsor</b> | <b>Table Sponsor</b> |
|--|---------------------------|---------------------|------------------------------|-----------------------|--------------------------|----------------------|
| Exclusivity  | ●                         |                     | ●                            |                       |                          |                      |
| Speaking Opportunity                                 | ●                         |                     |                              |                       |                          |                      |
| Print Program Ad                                     | <b>2 Pages</b>            | <b>1 Page</b>       | <b>1/2 Page</b>              |                       |                          |                      |
| Logo in print ad (if applicable)                     | ●                         | ●                   | ●                            |                       |                          |                      |
| Opportunity to provide guest gift                    | ●                         |                     | ●                            |                       |                          |                      |
| Specialty Cocktail Naming Rights                     | ●                         |                     | ●                            |                       |                          |                      |
| Logo on Specialty Item                               |                           |                     |                              |                       |                          |                      |
| Listed on event website & e-blasts                   | <b>LOGO</b>               | <b>LOGO</b>         | <b>LOGO</b>                  | <b>LOGO</b>           | <b>LISTED</b>            | <b>LISTED</b>        |
| Listed on event collateral including Printed Program | <b>LOGO</b>               | <b>LOGO</b>         | <b>LOGO</b>                  | <b>LOGO</b>           | <b>LISTED</b>            | <b>LISTED</b>        |
| Recognition during Program                           | <b>LOGO</b>               | <b>LOGO</b>         | <b>LOGO</b>                  | <b>LOGO</b>           | <b>LISTED</b>            | <b>LISTED</b>        |
| Social Media Post                                    | <b>2</b>                  | <b>1</b>            |                              |                       |                          |                      |
| Access to Photos after event                         | ●                         | ●                   | ●                            | ●                     | ●                        | ●                    |
| Table of Eight (8)                                   | <b>3</b>                  | <b>2</b>            | <b>2</b>                     | <b>1</b>              | <b>1</b>                 | <b>1</b>             |
| <b>COST</b>  | <b>\$25,000</b>           | <b>\$20,000</b>     | <b>\$15,000</b>              | <b>\$10,000</b>       | <b>\$5,000</b>           | <b>\$2,500</b>       |

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# UNITED IN PURPOSE GALA IMPACT REPORT

Partnering with United Way California Capital Region's United in Purpose Gala isn't just good for the community, but good for business too! Learn how sponsors from last year's Gala received recognition through United Way's marketing efforts.

## SOCIAL MEDIA

**32**

POSTS

**32K**

POST IMPRESSIONS

**25**

STORIES

**11,547**

STORY IMPRESSIONS

## EARNED MEDIA

**45**

MEDIA HITS

**411K**

AUDIENCE REACH



**+ MORE**

## EMAIL & WEB

**10**

EMAILS SENT

**93,464**

EMAILS DELIVERED

**440**

CLICKS

**87%**

UNIQUE CLICKS %

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# UNITED IN PURPOSE GALA - APRIL 5, 2025



## 2025 SPONSORSHIP COMMITMENT FORM

Contact Name: ..... Email: .....

Company name for sponsorship recognition: .....

Address: .....

City: ..... State: ..... Zip: .....

Phone: .....

I understand and agree that I will receive event emails that pertain to United in Purpose Gala.  
I would like to opt in to receive the United Way monthly newsletter  Yes  No

I am proud to partner of our local United Way and pledge the following level of sponsorship:

Presenting Sponsor \$25,000  Gold Sponsor \$20,000  Cocktail Hour Sponsor \$15,000

Silver Sponsor \$12,500  Bronze Sponsor \$10,000  Community Sponsor \$5,000

Table Sponsor \$2,500

I'm unable to attend but wish to support with a contribution in the amount of: \$ .....

**Method of Payment** (Payment will be complete by Friday, March 28, 2025)

Check made payable to **United Way California Capital Region** is enclosed

Enclosed in this Envelope  Will be mailed by .....

I would like to be invoiced during the following month: .....

To pay by Credit Card, contact Stacy Wolfenberger at 916.856.3994 or [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org).

Signature: ..... Date: .....

**Return to:** 10389 Old Placerville Road, Sacramento, CA 95827 or email the completed form to Stacy Wolfenberger at [stacy.wolfenberger@uwccr.org](mailto:stacy.wolfenberger@uwccr.org). Sponsorship payment must be received by Friday, March 28, 2025.