



United Way
of Northwest Louisiana

SPONSORSHIP REQUEST

2025

Dear United Way Supporter,

For more than 100 years, United Way of Northwest Louisiana has helped address some of our community's greatest challenges in the areas of health, education, financial stability, and essential needs.

Our focus on helping **ALICE** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) families has ensured that we are making a difference for thousands of Northwest Louisiana families currently living on the margins of poverty.



Our goal is to provide high-impact, engaging events that raise community awareness about our programs and services; However, at United Way, we often say "no money, no mission." We rely on community support for this important work to continue impacting 100,000 lives annually through our events and programs.

By sponsoring United Way of Northwest Louisiana this year, your organization can help provide free financial counseling to a single mother, emergency assistance to families in crisis, free books to local children, and much more.

Thank you for choosing to LIVE UNITED as a partner, supporter, and friend by joining the fight and the fun in our journey towards creating a stronger Northwest Louisiana for all.

Sincerely,



LaToria W. Thomas
President & CEO
United Way of Northwest Louisiana

SPONSORSHIP OPPORTUNITIES OVERVIEW

Tails & Ales: A Celebration of Impact

Tails & Ales: A Celebration of Impact annually shares accomplishments and stories of the lives changed by United Way's work in the previous year. This event also honors and recognizes the corporate partners and donors who joined UWNWLA last year in transforming lives. Event attendees include approximately 200 people representing 100 companies across Northwest Louisiana, providing high visibility for event sponsors and an opportunity to network with some of our community's most dedicated philanthropists and corporate supporters.

Day of Caring

United Way's Day of Caring unites approximately 800 volunteers representing dozens of companies and corporate supporters for a full day of giving back to our community. Volunteers engage in community service projects across our region that improve local residents' health, education, financial stability, and essential needs outcomes. Day of Caring is one of our most exciting events of the year, starting with a kick-off breakfast pep rally and ending with a celebration after-party, where we present the coveted Spirit Award to this year's most enthusiastic and engaged volunteer team.

Fill the Bus

United Way of Northwest Louisiana's annual Fill the Bus initiative with Bossier and Caddo Parish public schools encourages local residents to shop at participating Walmart Supercenters to purchase and donate school supplies in July and August. Volunteers and United Way staff ask shoppers to contribute to the initiative and help fill an entire school bus with brand new supplies to give students the tools they need to start the school year successfully. Fill the Bus benefits more than 4,000 elementary, middle, and high school children each year who are identified as ALICE (Asset Limited, Income Constrained, Employed) and/or families struggling to make ends meet.

Community Outreaches

At our outreach events, we supply essential items for ALICE (Asset Limited, Income Constrained, Employed) families in need, including toiletries, feminine hygiene items, dental hygiene items, undergarments, and cleaning supplies. ALICE families are often working paycheck to paycheck, making it difficult to obtain everyday necessities to get by. Your support will help us continue to provide these essential items and relief to those struggling to make ends meet.



TAILS & ALES: A CELEBRATION OF IMPACT EVENT | MARCH 20, 2025

Sponsorship Deadline: December 31, 2024

Celebration of Impact annually shares accomplishments and stories of the lives changed by United Way's work in the previous year. This event also honors and recognizes all corporate partners and donors who joined UWNWLA last year in transforming lives.

Tails & Ales: A Celebration of Impact will host a seafood boil and live music for event attendees. Attendees include approximately 200 people representing 100 companies across Northwest Louisiana, providing high visibility for event sponsors and an opportunity to network with some of our community's most dedicated philanthropists and corporate supporters.

SPONSORSHIPS & AVAILABILITY

SPONSORSHIP LEVEL	AMOUNT	AVAILABILITY
Presenting	\$10,000	1
De Tocqueville	\$5,000	2
Live United	\$2,500	Unlimited
Visionary	\$1,500	Unlimited



TAILS & ALES SPONSORSHIP BENEFITS	PRESENTING	DE TOCQUEVILLE	LIVE UNITED	VISIONARY
VIP tickets to Tails & Ales	20 tickets	10 tickets	8 tickets	4 tickets
Logo signage or name listed on monitors and/or at entryway(s)	Logo on monitors and in entryway(s)	Logo on monitors and in entryway(s)	Logo in entryway(s)	Logo in Entrway(s)
Featured article and/or name listed in annual report	Featured article	Name listed	Name listed	Name listed
Logo or name listed on United Way NWLA event webpage	Logo	Logo	Logo	Logo
Logo or name featured in Tails & Ales e-newsletters sent to approximately 5,800 recipients	Logo	Logo	Logo	Logo
Opportunity to provide company swag for guests	Company swag	Company swag	Company swag	Company swag
Company featured in Tails & Ales press releases	Featured	Featured	Feaured	Featured
Logo on crawfish bibs, cups, or Mardi Gras beads	Mardi Gras beads & Crawfish Bibs	Mardi Gras Beads	Cups	
Video advertisement provided by your company to promote itself during Tails & Ales or speak at our event	1 minute video or speaking engagement	30 second video or speaking engagement		
Logo included on event save the date	Logo			
Logo included on Tails & Ales social media posts shared across multiple platforms	Logo			
Listed as sponsor on United Way NWLA's donation platform for two months	Listed			
Opportunity to join United Way for Tails & Ales news coverage & interviews	News coverage & interviews			

For more information, contact Jennifer Terrell at 318-677-2504 or jterrell@unitedwaynwla.org.



DAY OF CARING INITIATIVE | MAY 1, 2025

Sponsorship Deadline: February 3, 2025

United Way's Day of Caring unites approximately 800 volunteers representing dozens of companies and corporate supporters for a full day of giving back to our community. Volunteers engage in community service projects across our region that improve local residents' health, education, financial stability, and essential needs outcomes.

Day of Caring is one of our most exciting events of the year, starting with a pep rally breakfast and ending with a celebration after-party, where we present the coveted Spirit Award to this year's most enthusiastic and engaged volunteer team.

Investing in Day of Caring will make a tremendous impact in Northwest Louisiana while also spreading your organization's brand awareness to hundreds of people.

SPONSORSHIP LEVEL	AMOUNT	AVAILABILITY
Presenting	\$25,000	1
Community	\$15,000	2
de Tocqueville	\$10,000	3
Live United	\$5,000	Unlimited
Visionary	\$2,500	Unlimited
Samaritan	\$1,500	Unlimited
Unifier	\$750	Unlimited

SPONSORSHIPS & AVAILABILITY



Day of Caring Sponsorship Benefits	Presenting	Community	De Tocqueville	Live United	Visionary	Samaritan	Unifier
Prominent logo or name placement in entryway(s), on stage, in program, and/or in PowerPoint	All benefits	All benefits	All benefits	Program & PowerPoint	Program & PowerPoint	Program & PowerPoint	PowerPoint
Logo or name featured in Day of Caring e-newsletters sent to approximately 5,800 recipients	Logo	Logo	Logo	Name	Name	Name	Name
Free registration into event for employees (additional positions can be purchased)	24 positions	16 positions	8 positions	4 positions	4 positions	4 positions	4 positions
Logo featured in header on United Way NWLA website for one calendar year and/or event webpage	All benefits	Event webpage	Event webpage	Event webpage	Event webpage		
Highlighted in annual report	Highlighted	Highlighted	Highlighted	Highlighted	Highlighted		
Premiere seating at pep rally	24 seats	16 seats	8 seats	4 seats			
Table section named after company and opportunity to decorate tables with company swag	Section	Section	Section				
Logo placement on Day of Caring t-shirt	Logo	Logo	Logo				
Video advertisement provided by your company to promote itself during Day of Caring	1 minute video	30 second video	30 second video				
Listed as sponsor on United Way NWLA's donation platform	2 months	1 month					
Company featured in Day of Caring press releases	Featured	Featured					
Logo featured on Day of Caring project signage	Featured	Featured					
Opportunity to join United Way for Day of Caring news coverage & interviews	News coverage & interviews	News coverage & interviews					
Company cobranded with United Way NWLA & opportunity to present Spirit Award	Cobranding & Spirit Award						
Logo included on Day of Caring social media posts shared across multiple platforms	Logo						



DOLLY PARTON'S IMAGINATION LIBRARY

With the support of sponsors and individual donors, United Way of Northwest Louisiana mails a free, age-appropriate book each month to children from birth to age five through Dolly Parton's Imagination Library, giving children the social and developmental tools needed to be successful in school and later in life. However, in an effort to make a long-term and economic impact for Northwest Louisiana, United Way is no longer only targeting children's homes through the Imagination Library.

This year, your support will allow the organization to provide a set of Imagination Library books to underserved Pre-K classrooms, ensuring literacy and language development is occurring in and out of school. In addition, United Way is empowering families to play a more active role in their children's education by hosting parent workshops, where the organization will teach parents reading techniques to enhance their child's literacy skills and provide them with valuable educational resources. Lastly, these funds will allow the organization to stay connected with parents of children enrolled in the program until they reach kindergarten by providing monthly activities corresponding to the book they will receive that month and community resources.

SPONSORSHIPS & AVAILABILITY

SPONSORSHIP LEVEL	AMOUNT	AVAILABILITY
John Tuggle's Memorial Book Club	\$35,000	1
Curator	\$18,000	Unlimited
Scholar	\$8,000	Unlimited
Patron	\$4,000	Unlimited



JOHN TUGGLE'S MEMORIAL BOOK CLUB

In honor of our late board chair, John Tuggle, we have renamed the top sponsorship level "John Tuggle's Memorial Book Club." John has left a profound impact on the Imagination Library, helping us to reshape the program to provide books not only to children's homes but also to their pre-K schools. We are grateful for the legacy he leaves with us and the children's lives he touched through the power of reading.

IMAGINATION LIBRARY SPONSORSHIP BENEFITS	JOHN TUGGLE'S MEMORIAL BOOK CLUB	CURATOR	SCHOLAR	PATRON
Children sponsored	Sponsors 1,200 children for 12 months	Sponsors 500 children for 12 months	Sponsors 200 children for 12 months	Sponsors 100 children for 12 months
Company logo featured on social media and in monthly DPIL e-newsletter sent to 5,000 recipients	Logo	Logo	Logo	Logo
Opportunity for company employees to be filmed reading DPIL books to be shared on social media and in e-newsletter	2 book filmings	1 book filming	1 book filming	1 book filming
Featured article and/or name listed in annual report	Featured article & name listed	Logo and name listed	Name	Name
Featured article and/or logo on United Way NWLA website for 2023	Article & logo	Logo	Logo	
Opportunity to write a feature message in 3 DPIL e-newsletters	Featured message	Featured message		
Sponsored by web banner	Web banner			
Featured press release announcing sponsorship	Press release			
Personalized video provided by company to be shared on social media, promoting company & DPIL	Video			



United Way of Northwest Louisiana



@unitedwaynwla



United Way NWLA

For more information, contact Raavin Evans at 318-606-6592 or raavin@unitedwaynwla.org.



FILL THE BUS INITIATIVE | JULY-AUGUST

Sponsorship Deadline: May 2025

United Way of Northwest Louisiana's annual Fill the Bus initiative with Bossier Parish Schools and Caddo Parish Public Schools encourages local residents to shop at participating Walmart Supercenters to purchase and donate school supplies in July and August. Volunteers and United Way staff ask shoppers to contribute to the initiative and help fill an entire school bus with brand-new supplies to give students the basic tools needed for a successful school year.

Fill the Bus benefits more than 4,000 elementary, middle, and high school children each year who are identified as ALICE (Asset Limited, Income Constrained, Employed) and/or families struggling to make ends meet.

SPONSORSHIPS & AVAILABILITY

SPONSORSHIP LEVEL	AMOUNT	AVAILABILITY
Presenting	\$10,000	1

The de Tocqueville sponsorship is named in honor of 19th-century French traveler Alexis de Tocqueville. After spending several months observing North America, he recognized, applauded, and immortalized North American voluntary action on behalf of the common good. Today, United Ways worldwide use his name in honor of their most bountiful giving societies and sponsorship levels.



FILL THE BUS SPONSORSHIP BENEFITS	DE TOCQUEVILLE
Opportunity for company employees to volunteer at Fill the Bus	Volunteer
Company featured in Fill the Bus press releases	Featured
Company highlighted in annual report	Highlighted
Logo featured in Fill the Bus e-newsletters sent to approximately 5,800 recipients	Logo
Logo featured on Fill the Bus event webpage	Logo
Logo displayed on school bus banner in front of each donation location	Logo
Listed as sponsor on United Way NWLA's donation platform for 2 months	Logo
Logo on Fill the Bus flyer passed out to thousands of Walmart shoppers	Logo
Logo included on Fill the Bus social media posts shared across multiple platforms	Logo
Opportunity to join United Way for Fill the Bus news coverage & interviews	News coverage & interviews



United Way of Northwest Louisiana



@unitedwaynwla



United Way NWLA



COMMUNITY OUTREACH

United Way of Northwest Louisiana participates in various community outreaches throughout the year that allow us to mobilize our mission and connect individuals and families in need to our essential programs and services.

At our outreach events, we supply essential items for **ALICE** (Asset Limited, Income Constrained, Employed) families in need, including toiletries, feminine hygiene items, dental hygiene items, undergarments, and cleaning supplies. ALICE families are often working paycheck to paycheck, making it difficult to obtain everyday necessities to get by. Your support will help us continue to provide these essential items and relief to those struggling to make ends meet.

SPONSORSHIPS & AVAILABILITY

SPONSORSHIP LEVEL	AMOUNT	AVAILABILITY
ALICE Advocates	\$2,000	Unlimited
Impact Investors	\$1,500	Unlimited
Caring Collaborators	\$1,000	Unlimited
Hope Builders	\$500	Unlimited



COMMUNITY OUTREACH SPONSORSHIP BENEFITS	ALICE ADVOCATES	IMPACT INVESTORS
Table signage at United Way NWLA booth for outreach events	Signage	Signage
Opportunity to provide company swag and program materials for outreach events	Swag & program materials	Swag & program materials



United Way of Northwest Louisiana



@unitedwaynwla



United Way NWLA

For more information, contact Raavin Evans at 318-606-6592 or raavin@unitedwaynwla.org.

Company Information *(please print)*

Company Name: _____

Address: _____

Company Contact: _____

Email: _____ Phone: _____

Sponsorship Levels *(select one)*

Tails & Ales: A Celebration of Impact

- ☐ Presenting Sponsor - \$20,000
- ☐ de Tocqueville Sponsor - \$10,000
- ☐ Live United Sponsor - \$5,000
- ☐ Visionary Sponsor - \$2,500
- ☐ Samaritan Sponsor - \$1,500

Community Outreach

- ☐ ALICE Advocates - \$2,000
- ☐ Impact Investors - \$1,500
- ☐ Caring Collaborators - \$1,000
- ☐ Home Builders - \$500

Day of Caring

- ☐ Presenting Sponsor - \$25,000
- ☐ Community Sponsor - \$15,000
- ☐ de Tocqueville Sponsor - \$10,000
- ☐ Live United Sponsor - \$5,000
- ☐ Visionary Sponsor - \$2,500
- ☐ Samaritan Sponsor - \$1,500
- ☐ Unifier Sponsor - \$750

Fill the Bus

- ☐ de Tocqueville Sponsor - \$10,000

Dolly Parton's Imagination Library

- ☐ John Tuggle's Memorial Book Club - \$35,000
- ☐ Curator - \$18,000
- ☐ Scholar - \$8,000
- ☐ Patron - \$4,000

Payment *(select one)*

- ☐ Payment enclosed (Checks payable to United Way of NWLA; Memo: 2025 Sponsorship)
- ☐ Invoice me in (Indicate month): _____
- ☐ Credit card (Circle one): Visa MasterCard American Express

Credit Card Number: _____ - _____ - _____ Exp. Date: _____

Donation

- ☐ Regrets, I cannot sponsor, but would like to donate \$_____ to help cover the cost of events this year.

Return completed form to LaKisha Atkins, lakisha@unitedwaynwla.org

Email: lakisha@unitedwaynwla.org

Fax: 318-221-1283

Mail: 820 Jordan Street, Ste. 370,
Shreveport, LA 71101