

Serve. Empower. Transform.



United Ministries

Transforming Lives Together

Sponsorship
Opportunities

2016-2017

Transformation Walk

OCTOBER 2017



Celebrating 28 years in 2017, United Ministries' **Transformation Walk** is one of Greenville's longstanding **community-wide** events and brings people together to **raise awareness about poverty in Greenville.**

3
miles

Proceeds from the walk benefit all of United Ministries' life changing programs that equip vulnerable individuals to become independent and productive members of our community. The event provides funds for job skills training, adult education, financial stability programs, and emergency assistance. In addition, the Transformation Walk supports our Place of Hope, a homeless day shelter that not only offers basic services—a shower, restroom, socks, or a winter coat— but also provides case management through which the root causes of homelessness are discovered and addressed.

AUDIENCE

The Transformation Walk draws as many as **1,200 passionate individuals**, families, congregations, youth groups, and business professionals from all **across the Greenville area.**

MEDIA EXPOSURE

United Ministries has strong relationships with media outlets that have produced significant exposure and are dedicated to providing opportunities for our partners to receive valuable coverage as well. The Transformation Walk receives in-kind advertising from the Greenville News, Greenville Business Magazine, and GSA Business.

Serving.

SPONSORSHIP OPPORTUNITIES



Title

\$10,000

(1 available)

In addition to Footprints benefits and recognition, Title sponsorship includes:

- Participation in all media relations and media events leading up to the Walk.
- Participation in the opening ceremony.
- Opportunity to distribute company materials at event
- Full page ad in United Ministries' holiday newsletter distributed to over 2,000 supporters.
- Exclusive use of United Ministries' logo and phrase, "Title Sponsor of United Ministries' 28th Annual Transformation Walk" for one year.

For more information, please contact Rebecca Ragland at ragland@united-ministries.org or 864-335-2614.

Pacesetter

\$5,000

In addition to Footprints benefits and recognition, Pacesetter sponsorship includes:

- ¼ page ad in United Ministries' newsletter distributed to all donors.
- Opportunity to hang company banner at event site.
- Logo in all walk-related public communications.

Stride

\$2,500

In addition to Footprints benefits and recognition, Stride sponsorship includes:

- Feature article/human-interest story on your business' charitable vision, distributed via United Ministries' newsletter, e-newsletter, social media, and other media outlets.
- Invitation to United Ministries' Patron Party.

Hike

\$1,000

In addition to Footprints benefits and recognition, Hike sponsorship includes:

- Name/logo on the back of the Walk t-shirt.
- Printed recognition in an ad in the Greenville News.

Footprints

\$500

Benefits and recognition include:

- Printed recognition in United Ministries' newsletter distributed to all donors.
- Web recognition on United Ministries' website and the Transformation Walk website.
- Recognition on the Fluor Field Jumbotron screen the day of the Walk.
- Complimentary Walk t-shirts (limited according to sponsorship level).

Uniting for Change Luncheon

APRIL 2017

A gathering of **community-minded individuals** and **key leaders** in our area for a meaningful and thought-provoking session on **poverty** and **charity** in **Greenville**.

The luncheon follows an exciting inaugural event featuring Robert Lupton, the author of *Toxic Charity: How Churches and Charities Hurt Those They Help (And How to Reverse It)*.

Keynote Speaker: Dr. Matthew Desmond, author of *Evicted: Poverty and Profit in the American City*. Dr. Desmond is the John L. Loeb Associate Professor of the Social Sciences and co-director of the Justice and Poverty Project at Harvard University. In 2015, Desmond was awarded the MacArthur “Genius” grant for “revealing the impact of eviction on the lives of the urban poor and its role in perpetuating racial and economic inequality.”

AUDIENCE

The Uniting for Change Luncheon draws **350-450** community-minded and engaged individuals, congregations, civic leaders and business professionals from all across the Greenville area.

MEDIA EXPOSURE

United Ministries has strong relationships with media outlets that have produced significant exposure and are dedicated to providing opportunities for our partners to receive valuable coverage as well.

Empowering.

SPONSORSHIP OPPORTUNITIES



Dr. Matthew Desmond
Keynote Speaker



Presenting Sponsor

\$5,000
(1 available)

- 2 tables of 10 for organization representatives at luncheon
- Inclusion in media releases to Upstate media associated with the event
- Lead logo recognition on the flyer, in printed program, on United Ministries' website & in the e-newsletter

Change-Maker

\$2,500

- 1 table for 10 organization representatives at luncheon
- Logo recognition in printed program
- Logo recognition in the e-newsletter & on United Ministries' website

Advocate

\$1,000

- Seating for four organization representatives at luncheon
- Name recognition in printed program
- Name recognition in the e-newsletter & on United Ministries' website

Friend

\$500

- Seating for two organization representatives at luncheon
- Name recognition in printed program
- Name recognition in the e-newsletter & on United Ministries' website

Table

\$450
(Seating for 10)

Seat

\$50
(One seat)

For more information, please contact
Jade Fountain at jfountain@united-ministries.org
or 864-335-2615.

Adult Education GED Graduation

Transforming.

SPONSORSHIP OPPORTUNITIES

We assist adults preparing for taking the **GED exam** and then celebrate graduating students by providing full **cap-and-gown graduations** with invitation to family members. Walking across the graduation stage is a **once-in-a-lifetime opportunity**.

AUDIENCE

The GED Graduation celebrates the achievements of up to **200 adults** from all across the Greenville area and includes their family members.



For more information, please contact Rebecca Ragland at 864-335-2614 or rragland@united-ministries.org.

Presenting Sponsor

\$2,500

(1 available)

- Inclusion in media releases to Upstate media
- Lead logo recognition in printed program
- Lead logo recognition in the e-newsletter & on United Ministries' website

Gold Sponsor

\$1,000

- Logo recognition in printed program
- Logo recognition in the e-newsletter & on United Ministries' website

Silver Sponsor

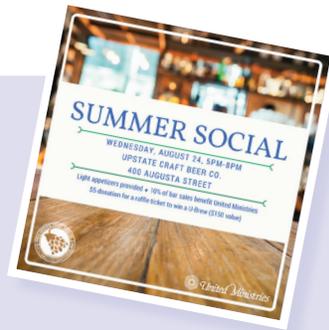
\$500

- Name recognition in printed program
- Name recognition in the e-newsletter & on United Ministries' website

Bronze Sponsor

\$250

- Name recognition in printed program
- Name recognition in the e-newsletter & on United Ministries' website



Quarterly Socials

Each quarter, United Ministries presents a happy hour for local young professionals and others to network and learn from one another. Previously held at Aloft's W XYZ Lounge and Upstate Craft Beer Co., these casual events have been well attended and well received.

Each venue has generously donated up to 20% of bar sales to United Ministries' mission of serving and empowering those on the transformative journey to self-sufficiency.

AUDIENCE

25-50 members of the local community including young business and philanthropic leaders.

Patron Party

At the end of each year, United Ministries celebrates the achievements made in partnership with individual and corporate supporters.

AUDIENCE

25-50 members of the local community including business and philanthropic leaders.

"The Gift"
by local artist
Glenda Cooper



Holiday Honor Cards

The Holiday Honor Card is a wonderful way to recognize friends, family, and business associates while making a meaningful gift to someone in need. By using United Ministries' Honor Cards, you honor not only someone special to you, but also someone who needs assistance in our community.

For card orders of 100 or more, the inside message can be customized for an additional fee. Your gift of at least \$5 per card to United Ministries goes directly to help those in need in Greenville County.

If you are interested in purchasing Holiday Honor Cards or sponsoring or hosting a Patron Party or Quarterly Social, please contact Rebecca Ragland at rragland@united-ministries.org or 864-335-2614.

Our vision is a community working together to ensure that everyone has the opportunity to thrive in Greenville.

Won't you be a part of making this vision a reality?



United Ministries

Transforming Lives Together

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United-Ministries.org

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