

# 2017 Sponsorship Proposal



## transformation **WALK**

Take a Step. Change a Life.

**Sunday, October 1, 2017 | 12 pm | Fluor Field**

All Proceeds Benefit



**United Ministries**

Transforming Lives Together

For more information, contact: Rebecca Ragland – Director of Development  
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# United Ministries Transformation Walk



Are you interested in connecting with enthusiastic individuals and organizations who are tackling important societal issues in our community?

Becoming a sponsor for United Ministries' Transformation Walk (formerly Walk for the Homeless) provides a rare opportunity for your company to interact with and be recognized before a cross section of people in the Greenville area that are actively engaged and focused on improving the lives of others...which in turn brings about positive change in our community and benefits your company.

## EVENT DESCRIPTION

One of Greenville's longstanding community-wide events, United Ministries' Transformation Walk brings together people from all walks of life to raise awareness about poverty in Greenville and those who are in need of a "hand up" in order to move their lives in a positive direction. Beginning at Fluor Field, participants walk the three mile route that many people take when seeking assistance from valuable service agencies in downtown Greenville who are working to find solutions to poverty.

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, shelter for homeless families, as well as 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.

## EVENT PARTICIPANTS

The Transformation Walk draws as many as 1,000 passionate individuals, families, congregations, youth groups, and business professionals from all across the Greenville area. Participants form teams and work together to raise money for United Ministries' valuable programs. Because participants are engaged with the event for quite some time prior to the actual walk, sponsors benefit from ongoing visibility with this group.

## 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.

In addition, United Ministries aggressively and consistently reaches out to all Greenville-area print and online media, as well as TV and radio news media via press releases and public service announcements both prior to and following the event.

## COMMITMENT TO SPONSORS

We value our partnerships with major corporate and individual donors and will serve as good stewards of your generous investment. We are committed to delivering valuable benefits and a positive partnership experience to each Transformation Walk sponsor. Please note: we will be glad to customize sponsorships to meet specific marketing objectives and to enhance your partnership with United Ministries.

Be a part of one of the most important community events in Greenville to help those among us who are struggling to make positive transitions in their lives. We need you to make it happen.



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# Sponsorship Levels

## TITLE \$10,000 (1 available)

In addition to those listed in lower categories, **benefits and recognition include:**

- 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"



## PACESETTER \$5,000 (5 available)

In addition to those listed in lower categories, **benefits and recognition include:**

- 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 those listed in lower categories, **benefits and recognition include:**

- 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
- Logo on the back of the Walk t-shirt



## HIKE \$1,000

In addition to those listed in lower categories, **benefits and recognition include:**

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

## FOOTPRINTS \$500

In addition to those listed in lower categories, **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
- Complimentary Walk t-shirts (limited according to sponsorship level)



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# Sponsorship Form

To be included in all press releases and advertising, sponsorship agreements must be received no later than July 1, 2017.  
All other sponsor benefits are available through September 1, 2017.

Sponsor Name (as it should appear in print) \_\_\_\_\_

Contact Person \_\_\_\_\_

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

## SPONSORSHIP LEVEL:

Title Sponsor (\$10,000)     Pacesetter (\$5,000)     Stride (\$2,500)     Hike (\$1,000)     Footprints (\$500)

Amount \_\_\_\_\_

## BILLING INFORMATION:

Name \_\_\_\_\_

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

### Method of Payment:

Check     Invoice     Credit Card    **Card Type:**  Visa     American Express     Discover

Name on Card \_\_\_\_\_

Zip Code for Card (if different from above) \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

Please complete this form and return with your payment to:  
**United Ministries, 606 Pendleton St, Greenville, SC 29601**



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United Ministries is a 501(c)(3) non-profit organization and qualified to receive tax deductible contributions.