

Serve. Empower. Transform.



**United Ministries**

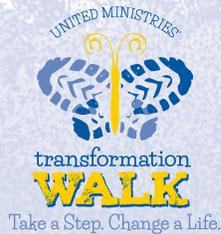
Transforming Lives Together

Sponsorship  
Opportunities

2017-2018

# Transformation Walk

OCTOBER 2018



**Celebrating 29 years in 2018**, 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 **1,000 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 has received in-kind advertising from The Greenville News, Greenville Business Magazine, GSA Business, HIS Radio, and Grace Outdoors.

# Serving.

## SPONSORSHIP OPPORTUNITIES



### Presenting Sponsor

**\$10,000**

(1 available)

In addition to Pacesetter benefits and recognition, Presenting 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, "Presenting Sponsor of United Ministries' Transformation Walk" for one year.

For more information, please contact Rebecca Ragland at [ragland@united-ministries.org](mailto:ragland@united-ministries.org) or 864-335-2614.

### Pacesetter

**\$5,000**

In addition to Stride 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 Hike 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.
- Complimentary Walk t-shirts (limited according to sponsorship level).

# Uniting for Change Luncheon

**APRIL 19, 2018**

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 2018 luncheon follows an exciting, well-attended and much talked about 2017 luncheon featuring Dr. Matthew Desmond, Pulitzer Prize-winning author of *Evicted: Poverty and Profit in the American City*, John L. Loeb Associate Professor of the Social Sciences and co-director of the Justice and Poverty Project at Harvard University. Desmond was also awarded the 2015 MacArthur “Genius” Grant.

The 2018 luncheon builds on last year’s momentum by featuring keynote speaker Kathryn Edin. Edin is one of the nation’s leading poverty researchers, working in the domains of welfare and low-wage work, family life, and neighborhood contexts.

Edin is the Bloomberg Distinguished Professor of Sociology and Public Health at Johns Hopkins University and co-director of the Poverty and Inequality Research Lab. She is the founding faculty director of the 21st Century Cities Initiative, which seeks to bring cross-disciplinary teams of scholars together to work with cities to solve the critical urban challenges of the 21st Century.

## **AUDIENCE**

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The Uniting for Change Luncheon draws **450-500** community-minded and engaged individuals, congregations, civic leaders and business professionals from all across the Greenville area.

## **MEDIA EXPOSURE**

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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



**Kathryn Edin**  
Keynote Speaker



### Presenting Sponsor

**\$5,000**  
(2 available)

- 2 tables of 10 with preferred seating
- Co-branding on all uses of event logo
- Logo recognition in all media, materials and print ads
- Inclusion in special event signage
- Linked logo on United Ministries' website
- Special recognition during luncheon
- Special meet and greet/book signing with keynote speaker

### Change-Maker

**\$2,500**

- 1 table of 10 with preferred seating
- Logo recognition in all media and materials
- Logo in all print ads
- Inclusion in special event signage
- Linked logo on United Ministries' website
- Copy of Kathryn Edin's book, *\$2.00 A Day*

### Table Sponsor

**\$1,000**

- 1 table of 10
- Name recognition in all media and materials
- Name recognition on United Ministries' website

### Friend

**\$500**

- Be a friend for a \$500 donation
- Name recognition on print ads
- Name recognition on United Ministries' website
- OR you may honor a friend or loved one (In Honor of..., In Memory of...)

### Seat

**\$50**  
(One seat)

For more information, please contact  
Jade Fountain at [jfountain@united-ministries.org](mailto:jfountain@united-ministries.org)  
or 864-335-2615.

# Adult Education GED Graduation

## Transforming.

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](mailto:rragland@united-ministries.org).

### SPONSORSHIP OPPORTUNITIES

#### Presenting Sponsor

\$2,500

(2 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 hosts a social event for local young professionals and others to network and learn from one another. Previously held at Upstate Craft Beer Co. and Stone Pin Company, these casual events have been well attended and well received.

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

### **AUDIENCE**

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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**

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

by local artist  
Meredith Piper



## 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 Holiday Honor Cards, Patron Parties, or Quarterly Socials, please contact Rebecca Ragland at [rragland@united-ministries.org](mailto: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

606 Pendleton Street Greenville SC 29601

[United-Ministries.org](http://United-Ministries.org)

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