



# 2026 SPONSORSHIP OPPORTUNITIES GUIDE

For more information, contact United Way of the Capital Region at 717.732.0700.



**United Way of the Capital Region** is pleased to offer a variety of sponsorship opportunities for many of our events, membership groups and videos in 2026. Thanks to the continued generosity of wonderful supporters, our events are highly visible, fun opportunities to connect with business and community leaders who believe in our mission, while supporting the important work of our organization. Our United Way is proud to say no donor dollars are used to sponsor our events.

Sponsorships include support above-and-beyond corporate and individual gifts made to United Way of the Capital Region. We hope you will consider partnering with us. Thank you for supporting United Way!

## **BECOME A SPONSOR TODAY!**

For more information, or to sponsor an event or project, contact:

General Events, Bridges Society and Women's Leadership Network

Rae Lynn Cox rcox@uwcr.org

**Tocqueville Society Events** 

Alex Kruger akruger@uwcr.org

**Day of Caring and Volunteer Projects** Heidi Neuhaus

hneuhaus@uwcr.org

You can also call United Way of the Capital Region at 717.732.0700.

Sponsorships marked with an asterisk (\*) have First Right of Acceptance.



# **BRIDGES SOCIETY TIP OFF EVENT**

The Cavoli Barn, Harrisburg (March 11 or 12) 6-8 p.m.

Last year, United Way of the Capital Region's Bridges Society held its first Tip Off Event at the Cavoli Barn in Harrisburg. "The Barn" is Andrea and Greg Cavoli's spacious indoor basketball court which hosted more than 150 guests in 2025. Attendees cheered on and helped support 9 local business and community leaders as they battled through a 3-point competition while raising funds to support the transportation needs of individuals in United Way's workforce development program. We will hit the court again this spring!

#### **LEAD SPONSOR - \$10,000**

- Opportunity for one person to play at the event.
- Opportunity to deliver brief remarks during the event.
- · Company logo included on the invitation.
- Company name included in The Book of Leaders in Giving.
- · Company can provide a giveaway to attendees.
- Company logo included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 20 guests to the event.

#### GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks during the event.
- Company logo included on the invitation.
- · Company can provide a giveaway to attendees.
- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 10 guests to the event.

- · Company name included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 5 guests to the event.



# **CAMPAIGN COORDINATOR CELEBRATION**

Date and Location TBD (April) noon – 1:30 p.m.

United Way of the Capital Region's Campaign Coordinator Luncheon recognizes the work of our dedicated campaign coordinators.

#### **EVENT SPONSOR - \$1,000**

- Company logo included on electronic invitation.
- · Company recognized during the event.
- Company can display sign/banner at the event.
- Opportunity to deliver brief remarks at the event.

In 2025, Capital Blue Cross Connect served as Event Sponsor.\*





# **CELEBRATION EVENT**

Location TBD May 2026 6-8 p.m.

Approximately 500 business and community leaders routinely attend this highly visible event. We will announce the amount raised during the 2025 campaign and recognize the achievements of local companies and volunteers. We will also hear first-hand how United Way's work makes an impact in our community.

#### **LEAD SPONSOR - \$10,000**

- · Opportunity to deliver brief remarks at the event.
- Company can run a 30 second ad during the event.
- Company logo is included on general signage at the event.
- Company logo is included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 20 guests to the event.

In 2025, M&T Bank served as Lead Sponsor. Capital Blue Cross and PA Health & Wellness served as Gold Sponsors. Brown Plus, Delta Dental, UPMC Central PA and Wilsbach Distributors served as Silver Sponsors. JP Lilley, MITER Brands and The Willows at Ashcombe Mansion served as Bronze Sponsors.

#### GOLD SPONSOR - \$5,000

- Company logo is included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 10 guests to the event.

- Company name is included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 5 guests to the event.



# STORIES OF IMPACT — VIDEO SPONSORSHIP

Sponsorship Due by May 23, 2026

United Way of the Capital Region produces a video series every year to showcase its work in the community. In 2025, the project included a series of four videos focusing on access to health care, school readiness, workforce development and basic needs services. The videos are shown at companies within our footprint, as well as social media channels throughout the year. This is one of our most visible projects.

#### **LEAD SPONSOR - \$15,000**

Logo included on all videos in this series.







# **TOCQUEVILLE SOCIETY RECEPTION(S)**

#### Date, Time and Location TBD (One in Spring/Summer and One in Fall/Winter)

Our Tocqueville Society receptions provide networking opportunities for our most generous and notable donors, and serve as a forum to encourage philanthropic leadership in our community. These evening receptions also give Society members an opportunity to welcome new members to this group.

The Tocqueville Society is comprised of some of the Capital Region's most generous and community minded individuals who donate at least \$10,000 annually to United Way. There are currently 247 members in the Society. Sponsorship of this event will give visibility with the highest of company executives and philanthropic leaders in the community. Approximately 100 people routinely attend. *Sponsorship levels are per event.* 

#### LEAD SPONSOR - \$7,500

- Company name included in The Book of Leaders in Giving.
- Opportunity to deliver brief remarks during the event.
- · Company can provide a giveaway to attendees.
- Company logo included on general signage at the event.
- Company logo included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 20 guests to the event.

In 2025, Fort Pitt Capital Group was the Gold Sponsor and Alexander Building Construction Co. was the Silver Sponsor of the spring New Members Reception. For the fall event, F&M Trust served as the Gold Sponsor and Fort Pitt Capital Group was the Silver Sponsor.

#### GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks during the event.
- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- Opportunity to bring 10 guests to the event.

- Company name included on the invitation.
- Company recognized during the event and in United Way's electronic communications.
- Opportunity to bring 5 guests to the event.



# DAY OF CARING

Throughout the Capital Region Friday, September 11, 2026 7:30 a.m. – 2 p.m.

United Way of the Capital Region's Day of Caring has been a staple of our community for more than 33 years and is the largest one-day mobilization of volunteers in Cumberland, Dauphin and Perry counties. In 2025, more than 1,000 volunteers from more than 50 local companies participated in indoor and outdoor clean-up, landscaping and support projects at local nonprofit organizations. This is one of our most visible and popular events.

As part of Day of Caring, United Way will also hold a "Stuff the Bus" signature project to collect health and school supplies for local children in United Way's school readiness program.

#### SPONSORSHIP LEVELS

#### **EXCLUSIVE LEAD SPONSORSHIP - \$25,000 (One Sponsorship Available)**

- Company logo printed on approximately 1,800
  Day of Caring T-shirts distributed to participating
  volunteers.
- Opportunity to deliver brief remarks at the Day of Caring kickoff event.
- · Company can display sign/banner at the event.
- Recognition as exclusive lead sponsor in all Day of Caring materials that are distributed to participating companies, including:
  - o Fact sheet.
  - Recruitment information to participating companies and agencies.

- · Recognition in media advisory and press release.
- Recognition as exclusive lead sponsor in United Way's electronic communications to include:
  - o Web story.
  - Social media posts.
  - o Recognition in United Way's e-newsletter(s).
- A company employee can serve on the Day of Caring volunteer committee.
- Opportunity for an employee team to volunteer on Day of Caring at the site of their choosing. The exclusive lead sponsor team is the only volunteer group that may choose their assignment.

In 2025, Highmark Blue Shield served as the Exclusive Lead Sponsor of Day of Caring.\*



# DAY OF CARING SPONSORSHIP LEVELS (cont.)

# **LEAD CO-SPONSOR - \$12,500** (Two Sponsorships Available)

- Company logos printed on approximately 1,800
  Day of Caring T-shirts distributed to participating
  volunteers.
- Opportunity to deliver brief remarks at the Day of Caring kickoff event.
- Companies can display sign/banner at the event.
- Recognition as co-sponsors in all Day of Caring materials that are distributed to participating companies, including:
  - o Fact sheet.
  - Recruitment information to participating companies and agencies.
- · Recognition in media advisory and press release.
- Recognition as co-sponsors in United Way's electronic communications to include:
  - o Web story.
  - o Social media posts.
  - o Recognition in United Way's e-newsletter(s).
- A company employee from each sponsor can serve on the Day of Caring volunteer committee.

# **KICKOFF SPONSOR(S) - \$1,500**[Four Sponsorships Available]

- Listing as the kickoff sponsor on the kickoff invitation that is distributed to more than 1,100 volunteers.
- · Recognition in media advisory and press release.
- Opportunity to display company signage at the kickoff event.
- Recognition during the kickoff event.
- Recognition as the kickoff sponsor in United Way's electronic communications.

#### BREAKFAST SPONSOR - IN-KIND DONATION

- Listing as the breakfast sponsor on the kickoff invitation that is distributed to more than 1,100 volunteers.
- Recognition in media advisory and press release.
- Opportunity to display company signage at the kickoff.
- Recognition during the kickoff event.
- Recognition as the breakfast sponsor in United Way's electronic communications.

In 2025, Penn State Health and RKL LLP served as Kickoff Sponsors. Wegmans served as the Breakfast Sponsor.

# **DONOR NETWORK JOINT EVENT**

#### Date and Time TBD (September - October) · Evening Reception

The Bridges Society, Capital Club, Tocqueville Society and Women's Leadership Society (WLN) joint event is an opportunity for all of our popular giving groups to network and learn more about the work of United Way in the community.

Bridges Society connects a diverse group of emerging leaders through giving and volunteering. Members donate \$500 or more annually to United Way.

Capital Club recognizes donors who contribute \$1,000 - \$9,999 annually to United Way.

Tocqueville Society recognizes the support of our most generous and community-minded contributors who donate at least \$10,000 annually to United Way.

WLN is an alliance of dynamic women who are changing our community through philanthropy and volunteerism. Members donate \$500 or more annually to United Way.

#### LEAD SPONSOR - \$10.000

- Opportunity to deliver brief remarks at the event.
- Company name included in The Book of Leaders in Giving.
- Company logo included on general signage at the event.
- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- · 20 complimentary tickets to the event.

#### GOLD SPONSOR- \$5,000

- Company logo included on the invitation.
- Company can provide a giveaway to attendees.
- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- 10 complimentary tickets to the event.

- Company name included on general signage at the event.
- Company recognized during the event and in United Way's electronic communications.
- Company can display sign/banner at the event.
- 5 complimentary tickets to the event.

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES



# **VOLUNTEER PROJECTS**

United Way of the Capital Region provides hands-on volunteer projects for employees at local companies. Past projects have included dental kits, first aid supplies, literacy kits and snack bags, just to name a few. All kits go directly to children and adults in our programs. Volunteer projects are a great way to encourage volunteerism in the workplace.

To purchase supplies for the volunteer kits, we offer the following sponsorship opportunities. United Way will work with your company to select a project in the following areas: access to health care, basic needs, school readiness and workforce development as well as schedule a volunteer project at your place of work.

#### GOLD SPONSOR - \$5,000

- · Company logo included on project materials.
- Company recognized in United Way's electronic communications.
- On-site volunteer project for your company (extra supplies will be utilized at other volunteer projects).

#### SILVER SPONSOR - \$2,500

- · Company logo included on project materials.
- On-site volunteer project for your company (extra supplies will be utilized at other volunteer projects).

#### **BRONZE SPONSOR - \$1,000**

 On-site volunteer project for your company (extra supplies will be utilized at other volunteer projects).



# **WOMEN'S LEADERSHIP NETWORK**

Year-Round Sponsorship Available for United Way's 2026 Fiscal Year (July 1, 2026 - June 30, 2027)

The Women's Leadership Network (WLN) is an alliance of dynamic women changing our community through philanthropy and volunteerism. Membership is available to donors who make a minimum gift of \$500 to United Way annually. In 2024, 645 WLN members contributed \$2,474,136 to United Way.

Sponsorship support provides year-round volunteer and networking opportunities. There is no limit to the number of sponsors for this group, as more funding provides more engagement opportunities for members who, in turn, can make a greater impact in the Capital Region.

# Sponsoring WLN is a win for your company:

- Increased success in raising money for our community.
- Affiliation with a highly regarded, well-connected organization that showcases leaders in your company.
- Opportunity to forge new individual and company relationships.
- Recognition as promoting women in philanthropy.

#### **2025-2026 WLN SPONSORS**

#### Gold

Highmark Blue Shield Penn State Health UPMC Central PA

#### Silver

Boyer & Ritter LLC Brown Plus Conrad Siegel GFT The Hershey Company KPMG LLP West Shore Home



# WOMEN'S LEADERSHIP NETWORK

### **SPONSORSHIP LEVELS**

#### **GOLD SPONSOR - \$5,000**

- Opportunity to deliver brief remarks at one WLN event.
- Company logo included on all WLN invitations.
- Company logo displayed on signage at all WLN events.
- Company name listed on the WLN page located on United Way of the Capital Region's website.
- · Recognition at all networking events.
- Company name included on all WLN membership flyers and in The Book of Leaders in Giving.
- First right to renew 2026-2027 WLN Gold Level Sponsorship.

- · Company name appears on all WLN invitations.
- Company name displayed on signage at all WLN events.
- Company name listed on the WLN page located on United Way of the Capital Region's website.
- Company name included on all WLN membership flyers and The Book of Leaders in Giving.
- · Recognition at all networking events.
- First right to renew 2026-2027 WLN Silver Level Sponsorship.



# **BRIDGES SOCIETY**

Year-Round Sponsorship Available for United Way's 2026 Fiscal Year (July 1, 2026 - June 30, 2027)

Bridges Society connects a diverse group of emerging leaders through giving and volunteering. Membership is available to donors who make a minimum gift of \$500 to United Way of the Capital Region annually. In 2024, 729 Bridges Society members contributed \$1,939,239 to benefit our community through United Way.

Sponsorship support provides year-round volunteer and networking opportunities. There is no limit to the number of sponsors for this group, as more funding provides more engagement opportunities for members.

# Sponsoring Bridges Society is a win for your company:

- Opportunity to create meaningful relationships with leaders who want to improve our community.
- Increased volunteer and giving resources.
- Chance to develop new audiences and forge further connections within companies already partnering with United Way of the Capital Region.

#### 2025-2026 BRIDGES SOCIETY SPONSORS

#### Silver

Capital Blue Cross Fulton Bank KPMG LLP



# **BRIDGES SOCIETY**

#### SPONSORSHIP LEVELS

#### GOLD SPONSOR - \$5,000

- Opportunity to deliver brief remarks at one Bridges Society event.
- Company logo on all Bridges Society event invitations.
- Company logo displayed on signage at all Bridges Society events.
- Company name displayed on Bridges Society web page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in The Book of Leaders in Giving.
- · Recognition at all networking events.
- First right to renew 2026-2027 Bridges Society Gold Level Sponsorship.

#### **BRONZE SPONSOR - \$1,000**

- Company name displayed on signage at all Bridges events.
- Company name displayed on Bridges Society page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in The Book of Leaders in Giving.
- Recognition at all networking events.
- First right to renew 2026-2027 Bridges Bronze Level Sponsorship.

- Company name appears on all Bridges Society event invitations.
- Company name displayed on signage at all Bridges events.
- Company name displayed on Bridges Society page located on United Way of the Capital Region's website.
- Company name included on all Bridges Society membership flyers and in The Book of Leaders in Giving.
- Recognition at all networking events.
- First right to renew 2026-2027 Bridges Silver Level Sponsorship.





@UnitedWayoftheCapitalRegion



@UnitedWayCapReg



@United Way of the Capital Region



@UnitedWayCapReg

The mission of United Way of the Capital Region is to improve lives in Cumberland, Dauphin and Perry counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.



2235 Millennium Way Enola, PA 17025 uwcr.org