



Become a Sponsor

Join us for the Community Baby Shower. Together we stand up for the health, education and financial stability of every person in Central Florida.

Join us for our third annual and first in-person Community Baby Shower! Welcoming a child into the world is a joyous occasion; it can also be overwhelming — particularly for parents who are already facing economic hardship. That's why Heart of Florida United Way is hosting our annual Community Baby Shower. Through this initiative, **150 expecting families** in Central Florida will enjoy a celebratory dinner, participate in an informative resource fair, and receive a \$50 grocery gift card and **Basics for Baby gift package valued at \$150+.**

Additionally, this event will engage **over 300 volunteers** through preparation and event day. Your team could have a guaranteed spot in this new and exciting event! Please note that there is a May 26th deadline to guarantee volunteer benefits, as well as a May 15th deadline to guarantee full Marketing and recognition benefits.

For more information contact:
 Connie Stafford at
 (407) 429-2104
 Connie.Stafford@HFUW.org.

EVENT DETAILS

WHO: Community leaders, volunteers, and organizations seeking to make a difference in the lives of ALICE families

WHEN: June 14, 2023 5:00 P.M. - 8:00 P.M.

WHERE: Verbo da Vida Church Orlando
 1940A Cannery Way, Orlando, FL 32804

Website: Visit www.HFUW.org for more event details.

SPONSORSHIP OPPORTUNITIES**

**Full list of benefits outlined in individual sponsorship sheets.

Sponsor Level	General Marketing Benefits	Provide Branded Resources	1 Exhibitor Table	Featured Spin to Win Item	Event Day Prep Team	Pre-Event Private Packing Party	Addtl. Branded Zone	Addtl. Main Event Volunteer Team	Media Opportunities
Presenting Pacifier \$30,000									
Golden Rattle \$20,000									
Silver Bassinett \$10,000									
Bronze Baby Booster \$5,000									
Teddy Bear \$2,000									
Onesie \$1,000									

We have not provided you with any goods or services in exchange for this pledge. The expenses associated with processing donor designated pledges to agencies are recovered by applying an 8% fundraising and administration fee. Tax receipts, where required, will be mailed the January following payments.

A COPY OF THE OFFICIAL REGISTRATION (CH214) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES AT www.800helpfla.com OR BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



Heart of Florida United Way

Presenting Pacifier Sponsorship

SPONSORSHIP BENEFITS

- **Pre-Event Private Packing Party** at your location of choice (HFUW Office or corporate office location) for up to 50 team members, to be hosted April – May 2023. 150 kits, \$50 in value per kit, materials and dates subject to availability
- **Event Day Prep Team** at the main Community Baby Shower Event location, morning shift for up to 25 volunteers
- **1 Exhibitor Table**
- **Additional Branded Zone** select from Dinner, Childcare, Photo booth or Diaper/Wipes distribution
- **Additional Main Event Volunteer Team** up to 15 volunteers in a designated zone (games, dinner, etc.)
- **Provide branded resources** (onsite or in gift pack)
- **Option to provide branded give away** (onsite or in gift pack)
- **Featured “Spin to Win” item** valued at \$1000 minimum
- **Media Opportunities** - Subject to availability, sponsors will be offered the opportunity to participate in media opportunities.

MARKETING BENEFITS

- **In-Event Speaking Opportunity**
- **Naming Rights**
- **Co-branded Photo Opportunity**
- **Sponsor Video at Event**
- **Sponsor Concierge Service pre-event**
- **Media Opportunities**
- **Sponsor Specific Video**
- **Sponsor Thank You Video**
- **Sponsor Swag**
- **Co-Branded Facebook Ad**
- **Sponsor Impact Summary**
- **Cross-channel Social Media Post**
- **Logo inclusion on pre-event printed materials (as applicable)**
- **Sponsor exhibitor table at event**
- **Mention in press release**
- **Inclusion in pre-event slideshow**
- **Sponsor Logo on Foam Board**
- **Sponsor Logo on Event Webpage**
- **Company Logo on Banner**
- **Verbal recognition during event**
- **Logo inclusion in video recap**
- **IG Reel Thank You**
- **Logo in event blog post**

AVAILABILITY

This exclusive sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$30,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

Note: Logos saved from the internet are not high-resolution and will not print appropriately.



Golden Rattle Sponsorship

SPONSORSHIP BENEFITS

- **Pre-Event Private Packing Party** at your location of choice (HFUW Office or corporate office location) for up to 50 team members, to be hosted April – May 2023. 150 kits, \$25 in value per kit, materials and dates subject to availability
- **Event Day Prep Team** at the main Community Baby Shower Event location, morning shift for up to 10 volunteers.
- **1 Exhibitor Table**
- **Additional Main Event Volunteer Team** up to 5 volunteers in a designated zone (games, dinner, etc.)
- **Additional Branded Game table**
- **Provide branded resources** (onsite or in gift pack)
- **Option to provide branded give away** (onsite or in gift pack)
- **Featured “Spin to Win” item** valued at \$500 minimum
- **General Marketing benefits**
- **Media Opportunities** - Subject to availability, sponsors will be offered the opportunity to participate in media opportunities.

MARKETING BENEFITS

- **Sponsor Specific Volunteer Opportunity**
- **Media Opportunities**
- **Sponsor Specific Video**
- **Sponsor Thank You Video**
- **Sponsor Swag**
- **Co-Branded Facebook Ad**
- **Sponsor Impact Summary**
- **Cross-channel Social Media Post**
- **Logo inclusion on pre-event printed materials (as applicable)**
- **Sponsor exhibitor table at event**
- **Mention in press release**
- **Inclusion in pre-event slideshow**
- **Sponsor Logo on Foam Board**
- **Sponsor Logo on Event Webpage**
- **Company Logo on Banner**
- **Verbal recognition during event**
- **Logo inclusion in video recap**
- **IG Reel Thank You**
- **Logo in event blog post**

AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$20,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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Silver Bassinet Sponsorship

SPONSORSHIP BENEFITS

- **Pre-Event Private Packing Party** at your location of choice (HFUW Office or corporate office location) for up to 25 team members, to be hosted April – May 2023. 150 kits, \$15 in value per kit, materials and dates subject to availability
- **Event Day Prep Team** at the main Community Baby Shower Event location, morning shift for up to 10 volunteers.
- **1 Exhibitor Table**
- **Provide branded resources** (onsite or in gift pack)
- **Option to provide branded give away** (onsite or in gift pack)
- **Featured “Spin to Win” item** valued at \$250 minimum
- **General Marketing benefits**

MARKETING BENEFITS

- **Cross-channel Social Media Post**
- **Logo inclusion on pre-event printed materials (as applicable)**
- **Sponsor exhibitor table at event**
- **Mention in press release**
- **Inclusion in pre-event slideshow**
- **Sponsor Logo on Foam Board**
- **Sponsor Logo on Event Webpage**
- **Company Logo on Banner**
- **Verbal recognition during event**
- **Logo inclusion in video recap**
- **IG Reel Thank You**
- **Logo in event blog post**

AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$10,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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Bronze Baby Booster Sponsorship

SPONSORSHIP BENEFITS

- 1 Exhibitor Table
- Provide branded resources (onsite or in gift pack)
- Option to provide branded give away (onsite or in gift pack)
- Featured "Spin to Win" item valued at \$50 minimum
- General Marketing benefits

MARKETING BENEFITS

- Mention in press release
- Inclusion in pre-event slideshow
- Sponsor Logo on Foam Board
- Sponsor Logo on Event Webpage
- Company Logo on Banner
- Verbal recognition during event
- Logo inclusion in video recap
- IG Reel Thank You
- Logo in event blog post

AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$5,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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Teddy Bear Sponsorship

SPONSORSHIP BENEFITS

- 1 Exhibitor Table
- Provide branded resources (onsite or in gift pack)
- Option to provide branded give away (onsite or in gift pack)
- General Marketing benefits

MARKETING BENEFITS

- Sponsor Logo on Foam Board
- Sponsor Logo on Event Webpage
- Company Logo on Banner
- Verbal recognition during event
- Logo inclusion in video recap
- IG Reel Thank You
- Logo in event blog post

AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$2,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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Onesie Sponsorship

SPONSORSHIP BENEFITS

- 1 Resource Table
- Provide branded resources (onsite or in gift pack)
- Option to provide branded give away (onsite or in gift pack)
- General Marketing benefits

MARKETING BENEFITS

- Sponsor Logo on Foam Board
- Sponsor Logo on Event Webpage
- Company Logo on Banner
- Verbal recognition during event
- Logo inclusion in video recap
- IG Reel Thank You
- Logo in event blog post

AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

INVESTMENT

Sponsorship costs \$1,000

WHAT WE NEED FROM YOU

High Resolution Vector Logo
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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