



2024 - 2025
SPONSORSHIP OPPORTUNITIES



United Way
Halton & Hamilton

YOUR ORGANIZATION + OUR COMMUNITY

Helping You Find Your Social Purpose

BURLINGTON | HALTON HILLS | HAMILTON | MILTON | OAKVILLE



United Way
Halton & Hamilton

ENHANCE YOUR VISIBILITY

When you partner with United Way Halton & Hamilton, social purpose meets community impact to improve lives locally.

BENEFITS TO BECOMING A SPONSOR

- Demonstrate that your organization cares about Halton & Hamilton and the people who live here and work for you.
- Associate your brand with a spirit of community, generosity and teamwork – your logo will appear on promotional and event materials including social media, programs, table cards and presentations.
- Align your goals for corporate social responsibility with specific aspects of United Way's work with the community.
- Be part of a network – by supporting and attending United Way Halton & Hamilton events, you will get the chance to be part of something bigger. A chance to meet new people, potential employees or community leaders.

For information about sponsorship opportunities, please contact:

Sarah Hodgson

Director, Marketing & Communications
shodgson@uwhh.ca



INVESTING FOR IMPACT

Our collective approach and the scope of the work we do together is what makes United Way unique.

You can feel good about your investment because healthy communities are good for business.

BUILD A PACKAGE

If you are interested in multiple sponsorship opportunities, we can work together to build you a customized package that aligns with your organization's social responsibility.

SEBASTIAN'S STORY

Finding a New Home

Sebastian and his family are grateful for the help of an agency dedicated to ensuring newcomer youth and adults can thrive in Canada.

As a newcomer, Sebastian found himself struggling in school and trying to learn English. Now, five years later, he is volunteering at the United Way-supported agency that helped him overcome those challenges and serving as a leader to newcomers arriving today.

His family emigrated when Sebastian was seven.

"It was because of the state my country was in. It wasn't the greatest in terms of safety. We were shot at one day when going to my grandma's house, and I think that's what led my parents to finally make the decision to immigrate."

It wasn't long before settling in their new city that Sebastian's mom learned of an agency offering programs to help newcomer, racialized, and marginalized communities thrive and succeed.

Sebastian started playing soccer in the summer and then enrolled in a homework help program.

His grades are great now and he knows how to ask for help when he's struggling. Sebastian's little sister has taken part in the agency's programs, too, and his mother is heading to culinary school thanks to a scholarship.



"It's a very friendly atmosphere. You can tell that the people there care about the community"

Sebastian says of the agency that has meant so much to his family.



2024-2025 | SPONSORSHIP CALENDAR

DIGITAL SPONSORSHIP OPPORTUNITIES

FULL YEAR

- Website Sponsor (pg. 07)
- Social Media Sponsor (pg. 07)

OTHER SPONSORSHIP OPPORTUNITIES

SEPT - DEC

- Sponsored Employee Program (pg. 16)

EVENT SPONSORSHIP OPPORTUNITIES

JUNE

- Leadership Reception (pg. 4)
- 36th Annual Mayor Rob Burton Golf Tournament (pg. 5,6)

SEPTEMBER

- Mayor's Golf Tournament for United Way in Milton (pg. 06)
- Plane Pull (Campaign Kick Off) (pg. 09)

NOVEMBER

- Sopinka Legal Luncheon (pg. 10)

DECEMBER

- Holiday Helping Hand (pg. 11)

FEBRUARY

- Sleepless in Our Cities (pg. 12)

APRIL

- Evening of Celebration (pg. 13,14)

MAY

- Show Your Local Love Day (pg. 15)



LEADERSHIP RECEPTION

May 2025



United Way
Halton & Hamilton

Elevate your impact, ignite change, and inspire hope as a sponsor for the Leadership Reception. This event brings together leadership donors from across Halton & Hamilton. These donors are ready to drive change, willing to set a powerful example and become part of the solution to our communities complex social issues.

Our Leaders are passionate about leaving their mark on Halton and Hamilton by creating lasting change.

Attendees Include (100+):

- Local Citizens & Businesses
- Community Leaders
- Corporations
- Government Officials
- Labour Partners
- Local Non-Profit Organizations

SPONSORSHIP LEVELS

BENEFITS	LEAD \$2,500
Logo featured on event registration page	✓
Logo featured on all event marketing materials	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓
Verbal recognition during the event	✓
Shout out on United Way social media channels following event	✓



36th ANNUAL MAYOR ROB BURTON INVITATIONAL GOLF TOURNAMENT

June 2024 | Glen Abbey Golf Club

Enjoy a round of golf at Glen Abbey Golf Club, and do it for a great cause.

This annual Oakville Mayor's Invitational Golf Tournament, which started 36 years ago, brings together members of the community to enjoy 18 holes of golf, use of power carts, a delicious lunch and dinner all in support of United Way Halton & Hamilton.

More important than a day out playing the game you love, you'll be supporting a vital network of social service agencies, in a time when they need it the most. When you partner your brand with United Way Halton & Hamilton, you help to Improve Lives Locally.

Date: June 12, 2024

Where: Glen Abbey Golf Club, 2333 Dorval Drive, Oakville ON

Attendees Include (144+):

- Media Representatives
- Community Leaders & Dignitaries
- Corporate Partners & Executives
- Labour Partners

Not interested in sponsorship but still want to golf?

Purchase a foursome for \$2,100!

**Based on first right of refusal from 2023 tournament*



BENEFITS	TITLE \$15,000	LEAD \$10,000	CONTRIBUTING \$6,000	SUPPORTING \$5,000	CONTEST \$1,500	HOLE \$500
Golf Foursome	2	2	1	1		
Logo featured on hole sign	✓	✓	✓	✓	✓	✓
Logo on all event signage	✓	✓	✓	✓	✓	
Logo featured on e-blasts sent to UWHH mailing list	✓	✓	✓	✓	✓	
Logo featured on UWHH event page	✓	✓	✓	✓	✓	
Shout out on UWHH social media channels	✓	✓	✓	✓	✓	
Full-page ad in event program	✓	✓	✓	✓		
First right of refusal for 2025 tournament	✓	✓	✓			
Opportunity to include company tent on-course	✓	✓				
Logo on digital score cards	✓					
Logo on cover of program	✓					
Corporate profile featured in event program	✓					
Opportunity to make remarks prior to shotgun start	✓					
Choose one of the following options to feature your logo: - Air cannon - Cooler bag - Dinner sponsor - Golf carts - Golf towels - Golf balls - Golf shoe bag - Lunch sponsor - On-course drink station (2) - On-course food station (2) - Water bottles			✓			



DIGITAL SPONSORSHIP OPPORTUNITIES

Featuring exceptional opportunities to align your corporate social responsibility and your brand with community impact.

Feature your brand to thousands of community-minded social media followers and link back to your own feeds.

WEBSITE SPONSOR

BENEFITS (FOR A TERM OF 6 MONTHS)	LEAD \$5,000
Logo featured on United Way website (10,000 views per month)	✓
Shout out on United Way social media channels 2 times throughout the 6 month period (8,500+ followers 14,900+ impressions)	✓

SOCIAL MEDIA SPONSOR

BENEFITS (FOR A TERM OF 6 MONTHS)	LEAD \$3,000
Logo featured on sponsored @UnitedWayHH social media posts - 1 per week, posted on United Way Instagram, X and Facebook accounts (8,500+ followers 14,900+ impressions)	✓
30-second company video to be featured on United Way LinkedIn and Facebook (provided by sponsor or recorded by sponsor, edited by United Way)	✓



MAYOR'S GOLF TOURNAMENT FOR UNITED WAY IN MILTON

September 6, 2024 | Granite Ridge Golf Club

Enjoy a round of golf at Granite Ridge Golf Club, and do it for a great cause. The Mayor's Golf Tournament for United Way in Milton started more than 20 years ago by a dedicated group of committee members.

This event brings together members of the community to enjoy 18 holes of golf, use of power

carts, a BBQ lunch and gourmet dinner, all in support of United Way Halton & Hamilton.

Attendees Include (288+):

- Community Leaders & Dignitaries
- Corporate Partners & Executives
- Labour Partners

SPONSORSHIP LEVELS

BENEFITS	GOLD \$5,500	SILVER \$2,750	BRONZE \$1,650	HOLE \$250
Golf foursome	✓	✓	✓	
Company name listed in dinner program	✓	✓	✓	
Logo featured on advanced event promo materials	✓			
Logo featured in dinner program	✓			
Logo featured on event signage	✓			
Recognition in news release	✓			
Company name listed on event signage at podium		✓		
Company name listed on tent cards at dinner tables		✓	✓	
Company name listed on all golf carts			✓	
Company name on hole sign				✓



UPS PLANE PULL CAMPAIGN KICK OFF

September, 2024 | UPS Hamilton Airport

The UPS Plane Pull is United Way Halton & Hamilton’s annual kick-off event. Teams of 15 participants will compete to pull a 200,000 lb UPS Airbus 300, 50 feet across the tarmac at the Hamilton International Airport in the fastest time. This family-fun event includes food, entertainment, displays and kids plane pull.

- Attendees Include (800+):**
- Community Members
 - Corporate Partners
 - Labour Partners
 - Members of the Local Business Community

SPONSORSHIP LEVELS

BENEFITS	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Logo featured on United Way main event page	✓	✓	✓
Logo featured on event registration page	✓	✓	✓
Logo featured on e-blasts sent to United Way mailing list	✓	✓	✓
Verbal recognition during event	✓	✓	✓
Shout out on United Way social media channels	✓	✓	✓
Opportunity to host a company promotional booth	✓	✓	
Logo featured on swag item gifted to each participant	✓		
Plane pull team included (no fees)	✓		



SOPINKA LEGAL LUNCHEON

November 21, 2024 | Sheraton Hamilton Hotel

The Sopinka United Way Legal Luncheon, created by John F. Evans, brings together the legal community from across Hamilton & Halton, to network, enjoy a delicious lunch and listen to various engaging speakers. This year marks the 23rd Annual Sopinka Legal Luncheon, and will feature keynote speaker, The Honourable Justice Mary T. Moreau from The Supreme Court of Canada.

Attendees Include (225+):

- Legal Dignitaries
- Legal Community of Halton & Hamilton
- Law Professionals

SPONSORSHIP LEVELS

BENEFITS	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,000
Logo featured on event signage	✓	✓	✓	✓
Logo featured on event page	✓	✓	✓	✓
Logo featured in event program	✓	✓	✓	✓
Logo featured on e-blast invitations sent to United Way mailing list	✓	✓	✓	✓
Verbal recognition at live event	✓	✓	✓	✓
Shout out on United Way social media	✓	✓	✓	
Complimentary luncheon tickets	8	4	2	
Logo featured in the Hamilton Law Association Journal event ad	✓	✓		
Opportunity for remarks during event	✓			
Opportunity to provide gift for attendees	✓			



HOLIDAY HELPING HAND

December 2024

United Way Halton & Hamilton’s Holiday Helping Hand program is the jolliest way to give back and bring a dash of joy to those who need it most. Whether it’s volunteering to make holiday crafts in support of a local agency, adopting a family in need, or donating to a gift drive, taking part in our Holiday Helping Hand program makes the days merry and bright!

- Attendees Include (200+):**
- Local Citizens & Businesses
 - Community Leaders
 - Corporations
 - Government Officials
 - Labour Partners
 - Local Non-Profit Organizations

SPONSORSHIP LEVELS

BENEFITS	LEAD \$5,000	CONTRIBUTING \$2,500
Recognized as Lead Sponsor for Holiday Helping Hand program and Spring 2024 Show Your Local Love Day	✓	
Logo featured on United Way event page	✓	✓
Logo featured on event registration page	✓	✓
Logo featured on all event marketing materials	✓	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓	✓
Shout out on United Way social media channels	✓	✓
Recognition in media releases pre and post event	✓	

SLEEPLESS IN OUR CITIES

February 2025

Sleeping in a car can make for one of the longest nights of your life. It's uncomfortable, difficult and cold - and for some of our neighbours, it's an everyday reality.

That's why we are asking you to support local volunteers – your friends, colleagues and neighbours - as they spend the night in their cars, in their own

driveways, to fight poverty in our local communities. Sponsor this eye-opening event and show your #LocalLove.

Attendees Include:

- Community Members
- Senior Executives

SPONSORSHIP LEVELS

BENEFITS	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,000
Logo featured on event materials	✓	✓	✓	✓
Logo featured on event page	✓	✓	✓	✓
Logo featured on registration page	✓	✓	✓	✓
Logo featured on e-blasts sent to United Way mailing list	✓	✓	✓	✓
Verbal recognition at live event	✓	✓	✓	✓
Shout out on United Way social media	✓	✓	✓	
Opportunity to feature company ad in event thank you video	✓	✓		
Opportunity to include remarks in event thank you video	✓			
Sponsorship category exclusivity	✓			
Logo featured on event swag item	✓			



EVENING OF CELEBRATION

April 2025

This high-visibility, annual event wraps up United Way Halton & Hamilton's 2024-25 Campaign and will bring together hundreds of the supporters – caring individuals, engaged companies and committed non-profit agencies, to celebrate the collective success of United Way's annual fundraising and community impact efforts. This exciting event features an evening of community awards, live entertainment and a delicious gourmet meal.

Attendees Include (600+):

- Community Leaders & Dignitaries
- Corporate Partners
- Labour Partners
- Community Members & Agency Partners
- Media Representatives
- Senior Executives



SPONSORSHIP LEVELS

BENEFITS	PRESENTING \$15,000	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,500
Logo on all event signage	✓	✓	✓	✓	✓
Logo featured on e-blast invitations sent to United Way mailing list	✓	✓	✓	✓	✓
Verbal recognition during live event	✓	✓	✓	✓	✓
Logo featured during live event	✓	✓	✓	✓	✓
Shout out on United Way social media platforms	✓	✓	✓	✓	✓
Logo featured on United Way event page	✓	✓	✓	✓	✓
Full-page ad in dinner program	✓	✓	✓		
Half-page ad in dinner program				✓	✓
First right of refusal for 2026 event	✓	✓			
Logo on cover of event program	✓				
Corporate profile featured in event program	✓				
Sponsorship category exclusivity	✓				
Complimentary tickets	8	8	4	2	
Opportunity to host VIP reception (logo featured on reception signage)	✓				



SHOW YOUR LOCAL LOVE DAY

May 2025

Make a difference in the community! This Show Your Local Love Day is your chance to give back and help local agencies. Volunteers across Halton & Hamilton will participate in a multitude of projects supporting local, United Way programs. Show Your Local Love Day is an amazing opportunity to make a meaningful impact.

- Attendees Include (100+):**
- Local Citizens & Businesses
 - Community Leaders
 - Corporations
 - Government Officials
 - Labour Partners
 - Local Non-Profit Organizations

SPONSORSHIP LEVELS

BENEFITS	LEAD \$5,000	CONTRIBUTING \$2,500
Recognized as Lead Sponsor for Spring 2025 Show Your Local Love Day and Holiday Helping Hand program	✓	
Logo featured on United Way event page	✓	✓
Logo featured on event registration page	✓	✓
Logo featured on all event marketing materials	✓	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓	✓
Shout out on United Way social media channels	✓	✓
Recognition in media releases pre and post event	✓	



SPONSORED EMPLOYEE PROGRAM

September 2024 - December 2024

A life-changing leadership opportunity for your emerging talent; while making a measurable impact in our community.

Between September and December, Sponsored Employees are seconded to United Way to help execute its annual fundraising campaign. This year’s campaign is more critical than ever, as United Way works to help even more vulnerable community members. During this 15-week term, Sponsored Employees brainstorm solutions, provide advice, facilitate services and deliver presentations and training to hundreds of volunteers and supporters. Through the support provided by Sponsored Employees last year, United Way raised more than \$12 million.

PROVIDE A SPONSORED EMPLOYEE

Second an employee to the program. A seconded employee’s salary and benefits continue to be paid by their employer. Day-to-day management is the responsibility of United Way.

PROVIDE FINANCIAL SUPPORT

A financial sponsorship of \$10,000 gives United Way the flexibility to hire an individual with specific skills, to support our fundraising efforts.

EMPLOYEE BENEFITS	INCLUDED
More than 60 hours of professional training and on-boarding	✓
Public speaking and training skills	✓
Gain experience in project management, customer service and relationship management	✓
Learn about teamwork and collaboration	✓



United Way
Halton & Hamilton

For more information on sponsorship opportunities, please contact:
Sarah Hodgson, Director, Marketing & Communications, shodgson@uwhh.ca

vist us at www.uwhh.ca

Connect with us on social media
[@UnitedWayHH](#) | [#LocalLove](#)

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