



Day of Caring
-volunteers



SEE THE **BIG** PICTURE



IMAGINE
YOURSELF



HERE IN 2026



Heroes Parade
@ salem red sop



Celebrate United!



UNITED WAY
Virginia's Blue Ridge

2026 PARTNERSHIP
OPPORTUNITIES



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2026 PARTNERSHIP OPPORTUNITIES

Becoming a United Way of Virginia's Blue Ridge (UWVBR) sponsor is more than a marketing opportunity—it's an investment in the strength and stability of our region. When your business partners with United Way, you're joining a network of community leaders, nonprofits, and local employers working together to create lasting change in the Roanoke Valley, Franklin County, and Craig County.

Your sponsorship helps fund critical initiatives that ensure families have access to housing, education, financial stability, and essential services. In turn, your business gains meaningful visibility, community recognition, and the opportunity to demonstrate corporate citizenship in action.

United Way events bring together hundreds of engaged community members and leaders each year—providing sponsors with the chance to align their brand with trusted, local impact. By sponsoring a UWVBR event, you're not only supporting vital programs but also showing that your business stands with the community it serves. Together, we can build a stronger, more resilient region for all.

A WALK IN ALICE'S SHOES: *Step into the shoes of a struggling family with United Way's powerful, interactive session that reveals why so many hardworking people (A.L.I.C.E.: Asset Limited Income Constrained Employed) can't make ends meet. Navigate real-life scenarios, make tough decisions, and learn what daily life is like for low-wage earners.*

CELEBRATE UNITED: *An exciting evening recognizing United Way of Virginia's Blue Ridge partners and volunteers for their support and commitment while celebrating the new name and chapter of United Way of Virginia's Blue Ridge.*

DAY OF CARING: *Join UWVBR for a day of community service. Local volunteers from across the valley come together for our annual community wide service project benefiting one of our partner agencies.*

PLAY CONFERENCE: *UWVBR host an annual conference for local early childhood educators with a full day of professional development designed to strengthen their skills, explore new teaching strategies, and inspire approaches that benefit the youngest learners in the community. This free, day-long event creates a rich environment for educators to connect, learn, and collaborate. Teachers attend a variety of sessions that focus on the most relevant and impactful topics in early childhood education today.*



DIAMOND PRESENTING SPONSORSHIP DETAILS:

As the Diamond Sponsor your company would be recognized in the following UWVBR events:

A Walk In ALICE's Shoes **Title Sponsor**

Celebrate United (Summer 2026) **Title Sponsor**

P.L.A.Y Conference (August 2026) **Title Sponsor**

Day of Caring (Summer 2026) **Title Sponsor**

BENEFITS:

- Opportunity to speak at Day of Caring and Celebrate United (1-2 minutes)
- Logo inclusion in Walk In ALICE's Shoes participant materials
- Two (2) tables for a total of 16 guests at Celebrate United
- Two (2) tables for 16 unsung heroes from the 100 Heroes Project to attend Celebrate United
- Two (2) Golf Teams of 4 at the Annual Water Authority Golf Tournament benefiting UWVBR
- Business booth at P.L.A.Y Conference

GENERAL BENEFITS:

- Logo recognition in the Celebrate United program
- Logo inclusion in the Celebrate United slide presentation
- Logo on Celebrate United and A Walk in ALICE's Shoes fliers
- Premier banner placement at Day of Caring
- Hole Sponsor at the Annual Water Authority Golf Tournament
- Premier banner placement at P.L.A.Y Conference
- Logo inclusion on P.L.A.Y Conference T-shirts
- Logo inclusion on P.L.A.Y Conference Giveaways
- Logo placement on the United Way "Step and Repeat Wall"
- Logo on United Way of Virginia's Blue Ridge T-shirts
- Logo on UWVBR staff Zoom background
- Full page ad in the UWVBR Annual Report
- Logo in quarterly UWVBR newsletter
- Minimum of 15 social media post mentions
- Logo (linked to your site) on the United Way of Virginia's Blue Ridge website
- Logo inclusion in a minimum of 6 promotional E-Blast to 10,000 UWVBR supporters

Total Investment: \$40,000

Only 1 Available

Your Diamond Sponsorship will allow UWVBR to help 57 clients move towards self-sufficiency by having a community health worker (CHW) connect them to services specific to their intended health and self-sufficiency goals.



JUBILEE SPONSORSHIP DETAILS:

As the Jubilee Sponsor your company would be recognized in the following UWVBR events:

Celebrate United (Summer 2026)

P.L.A.Y Conference (August 2026)

Day of Caring (Summer 2026)

BENEFITS:

- One (1) table for 8 guests at Celebrate United
- One (1) table for 8 unsung heroes from the 100 Heroes Project to attend Celebrate United
- One (1) Golf Team of 4 at the Annual Water Authority Golf Tournament benefiting UWVBR
- Business booth at P.L.A.Y Conference

GENERAL BENEFITS:

- Logo recognition in the Celebrate United program
- Logo inclusion in the Celebrate United slide presentation
- Premier banner placement at Day of Caring
- Hole Sponsor at the Annual Water Authority Golf Tournament
- Premier banner placement at P.L.A.Y Conference
- Logo inclusion on P.L.A.Y Conference T-shirts
- Logo placement on the United Way "Step and Repeat Wall"
- Logo on Inaugural United Way of Virginia's Blue Ridge T-shirts
- Half page ad in the UWVBR Annual Report
- Logo in quarterly UWVBR newsletter
- Minimum of 10 social media post mentions
- Logo (linked to your site) on the United Way of Virginia's Blue Ridge website
- Logo inclusion in 4 E-Blast to 10,000 UWVBR supporters

Total Investment: \$30,000

Your Jubilee Sponsorship will allow UWVBR to help 62 students and their families move towards self-sufficiency by accessing quality after and out of school care through a network of service providers.



LEGACY SPONSORSHIP DETAILS:

As the Legacy Sponsor your company would be recognized in the following UWVBR events:

Celebrate United (Summer 2026)

P.L.A.Y Conference (August 2026)

Day of Caring (Summer 2026)

BENEFITS:

- One (1) table for 8 guests at Celebrate United
- 6 tickets for 6 unsung heroes from the 100 Heroes Project to attend Celebrate United
- One (1) Golf Team of 4 at the Annual Water Authority Golf Tournament benefiting UWVBR
- Business booth at P.L.A.Y Conference

GENERAL BENEFITS:

- Logo recognition in the Celebrate United program
- Logo inclusion in the Celebrate United slide presentation
- Banner placement at Day of Caring
- Hole Sponsor at the Annual Water Authority Golf Tournament
- Banner placement at P.L.A.Y Conference
- Logo inclusion on P.L.A.Y Conference Giveaway
- Logo placement on the United Way "Step and Repeat Wall"
- Business name on Inaugural United Way of Virginia's Blue Ridge T-shirts
- Half page ad in the UWVBR Annual Report
- Logo in 3 quarterly UWVBR newsletter
- Minimum of 7 social media post mentions
- Logo (linked to your site) on the United Way of Virginia's Blue Ridge website
- Logo inclusion in 3 E-Blast to 10,000 UWVBR supporters

Total Investment: \$22,500

Your Legacy Sponsorship will allow UWVBR to help 30 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.



CHAMPION SPONSORSHIP DETAILS:

As the Champion Sponsor your company would be recognized in the following UWVBR events:

Celebrate United (Summer 2026)

P.L.A.Y Conference (August 2026)

Day of Caring (Summer 2026)

BENEFITS:

- One (1) table for 8 guests at the Celebrate United
- 4 tickets for 4 unsung heroes from the 100 Heroes Project to attend Celebrate United
- One (1) Golf Team of 4 at the Annual Water Authority Golf Tournament benefiting UWVBR

GENERAL BENEFITS:

- Business Name in the Celebrate United program
- Business Name in the Celebrate United slide presentation
- Banner placement at Day of Caring
- Hole Sponsor at the Annual Water Authority Golf Tournament
- Banner placement at P.L.A.Y Conference
- Business name on Inaugural United Way of Virginia's Blue Ridge T-shirts
- Quarter page ad in the UWVBR Annual Report
- Logo in 2 quarterly UWVBR newsletter
- Minimum of 5 social media post mentions
- Logo (linked to your site) on the United Way of Virginia's Blue Ridge website
- Logo inclusion in 2 E-Blast to 10,000 UWRV supporters

Total Investment: \$14,500

Your Champion Sponsorship will allow UWVBR to help 20 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.





THE HEROES PROJECT SPONSORSHIP OPPORTUNITIES

United Way of Virginia's Blue Ridge invites you to partner with us as a sponsor of *The Heroes Project*.

Launched in 2024, *The Heroes Project* was created to shine a light on individuals who make extraordinary contributions to our community, often without recognition. The **overwhelming** response and enthusiasm from the community led us to proudly continue this meaningful initiative into 2026.

This is more than a recognition program - it's a celebration of compassion, resilience, and service. As a sponsor, you'll play a vital role in honoring our region's unsung heroes while demonstrating your organization's commitment to uplifting the people and values that make our community strong.

We would be honored to have you join us in this powerful and popular community initiative.

THE HEROES PROJECT: Over six weeks, community members will be recognized in a specific category each week, including health, education and childcare, financial stability, volunteerism, advocacy and leadership. The general public will be invited to nominate a hero starting in March 2026. Heroes will be recognized on the UWVBR website, on social media platforms April – June 2026, at the Salem Red Sox UWVBR Night during the Heroes Parade, and featured on WDBJ7's "Here at Home" and "7@4".

PLATINUM SPONSOR (\$10,000)

As the Title Sponsor of The Heroes Project your company would receive the following recognition:

- Logo featured on The Heroes Project nomination promotion and landing pages
- Mentions within radio promotion (Wheeler Broadcasting: Q99, Star Country, K92 ,etc)
- Business name on UWVBR Campaign T-shirts
- Logo on UWVBR staff Zoom background (March 2026 – May 2026)
- Quarter page ad in the UWVBR Annual Report
- Recognized as a sponsor at the Salem Red Sox United Way Night
- Quarter page ad in one UWVBR Spring newsletter
- Minimum of 5 social media post mentions. A video focusing on why you support UWVBR and this project.
- Logo (linked to your site) on the UWVBR website (March 2026 – October 2026)

Your Platinum Sponsorship will allow UWVBR to help 13 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.



GOLD SPONSOR (\$7,500)

- Logo featured on The Heroes Project nomination promotion and landing pages
- Business name on UWVBR Campaign T-shirts
- Logo on UWVBR staff Zoom background (March 2026 – May 2026)
- Acknowledged in the UWVBR Annual Report
- Recognized as a sponsor at the Salem Red Sox United Way Night
- Logo in the UWVBR Spring newsletter
- Minimum of 4 social media post mentions. A video focusing on why you support UWVBR and this project.
- Logo (linked to your site) on the UWVBR website (March 2026 – August 2026)

Your Gold Sponsorship will allow UWVBR to help 8 working families move towards self-sufficiency, by assisting with 2.5 months of quality childcare care and critical services.

SILVER SPONSOR (\$5,000)

- Logo featured on The Heroes Project nomination promotion and landing pages
- Acknowledged in the UWVBR Annual Report
- Recognized as a sponsor at the Salem Red Sox United Way Night
- Logo in the UWVBR Spring newsletter
- Minimum of 2 social media post mentions. A video focusing on why you support UWVBR and this project.
- Logo (linked to your site) on UWVBR site (March 2026 – August 2026)

Your Silver Sponsorship will allow UWVBR to help 7 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.

BRONZE SPONSOR (\$2,500)

- Logo featured on The Heroes Project nomination promotion and landing pages
- Acknowledged in the UWVBR Annual Report
- Inclusion in 1 social media post. A video focusing on why you support UWVBR and this project.
- Logo (linked to your site) on UWVBR site (March 2026 – May 2026)

Your Bronze Sponsorship will allow UWVBR to help 5 students and their families move towards self-sufficiency by accessing quality after and out of school care through a network of service providers.





DAY OF CARING SPONSORSHIP OPPORTUNITIES

DAY OF CARING: Join United Way of Virginia's Blue Ridge as we invite the community to volunteer across the region to help local nonprofits tackle big projects they couldn't do alone. Whether it's painting, landscaping, organizing, or building, your time and energy will make a real difference. 2025 Partner Sites included: Family Service of Roanoke Valley, Rescue Mission, Presbyterian Community Center, and Community Youth Program at St. John's.

PLATINUM SPONSOR (\$8,500)

As the **Title Sponsor** of Day of Caring your company would receive the following recognition:

- Large Banner Placement at Day of Caring Event (banner provided by sponsor)
- Logo included on Day of Caring Yard Signs
- Opportunity to speak at Day of Caring Event
- Logo on UWVBR Campaign T-shirts
- Logo on UWVBR staff Zoom background (September 2026 – December 2026)
- Quarter page ad in the UWVBR Annual Report
- Quarter page ad in one UWVBR Summer newsletter
- Logo inclusion in E-Blast to over 10,000 UWVBR supporters
- Logo (linked to your site) on UWVBR website (September 2026 – December 2026)

Your Platinum Sponsorship will allow UWVBR to help 14 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.

GOLD SPONSOR (\$6,000)

- Medium Banner Placement at Day of Caring Event (banner provided by Sponsor)
- Logo Included on Day of Caring Yard Signs
- Business name on UWVBR Campaign T-shirts
- Logo on UWVBR staff Zoom background (September 2026 – December 2026)
- Acknowledged in the UWVBR Annual Report
- Logo in the UWVBR Summer newsletter
- Logo (linked to your site) on the UWVBR website (September 2026 – December 2026)

Your Gold Sponsorship will allow UWVBR to help 8 working families move towards self-sufficiency, by assisting with 3 months of quality childcare care and critical services.



SILVER SPONSOR (\$4,000)

- Small Banner Placement at Day of Caring Event (banner provided by Sponsor)
- Business Name included on Day of Caring Yard Signs
- Acknowledged in the UWVBR Annual Report
- Logo in the UWVBR Summer newsletter
- Logo (linked to your site) on the UWVBR website (September 2026 – December 2026)

Your Silver Sponsorship will allow UWVBR to help 7 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.

BRONZE SPONSOR (\$2,000)

- Business Name included on Day of Caring Yard Signs
- Acknowledged in the UWVBR Annual Report
- Logo (linked to your site) on the UWVBR website (September 2026 – December 2026)

Your Bronze Sponsorship will allow UWVBR to help 5 students and their families move towards self-sufficiency by accessing quality after and out of school care through a network of service providers.





CELEBRATE UNITED SPONSORSHIP OPPORTUNITIES

CELEBRATE UNITED: An exciting evening recognizing United Way of Virginia's Blue Ridge partners and volunteers for their support and commitment while celebrating the new name and chapter of United Way of Virginia's Blue Ridge.

PLATINUM SPONSOR (\$10,000)

- Two (2) tables for 16 guests at Celebrate United
- Two (2) tables for 16 unsung heroes from the 100 Heroes Project to attend Celebrate United for free
- Sponsor of Celebrated United Entertainment Stage
- Logo inclusion in all Celebrate United promotional materials
- Full-page recognition during Celebrate United slide presentation
- Full-page recognition in Celebrate United program
- Inclusion in all Celebrate United social media post
- Inclusion in Celebrate United promotional E-Blast to UWRV 10,000 supporters
- Full page ad in UWVBR Annual Report
- Logo (linked to your site) on UWRV Website

Your Platinum Sponsorship will allow UWVBR to help 35 clients move towards self-sufficiency by having a community health worker connect them to services specific to their intended health and self-sufficiency goals.

GOLD SPONSOR (\$7,500)

- One (1) table for 8 guests at Celebrate United
- One (1) table for 8 unsung heroes from the 100 Heroes Project to attend Celebrate United for free
- Logo inclusion in all Celebrated United promotional materials
- Half-page recognition during Celebrate United slide presentation
- Half-page recognition in Celebrate United program
- Inclusion in Celebrate United social media post
- Inclusion in Celebrate United promotional E-Blast to UWVBR 10,000 supporters
- Half-page ad in the UWVBR Annual Report
- Logo (linked to your site) on UWVBR Website

Your Gold Sponsorship will allow UWVBR to help 14 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.



SILVER SPONSOR (\$5,000)

- One (1) table for 8 guests at Celebrate United
- Six (6) Tickets for 6 unsung heroes from the 100 Heroes Project to attend Celebrate United for free.
- Logo inclusion in all Celebrate United promotional materials
- Logo recognition during Celebrate United slide presentation
- Quarter-page recognition in Celebrate United program
- Quarter page ad included in the UWVBR Annual Report
- Logo (linked to your site) on UWVBR Website

Your Silver Sponsorship will allow UWVBR to help 7 adults move towards self-sufficiency by removing barriers to further their education, improve job skills, and pursue career pathways.

BRONZE SPONSOR (\$2,500)

- Four (4) Tickets to Celebrate United
- Four (4) Tickets for 4 unsung heroes from the 100 Heroes Project to attend Celebrate United for free
- Business name included during Celebrate United slide presentation
- Logo recognition in Celebrate United program
- Logo (linked to your site) on UWVBR Website
- Logo inclusion in the UWVBR Annual Report

Your Bronze Sponsorship will allow UWVBR to help 5 students and their families move towards self-sufficiency by accessing quality after and out of school care through a network of service providers.

PATRON (\$1,500)

- Four (2) Tickets to Celebrate United
- Two (2) Tickets for 2 unsung heroes from the 100 Heroes Project to attend Celebrate United for free
- Business name included during Celebrate United presentation
- Business name included in Celebrate United program
- Logo inclusion in the UWVBR Annual Report

Your Bronze Sponsorship will allow UWVBR to help 4 clients move towards self-sufficiency by having a community health worker connect them to services specific to their intended health and self-sufficiency goals.