



# 2025-2026 Sponsorship Guide

For more information, please  
contact [campaign@unitedwaysc.org](mailto:campaign@unitedwaysc.org)





## BECOME A SPONSOR TODAY

For 85 years, United Way of Santa Cruz County has been at the heart of local change—bringing people together to solve our community’s most pressing challenges. As we mark this incredible milestone, we invite you to join us in building a stronger, more equitable future through strategic partnerships and sponsorship.

Our work is anchored in two bold initiatives: United4Youth, which empowers young people through leadership, education, and wellness programs; and United4Community, which connects residents to essential services like 211, emergency relief, and financial stability resources. Together, these initiatives drive systemic change and open pathways to opportunity.

Each year, we engage thousands through events like Stuff the Bus, the Youth Leadership Summit, and our United in Purpose Awards, while our affinity groups, including Women In Philanthropy, mobilize local leaders who give, advocate, and volunteer to uplift our youth and families.

As a sponsor, you’re not just supporting a single program—you’re fueling a movement 85 years strong. Let’s continue this legacy together.



**UNITED WAY**  
Santa Cruz County



## Corporate Sponsorship

When businesses invest in their community, everyone benefits, especially our youth. At United Way of Santa Cruz County, we are committed to building a healthy, safe, and thriving future through two countywide initiatives: United4Youth and United4Community. Through United4Youth, we create youth-centered programming that prioritizes mental health, civic engagement, leadership development, and college and career readiness. Through United4Community, we ensure families have access to vital services like 211, emergency assistance, and pathways to financial stability.

By partnering with United Way as a corporate sponsor, you are not just funding programs. You are joining a movement to reduce disparities and create equitable opportunities for every young person and family in our county. Together with donors, volunteers, and local leaders, we can build a future where all youth have the chance to thrive.

### United in Purpose Sponsor

**\$25,000**

- Opportunity to deliver brief remarks at one of our annual events
- Recognition on all event materials
- 5 complimentary tickets for any of our annual events
- Recognition on all UWSCC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- Two tables provided at Annual United 4 Youth Celebration & Awards

### Live United Sponsor

**\$15,000**

- Recognition on all event materials
- Recognition on all UWSCC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- One table provided at Annual United 4 Youth Celebration & Awards





# United4Youth

United4Youth is United Way Santa Cruz County's countywide initiative that brings together our youth-focused programs under a shared vision: to amplify youth voices, increase access to resources, and promote youth well-being. Our programs span the county, from Watsonville to Scotts Valley, ensuring youth across diverse communities have opportunities to thrive.

## Platinum Sponsor \$10,000

- Opportunity to deliver brief remarks at Awards Event
- Company Logo on U4Y Promotional Materials
- Recognition on UWSCC U4Y Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters

## Gold Level \$5,000

- Company Logo on U4Y Promotional Materials
- Recognition on UWSCC United 4 Youth Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters

## Silver \$2,500

- Recognition on UWSCC United 4 Youth Website Page
- Recognition on UWSCC Social Media Platforms & e-newsletters



**UNITED WAY**  
Santa Cruz County



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## Santa Cruz County

### United4Community

United4Community is United Way Santa Cruz County's health and human services department. We provide resources and care to the community through the 211 Helpline; the development of a Closed Loop Referral System for service providers county-wide; disaster preparedness and response; and much more!

**Platinum**  
**\$10,000**

- Company Logo on U4C Promotional Materials
- Recognition on UWSCC U4C Website page
- Recognition on UWSCC Social Media Platforms & e-newsletters
- An appreciation UWSCC/U4C swag bag!

**Gold**  
**\$5,000**

- Recognition on UWSCC U4C Website page
- Recognition on UWSCC Social Media Platforms & e-newsletters
- An appreciation UWSCC/U4C swag bag!

**Silver**  
**\$2,500**

- Recognition on UWSCC Social Media Platforms & e-newsletters
- An appreciation UWSCC/U4C swag bag!



**UNITED WAY**  
Santa Cruz County



# STUFF THE BUS

Stuff The Bus offers a unique way to engage local businesses by offering pop-up school buses to display in your office to host a school supply drive, donate pre-filled backpacks, and recognition on all Stuff the Bus marketing materials including print and social media.

With over 2,700 students in Santa Cruz County currently experiencing homelessness and/or extreme hardships, let's help local students start their academic year with the supplies needed to succeed in school. Our goal is to provide each student experiencing homelessness with a filled backpack...Can We Count On You?

## Gold \$5,000

- Opportunity to deliver brief remarks at the event
- 8 Pop-Up Bus with your company logo for supply collection
- Recognition on UWSCC website
- Recognition on all promotional materials
- Corporate Team Volunteer Engagement Day

## Silver \$2,500

- 6 Pop-Up Bus with your company logo for supply collection
- Recognition in UWSCC website
- Recognition on all promotional materials
- Corporate Team Volunteer Engagement Day

## Bronze \$1,000

- 4 Pop-Up Bus with your company logo for supply collection
- Recognition in UWSCC website
- Recognition on all promotional materials



**CULTIVATING  
HOPE**

# United In Purpose Celebration & Awards

The United In Purpose Celebration & Awards recognizes the outstanding United Way Champions committed to youth well-being and success in Santa Cruz County.

United Way acknowledges workplace campaigns, partners, and youth leaders throughout the evening, along with the opportunity for everyone to connect and build community.

## **Gold** **\$5,000**

- Opportunity to deliver brief remarks at the event
- Company logo included in the program
- Company logo printed on signage at the event
- The company can provide a silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 8 complimentary tickets to the event

## **Silver** **\$2,500**

- Company logo included in the program
- Company logo printed on signage at the event
- The Company can provide an silent auction item
- Recognition of all promotional materials; website, social media and e-newsletters
- 4 complimentary tickets to the event

## **Bronze** **\$1,000**

- Company logo included in the program
- Company logo printed on signage at the event
- Recognition of all promotional materials; website, social media and e-newsletters
- 2 complimentary tickets to the event



# ANNUAL DAVID LYNNG REAL ESTATE GOLF TOURNAMENT

The Annual David Lyng supports the United Way of Santa Cruz County youth programs and initiatives. Companies can participate in various sponsorship opportunities and engage their networks in a fun day of golf!

Additional corporate sponsorship opportunities are available at [www.unitedwaysc.org/dlregolf](http://www.unitedwaysc.org/dlregolf) or contact Nick Thomas [nickthomas@davidlyng.com](mailto:nickthomas@davidlyng.com)

## Gold

**\$5,000**

- Opportunity to deliver brief remarks at Golf Tournament dinner
- Logo added to all print material, will receive a hole sponsorship at no additional cost.
- Will also receive a golf foursome in the tournament at no additional cost.

## Silver

**\$2,500**

- This sponsor will have a full-color 8 1/2" x 11" sign placed inside of all golf carts. This sponsor option is the single most repetitive point of exposure for golfers during our tournament.
- Your company logo added to all print material
- Will receive a hole sponsorship at no additional cost.

## Bronze

**\$1,000**

- Your logo will be featured on the golf balls that we distribute to all golfers before the tournament.
- Sponsorship will also include the company's logo added to all print material.



**UNITED WAY**  
Santa Cruz County



# Women In Philanthropy

Women In Philanthropy is an affinity group of United Way of Santa Cruz County—meaning it is a network of like-minded individuals who come together around a shared purpose to drive meaningful change. This group harnesses the passion, leadership, and generosity of local women to improve the lives of youth across Santa Cruz County. Members engage in opportunities to give, advocate, and volunteer in support of the most critical issues facing our children and young people. Women In Philanthropy is made up of diverse, civic-minded women committed to building a brighter future—and membership is open to those who make a minimum annual gift of \$1,000 (or \$84/month).

## Sponsoring WIP is a win for your company:

- Opportunity to create meaningful relationships with other women engaged in philanthropy and community leaders.
- Participate in leadership events throughout Santa Cruz County hosted by United Way of Santa Cruz County.
- Support women creating impact grants to support thousands of Santa Cruz County children and youth.

## Platinum \$10,000

- Opportunity to have a representative speak during panel discussions, breakout sessions, or workshops.
- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards

## Gold \$5,000

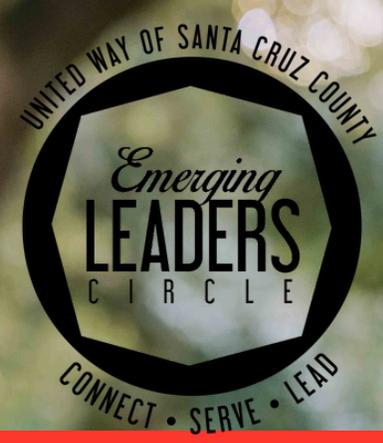
- Opportunity to deliver brief remarks at WIP event
- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards

## Silver \$2,500

- Recognition in event materials and WIP social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards



**UNITED WAY**  
Santa Cruz County



# Emerging Leaders Circle

The Emerging Leaders Circle (ELC) is an affinity group of the United Way of Santa Cruz County, bringing together civic-minded young professionals who are committed to creating a lasting positive impact on the lives of local youth. As a network of passionate, philanthropic leaders, ELC provides opportunities for members to grow personally and professionally through its Connect-Serve-Lead model. Members engage in meaningful service projects, develop leadership skills, and build valuable connections with like-minded peers and community leaders. By contributing a minimum annual gift of \$100 (or \$10/month), ELC members actively support United Way's mission while gaining hands-on experience in community engagement and youth-focused initiatives.

## Sponsoring ELC is a win for your company:

- Opportunity to create meaningful relationships with other young professionals and community leaders.
- Professional Development and Leadership experience.
- Increased brand equity with young professionals.

### Platinum \$10,000

- Company Logo is printed on the back of the ELC T-Shirt
- Company's logo will be in the UWSCC ELC Website
- Social Media and E-Newsletter Highlight

### Gold \$5,000

- Opportunity to deliver brief remarks at one ELC event
- Recognition in event materials and ELC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- 5 ELC memberships for company staff

### Silver \$2,500

- Recognition in event materials and ELC social media platforms
- Recognition at United Way's Annual United 4 Youth Celebration & Awards
- 2 ELC Memberships for company staff



**UNITED WAY**  
Santa Cruz County



# SPONSORSHIP SIGN UP FORM

**CORPORATE  
SPONSORSHIP**

**UNITED IN PURPOSE  
CELEBRATION & AWARDS**

**UNITED4YOUTH**

**DAVID LYNG REAL ESTATE  
GOLF TOURNAMENT**

**UNITED4COMMUNITY**

**WOMEN IN  
PHILANTHROPY**

**STUFF THE BUS**

**EMERGING LEADERS  
CIRCLE**

\$25,000  \$15,000  \$5,000  \$2,500  \$1,000  Other Amount \_\_\_\_\_

**YES!** We wish to be a corporate sponsor for United Way Santa Cruz County

\_\_\_\_\_  
Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address