



GIVING NEVER GIVES UP

Uniting the Valley for 100 Years

Exclusive Centennial Sponsorship Opportunities

Join us in our tribute honoring our past and inspiring our future.



Valley of the Sun
UNITED WAY

100
YEARS
100

100TH ANNIVERSARY

A Century of Local Impact

For 100 years, you have been **at the heart of community impact** in Maricopa County. Because of your partnership, urgent challenges have been met with bold solutions, and together we've worked to create a future where every child, family, and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in work and in life.

In the past decade alone, your support has powered bold impact across the Valley. A few examples include:

- Delivering **millions of meals** through Weekend Hunger Backpacks and Breakfast in the Classroom.
- Providing **thousands of School Readiness Kits** so kids start school prepared.
- Expanding economic mobility through **job training for thousands**.
- Offering **homelessness support** through Project Connect, helping families find stability.

When COVID-19 hit, you responded without hesitation. Together, we raised **\$3 million** in just one week through the **United for the Valley Fund**, fueling 98 programs that provided emergency food, rental assistance, digital learning tools, Personal Protective Equipment (PPE), and more when it was needed most.

Through your dedication in creating Mighty Change, we've invested \$9.3 million across 101 nonprofits and schools, distributed \$350,000 in community supplies, and contributed nearly \$80 million to affordable, high-quality child care and literacy programs benefiting 10,000 children statewide.

You have stood with our community through pandemics, disasters, and everyday emergencies. And now, as needs to continue to grow, your continued support is vital.

Together, we will advance solutions in education, homelessness prevention, hunger relief, disaster response, workforce development, and nonprofit capacity-building, while driving multi-partner solutions like Literacy Hubs, Eviction Prevention, Fair Chance Hiring, and Pathways to Economic Opportunities.

Thank you for standing with us and with our community. **Together, we will shape the next century of impact.**



“Together we have built a rich legacy of service, leadership and impact. We invite you to help us shape the next hundred years because giving never gives up.”

Carla Vargas Jasa
President and CEO
Valley of the Sun United Way



100TH ANNIVERSARY

Corporate Sponsorship Opportunities

100 Years. A Bold Investment. United for Our Future.

For 100 years, Valley of the Sun United Way has been a **trusted partner** in driving meaningful change across Maricopa County. As we celebrate our Centennial over the next two years, your company has the opportunity to **stand alongside us, honoring a century of impact while helping shape the future.** Our event calendar will continue to evolve, and sponsorship benefits will remain active for one year from the date of your commitment.

Sponsorship provides your organization with **unmatched visibility**, placing your brand before thousands of community members, leaders and partners who will gather and engage to celebrate this historic milestone.

Beyond recognition, your support **creates direct impact**, fueling initiatives that expand access to education, reduce homelessness, improve health outcomes and increase economic mobility for families throughout the Valley.

Equally important, sponsorship offers **CSR and ERG engagement opportunities**, giving your employees a chance to volunteer together, participate in hands-on projects, and take pride in contributing to a stronger, more equitable community.

Together, we will celebrate 100 years of progress while investing in the next century of solutions.

AUDIENCE & REACH

Snapshot



Lead in Social Impact

Position your company as a champion of community change.



Engage Thousands

Connect with community leaders, C-suite executives, and engaged families who share your commitment to making a difference.



Build Cross-Sector Relationships

Gain visibility and representation across business, government, nonprofit, and education sectors.



Amplify Your Brand

Showcase your company through media coverage, PR opportunities, event signage, and a strong social media presence.



SIGNATURE ANNUAL EVENTS

Partner Engagement Opportunities

100 Hours of Impact

October 22-25, 2025

- Participate in **four days of service**, including a mural installation, Gifts-In-Kind fair, office tours, and a social media campaign
- Highlight your organization's **hands-on commitment** through Day of Action 2025 and engage your employees across Maricopa County

Open House at Park Central

Fall 2025

- Tour a modern hub for collaboration and impact
- Network with community leaders, nonprofits, and partners while highlighting your **support for innovation and community-building**

Tocqueville Society Event

Fall 2025 & Spring 2026

- Connect with the Valley's **leading philanthropists** and community leaders
- Showcase your company's **commitment to community solutions** that help all thrive

Women United Event

Fall 2025 & Spring 2026

- Engage with a network of philanthropic women and partners driving community change
- **Build relationships** with leaders shaping a brighter future for families

We Are United Annual Event

Spring 2026

- Join the business community and top donors for an **inspiring gathering of storytelling** and fundraising
- Position your organization as a **key partner** in strengthening families and community impact

Your investment demonstrates your company's commitment to the local community, strengthens CSR initiatives, engages employees and ERGs in meaningful work, and ensures we can respond quickly to emerging needs while driving long-term change.



100TH ANNIVERSARY

Corporate Sponsorship Opportunities

Sponsor Benefits at a Glance

Benefit	\$100K Century Forward	\$50K Together We Will	\$25K For Our Neighbors
Recognition at events	5 Signature Events	4 Signature Events	2 Signature Events
Speaking opportunities	✓	–	–
Logo placement	✓ Prominent	✓ Select	✓ Limited
Employee engagement	Year-round	Targeted	Select
Community investment	✓	✓	✓
C-suite access	✓ Exclusive	✓ Limited	–

Century Forward I \$100,000

- **Premier recognition** at five signature events
- **Exclusive C-suite engagement** opportunities
- **Speaking opportunities** and **leadership visibility**
- **Prominent logo placement** across collateral, website, and social media
- **Year-round employee engagement** through volunteer activities

Events include: 100 Hours of Impact I Open House at Park Central I Tocqueville Society Event I Women United Event I We Are United Annual Event (Presenting Sponsor)

Together We Will I \$50,000

- **Recognition** at four signature events
- **Brand presence** in programs, signage, and digital media
- **Leadership** and **employee engagement** opportunities
- **Targeted volunteer activities** tied to high-profile initiatives

Events include: 100 Hours of Impact I Open House at Park Central I Women United Event I We Are United Annual Event (Champion Sponsor)

For Our Neighbors I \$25,000

- **Recognition** at two signature events
- **Logo in select** event and digital materials
- **Employee volunteer participation opportunities**

Events include: 100 Hours of Impact I We Are United Annual Event (Supporting Sponsor)

Custom & À la Carte Sponsorships

Valley of the Sun United Way welcomes the opportunity to design tailored sponsorship packages that align with your business objectives and community impact goals.



100TH ANNIVERSARY

Corporate Sponsorship Opportunities

Commitment Form

Thank you for your generosity and support! Please fill out the information below to confirm your sponsorship. You may return this form to your Valley of the Sun United Way contact. If you have any questions please contact **kfawcett@vsuw.org**.

Contact Name & Title_____

Business Name_____

Phone Number_____ Email_____

Billing Address_____

Select Sponsorship Package:

☐ \$100K Century Forward

☐ \$50,000 Together We Will

☐ \$25,000 For Our Neighbors

Payment Preference:

☐ Credit Card (Please contact me to process)

☐ Check (Please make checks payable to Valley of the Sun United Way: 3200 E. Camelback Rd #375, Phoenix, AZ 85018)

☐ Please invoice me ☐ In full on_____ ☐ Quarterly

Next Steps:

- Return this form along with payment (or make a payment arrangement)
- Please send your high-resolution corporate logo as you would like it to appear in all publications by emailing the marketing department at **marketingprojects@vsuw.org**
- If your sponsorship level includes an ad in an event program or event signage our marketing team will reach out to you with specifications and due dates

Signature_____ Date_____

Join us in shaping the next 100 years of impact!

For inquiries and to discuss custom alignment and participation call, text or email:

Kelli Fawcett, Events Director
kfawcett@vsuw.org | 602.677.3052

vsuw.org