UNITED WAY
Waco-McLennan County

2027-2028

ANNUAL SPONSORSHIP PACKET

Dear Community Partner,

For more than 100 years, United Way of Waco-McLennan County has united people, resources and ideas to strengthen lives and build a community where everyone has the opportunity to thrive. This legacy of collective impact is a testament to what can be accomplished when we work together – and it sets the stage for an exciting chapter ahead.

Today we are seeing remarkable momentum across our community. United Way has recently expanded stewardship of the Imagination Library, bringing this vital early literacy initiative under our umbrella and positioning it for growth in 2027 and beyond. We are also building on the success of signature events such as the Great Waco Duck Race, a family-centered fundraiser benefiting Imagination Library, and the Rhythm & Brews Karaoke fundraiser, which returns for a third year following two highly successful events that brought our community together in support of local families.

Our Workplace Campaigns continue to rally employees across the county around lasting change, and corporate engagement is strong. We also are launching an upcoming Nonprofit Summit, bringing nonprofit leaders and staff together for a deep dive into program solutions, collaboration and leverage of resources that benefit our entire community. United Way's Loaned Executive Program remains a dynamic platform for leadership development and firsthand engagement with local impact partners.

Through investments in high-quality nonprofit programs and targeted community initiatives, United Way fuels progress in four core impact areas: Healthy Community, Youth Opportunity, Financial Security and Community Resiliency. Dollars raised stay local and are strategically directed where needs are greatest with measurable outcomes.

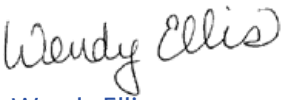
None of this momentum is possible without the partnerships and generosity of sponsors like you. Your investment in United Way not only supports mission-driven programs but also strengthens your business's connection to the community you serve. When we are united, everything is possible.

Inside this sponsorship packet you will find opportunities to engage with United Way throughout the year and show the community your commitment to everyone's success. We also welcome the chance to visit with you and tailor a partnership that aligns with your goals and values while maximizing visibility and impact. You may choose one or more sponsorship opportunities from the options available. Billing can be scheduled throughout the year to best fit your timing and budget needs.

Thank you for your consideration and for all you do to make McLennan County a stronger, healthier and more resilient community.

United We Thrive.

Sincerely,



Wendy Ellis
CEO

ANNUAL EVENTS SPONSORSHIP

2027–2028 United Way Event Season

United Way of Waco-McLennan County hosts a series of high-impact events throughout the year that engage business leaders, nonprofit partners, families and community stakeholders. From leadership summits to family festivals to signature fundraising events, these gatherings generate momentum, visibility and critical funding for local programs.

An Annual Events Sponsorship positions your organization as a premier partner across the full calendar of United Way activities. Rather than supporting a single event, you align your brand with the collective impact happening year-round.

This sponsorship includes visibility and recognition at events such as:

- Rhythm & Brews
- The Great Waco Duck Race benefitting Imagination Library
- Nonprofit Summit
- Workplace Campaign Kickoff and related campaign events
- Additional United Way community engagement initiatives throughout the year

WHY SPONSOR

An Annual Events Sponsorship provides:

- Comprehensive brand exposure before, during and after multiple events
- Direct connection with business leaders, nonprofit executives and elected officials
- Alignment with one of the most trusted and impactful nonprofits in the region
- Year-round visibility tied to generosity, leadership and community progress
- A simplified, streamlined sponsorship commitment covering the full event calendar

LEAD THE YEAR $30,000

An Annual Events Sponsorship demonstrates bold leadership and sustained commitment to the well-being of McLennan County. Your investment supports the wrap-around services, collaborative efforts and strategic solutions that help families thrive.

Together, we can elevate every event, strengthen every partnership and advance meaningful progress across our community.

Recognition as the Annual Events Sponsor for the 2027–2028 season. Benefits include:

- Prominent logo placement on materials for all United Way events throughout the year
- Recognition at each major United Way event
- Company highlight in United Way newsletter and blog
- Logo and link featured on the United Way website
- Mentions throughout the year on United Way social media
- 20 tickets to Rhythm & Brews with preferred reserved seating
- Preferred tent location at Duck Race
- Sponsorship dollars count toward your company's Workplace Campaign total
- Special guest speaker at your company's Workplace Campaign kickoff (Mayor, Judge or similar), pending calendar coordination
- Breakroom snacks during Workplace Campaign for up to 250 employees

Early commitment and multiple sponsorship discounts are available. **See page 6 for details.**

WORKPLACE CAMPAIGN SPONSORSHIP

2027–2028 Campaign Season

United Way's Workplace Campaign is the cornerstone of our annual fundraising efforts and one of the most powerful ways businesses engage employees in meaningful community impact.

For more than 100 years, United Way of Waco-McLennan County has united businesses and employees to strengthen youth opportunity, build a healthy community, advance financial security and increase resiliency across McLennan County. The Workplace Campaign continues that legacy by empowering companies to lead boldly and visibly.

Through coordinated campaigns, leadership engagement and employee participation, Workplace Campaigns fuel the wrap-around services families rely on every day. When businesses lead, employees follow. When employees give together, communities grow stronger.

WHY SPONSOR

Workplace Campaign sponsorship provides:

- Premier brand visibility throughout campaign season
- Direct engagement with employees and leadership teams
- Recognition across printed and digital campaign materials
- Alignment with one of the region's most trusted nonprofits
- Meaningful investment in long-term community impact

WORKPLACE CAMPAIGN PRESENTING SPONSOR $20,000

Recognition as the Presenting Sponsor of the 2027–2028 Workplace Campaign. Benefits include:

- Premier logo placement on all campaign materials including posters, rack cards, coordinator guides and campaign video
- Verbal recognition and opportunity to speak at campaign kickoff events and major workplace meetings
- Prominent logo and link on the United Way website
- Multiple shout-outs across United Way social media platforms
- 20 tickets to Rhythm & Brews Kickoff Event with reserved seating
- Sponsorship dollars count toward your company's Workplace Campaign total

WORKPLACE CAMPAIGN MATERIALS SPONSOR $10,000

Recognition as the Materials Sponsor across all printed and digital campaign pieces. Benefits include:

- Logo featured on all workplace-distributed materials
- Inclusion in digital coordinator guides and email blasts to campaign leaders
- Logo and link on the United Way website
- Featured in United Way social media promotions
- Opportunity to speak at Kickoff Event
- 10 tickets to Rhythm & Brews Kickoff Event with reserved seating
- Sponsorship dollars count toward your company's Workplace Campaign total

Early commitment and multiple sponsorship discounts are available. **See page 6 for details.**

UNITED WE ROCK

Rhythm & Brews

EVENT DATE Fall 2027

Rhythm & Brews returns for its third annual event after two hugely successful and high-energy years. What began as a bold and fun idea quickly became one of the most talked-about events of the season.

Last year's karaoke lineup featured Amy Akins, Fernando Arroyo, Dr. Kristen Padilla, April Rosier, Stephen Reed, Cory Duncan, Andrea Barefield, Steve Fischer, J.T. Carpenter and other outstanding community leaders who took the stage and sang their hearts out. The result was an unforgettable evening of laughter, connection and generosity.

This year's lineup promises to be just as strong.

Rhythm & Brews is an exclusive, one-of-a-kind karaoke experience featuring leaders from across the community – business owners, elected officials and surprise guests – performing live on stage. Guests enjoy food, drinks, music and an atmosphere full of energy as we celebrate the launch of another impactful year of giving through United Way of Waco-McLennan County.

Rhythm & Brews is more than a fun night out. It is a celebration of leadership, community and the collective impact that happens when we come together.

EVENT HIGHLIGHTS

- Live karaoke performances by community leaders
- High-energy, interactive audience experience
- Food and beverages included
- Launch celebration for the new United Way campaign season
- Audience voting and friendly competition
- Alignment with one of the region's most trusted nonprofits
- Meaningful investment in long-term community impact

WHY SPONSOR

- Prominent brand exposure before, during and after the event
- Connection with community leaders and decision-makers
- Association with one of the most trusted and impactful nonprofits in the region
- The opportunity to align your brand with generosity, joy and local leadership
- Visibility at one of the most unique and anticipated events of the year

RHYTHM & BREWS SPONSORSHIP OPPORTUNITIES

SHOWSTOPPER SPONSOR — $5,000

Multiple Available

Event Sponsor

- Recognition as the Kickoff Event Sponsor at all campaign launch events
- Opportunity to speak at kickoff gatherings
- 10 tickets to Rhythm & Brews event (reserved seating)
- Logo included on Workplace Campaign signage, slide decks, and printed handouts
- Logo and link on the United Way website
- Shout-out in United Way social media
- Autographed poster of karaoke singers
- Framed group photo

WORLD TOUR SPONSOR — $5,000

Multiple Available

Campaign T-shirt Sponsor

- Recognition on t-shirts
- 10 tickets to Rhythm & Brews event (reserved seating)
- Recognition in event program and digital screens
- Autographed poster of karaoke singers
- Framed group photo

OPENING ACT SPONSOR — $4,000

Multiple Available

Entertainment Sponsor

- Recognition as the Entertainment Sponsor
- On-stage recognition during performance and branded signage displayed
- Logo and link on the United Way website
- Social media shout-outs before and after the event
- 8 tickets to Rhythm & Brews event (reserved seating)
- Recognition in event program and digital screens

STAR TALENT SPONSOR — $2,500

Multiple Available

- Sponsor your favorite karaoke performer
- Recognition during performance
- 8 tickets to Rhythm & Brews event (reserved seating)
- Recognition in karaoke performer promotional materials (UW website, social media)
- Dollars count toward performer People's Choice Award

If your company participates in a Workplace Campaign, sponsorship dollars count toward your company's Campaign total for 2027-2028.

THE ROAD CREW — $1,500

Multiple Available

Soundcheck Sponsor

- Recognition during performance
- Social media shout-outs before and after the event
- 6 tickets to Rhythm & Brews event (open seating)
- Recognition in event program and digital screens

SPONSORSHIP DISCOUNTS

Commit to any United Way sponsorship before January 1, 2027, and receive a **10% discount.** Get **15% off** by choosing multiple sponsorships (two or more). Committing to sponsorship early or sponsoring multiple events throughout the year makes it easier for United Way to have a greater impact in our community.

UNITED WAY Waco-McLennan County

RHYTHM & BREWS SPONSORSHIP OPPORTUNITIES

BENEFITS*	SHOWSTOPPER SPONSOR $5,000	WORLD TOUR SPONSOR $5,000	OPENING ACT SPONSOR $4,000	STAR TALENT SPONSOR $2,500	THE ROAD CREW SPONSOR $1,500
Recognition as sponsor in campaign materials/events	★	★	★	★	★
Verbal recognition at kickoff & major meetings	★	★	★	★	★
Opportunity to speak	★				
Logo/link on United Way website	★	★	★	★ (Singer Promo Page)	
Social media recognition	★	★	★	★	★
Recognition in Workplace Campaign kickoff materials (signage, slides, programs, digital screens)	★	★	★		★
Tickets to Rhythm & Brews event	10 (reserved seating)	10 (reserved seating)	8 (reserved seating)	8 (reserved seating)	6 (open seating)
If your company runs a Workplace Campaign, sponsorship dollars count toward campaign total	★	★	★	★	★

*To ensure recognition in event marketing and materials, sponsors must commit by **July 1**. After this deadline, sponsor recognition cannot be guaranteed.

UNITED WAY Waco-McLennan County

UNITED WAY
Waco-McLennan County

SECOND CENTURY CLUB

CORPORATE MEMBERSHIP

$2,000+ Annually

As we embark on our second century of service, United Way of Waco-McLennan County proudly introduces the **Second Century Club**. This exclusive giving society honors the remarkable achievements of our first hundred years while igniting excitement for the incredible potential of the next century.

For more than 100 years, United Way has mobilized businesses, donors and volunteers to strengthen our community. Yet the needs in McLennan County remain real and urgent.

At United Way of Waco-McLennan County, we believe in the power of partnership. Our network of nonprofit agencies works across four key impact areas, ensuring that the most critical needs in our community–healthy community, youth opportunities, financial security, and community resiliency–are met by organizations best equipped to serve.

United Way invests in coordinated, wraparound strategies in a unified approach that creates lasting change.

Second Century Club Corporate Members make that sustained impact possible.

WHY YOUR MEMBERSHIP MATTERS

Your investment fuels strategic solutions that:

- **Expand youth opportunity**
- **Build a healthier community**
- **Strengthen financial security for working families**
- **Increase resiliency during times of crisis**

We want to welcome **200 new businesses** to contribute at least $2,000 annually, with an emphasis on a three to five-year commitment, ideal for smaller companies or those not holding a workplace campaign. This commitment helps ensure consistent and measurable progress.

CORPORATE MEMBER BENEFITS

Recognition & Visibility

- Recognition as a Second Century Club Corporate Member
- Promotion in United Way newsletters
- Recognition on United Way social media
- Second Century Club window sticker for display

Exclusive Access & Engagement

- Special invitations to United Way events
- Priority engagement opportunities throughout the year
- Ducks in the Great American Duck Race
- Special voting access for People's Choice at Rhythm & Brews
- Update communications throughout the year that can be shared on donor business social media, breakroom and newsletters

THE NEXT CENTURY STARTS NOW

The businesses that shape the future of Waco-McLennan County are the ones willing to invest in it.

Membership in the Second Century Club offers unique recognition, renews annually, and embodies the United Way philosophy of collective good.

Together, we can ignite the next 100 years of opportunity, stability and hope in our community.

200 SECOND CENTURY CLUB

Remember: **Receive 10% off** by committing to any sponsorship before January 1, 2027, or **get 15% off** by choosing two or more sponsorships. Please contact Allen Holt (see page 13) with any questions.

☐ CORPORATE MEMBER

at $2,000 or more annually

Amount of donation: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

PAYMENT INFORMATION

☐ Pay monthly over next 12 months ☐ Pay full amount

Card Number: _____

CVC: _____ Expiration Date: _____

Mail checks payable to "United Way of Waco-McLennan County" to PO Box 7634, Waco, TX 76714

☐ Please contact me with more information about the Greater Waco United Fund Foundation.

SCAN TO DONATE ONLINE.

UNITED WAY Waco-McLennan County

IMAGINATION LIBRARY DUCK RACE SPONSORSHIP

Event Date: Fall 2027

Fall 2027, United Way of Waco-McLennan County will host the fifth-annual Great Waco Duck Race benefitting Imagination Library of Waco – a high-energy, family-friendly fundraiser supporting early childhood literacy across McLennan County.

Imagination Library of Waco is a program of United Way of Waco-McLennan County, a 501(c)(3) nonprofit that:

- Mails one free, age-appropriate book each month to enrolled children
- Serves children from birth until their fifth birthday
- Provides up to 60 books between birth and age 5
- Partners with Dolly Parton's Imagination Library
- Offers parent outreach on the importance of reading and bonding through books

Research shows a strong correlation between participation and higher test scores beginning in kindergarten and continuing through later grade levels.

More than 1,800 children in McLennan County are currently enrolled. Our long-term goal is to enroll every eligible child and fill every bookshelf in Waco.

EVENT OVERVIEW

The Great Waco Duck Race is a charitable raffle event supporting Imagination Library.

- Community members adopt a duck for $5
- Up to 20,000 numbered ducks race on the Brazos River
- Spectators gather at Indian Springs Park, the Waco Suspension Bridge and the river walk
- All ducks are collected following the race
- Family Fun Fest includes inflatables, games, arts and crafts and live entertainment

WHY SPONSOR

Your sponsorship:

- Supports the cost of books, mailing and family outreach
- Helps ensure children receive books at no cost
- Expands access to early literacy resources across McLennan County
- Aligns your business with one of the community's most visible family events

When children have books at home, they enter school more prepared. When families read together, stronger futures begin.

Early commitment and multiple sponsorship discounts are available. **See page 6 for details.**

IMAGINATION LIBRARY DUCK RACE SPONSORSHIP

Sponsorship Opportunities

Multiple sponsorship levels are available. Please see the table below for sponsorship tiers and associated benefits. To ensure recognition in event marketing and materials, sponsors must commit by July 1. After this deadline, sponsor recognition cannot be guaranteed.

	DIAMOND DUCK $10,000	QUACKER BACK $7,500	MIGHTY DUCK $5,000	LUCKY DUCK $2,500	FEATHERED FRIENDS $1,000	FRIENDS OF THE FLOCK $750	DERBY DUCKLING $500
Ducks Entered into the Race	100	50	25	20	10	7	5
Stage Time at Family Fun Fest	★	★					
Priority Logo Placement on All Materials	★	★					
Recognition on IL of Waco book labels (2,100+ per month)	6 months	2 months	1 month				
Name of Company Listed on 25,000 Duck Adoption Tickets	★	★	★	★			
Corporate Tent at Family Fun Fest (must provide your own tent)	★	★	★	★	★		
Logo Placement on Event T-Shirts	★	★	★	★	★		
Logo Placement on Event Banners / Signage	★	★	★	★	★	★	★
Pre and Post Race Recognition - Website, Emails, Social Media	★	★	★	★	★	★	★

UNITED WAY Waco-McLennan County

NONPROFIT SUMMIT SPONSORSHIP

Event Date: Spring 2027

In Spring 2027, United Way of Waco-McLennan County will convene nonprofit leaders and staff from across our community for an all-day working summit designed to strengthen collaboration and deepen impact.

Approximately 80 to 100 nonprofit professionals – leaders and staff from United Way-designated partner agencies – will gather for a focused day of strategy, discussion and solution-building.

During this working meeting, participants will engage in a deep dive into community programs, shared challenges and coordinated solutions. The goal is to better connect independent services so individuals and families can more effectively leverage all available resources to improve their circumstances. Together, we will identify gaps, strengthen referral pathways and align efforts to create greater stability and hope across McLennan County.

The summit is offered at no cost to nonprofit leaders and staff in order to remove barriers to participation and encourage full engagement.

Your sponsorship makes that possible.

WHY SPONSOR

Strong nonprofits create a strong community. When organizations work in harmony, families experience coordinated support rather than fragmented services.

Your sponsorship strengthens the very network of services that supports youth opportunity, healthy community initiatives, financial security and community resiliency throughout McLennan County.

SUMMIT SPONSOR $1,000

Multiple Sponsorships Available

Your investment directly supports essential event costs including meals and materials so nonprofit professionals can attend free of charge and focus fully on collaboration and impact.

Benefits include:

- Recognition as a Nonprofit Summit Sponsor
- Company logo displayed at the event
- Recognition in event program materials
- Acknowledgment in United Way newsletter following the summit
- Recognition on United Way social media
- Opportunity to provide a welcome or short message during the event

Early commitment and multiple sponsorship discounts are available. **See page 6 for details.**

UNITED WAY
Waco-McLennan County

2027-2028 SPONSOR CONTRACT

Individual(s)/business name(s) _____

Contact person: _____

Mailing Address: _____

City: _____ State: _____ ZIP code: _____

Email address: _____ Phone number: _____

Name (or company) as you wish it to appear: _____

If you'd like your sponsorship to support one of the karaoke performers, please list their name. _____
They'll receive credit toward the People's Choice Award.

SPONSORSHIP LEVEL

Don't Forget: **Receive 10% off** by committing to any sponsorship before January 1, 2027, or **get 15% off** by choosing two or more sponsorships. Please contact Allen Holt (details below) with any questions.

Annual Events Sponsorship

- ☐ **LEAD THE YEAR – $30,000**

Workplace Campaign Sponsorship

- ☐ **PRESENTING SPONSOR – $20,000**
- ☐ **MATERIALS SPONSOR – $10,000**

Rhythm & Brews Sponsorship

- ☐ **SHOWSTOPPER SPONSOR – $5,000**
- ☐ **WORLD TOUR SPONSOR - $5,000**
- ☐ **OPENING ACT SPONSOR – $4,000**
- ☐ **STAR TALENT SPONSOR - $2,500**
- ☐ **THE ROAD CREW - $1,500**

Imagination Library Duck Race Sponsorship

Imagination Library sponsorship dollars will be used exclusively to support this program.

- ☐ **DIAMOND DUCK – $10,000**
- ☐ **QUACKER BACK – $7,500**
- ☐ **MIGHTY DUCK – $5,000**
- ☐ **LUCKY DUCK – $2,500**
- ☐ **FEATHERED FRIENDS - $1,000**
- ☐ **FRIENDS OF THE FLOCK - $750**
- ☐ **DERBY DUCKLING - $500**

Nonprofit Summit Sponsorship

- ☐ **SUMMIT SPONSOR – $1,000**

For businesses, please email a high-resolution logo in jpg, pdf, or png format to allenholt@unitedwaywaco.org.

- ☐ My check is enclosed and made payable to United Way of Waco-McLennan County.
- ☐ My payment will be made by credit card.

For credit card payments, please call Allen Holt at (254) 752-2753.

Please mail contract to:
United Way of Waco-McLennan County
Attn: [Event Name] Sponsorship
P.O. Box 7634
Waco, TX 76714

Or email to: allenholt@unitedwaywaco.org