



2026

SPONSORSHIP PACKAGE



2501 Sunset Avenue
Rocky Mount, NC 27804
(252) 937-2213
www.unitedwaytrr.org

Dear Twin County Business Leader,

At United Way Tar River Region, we believe in the power of community—and we know that meaningful change starts with strong partnerships. As we work to lift quality of life in Nash and Edgecombe counties, we invite you to join us in creating lasting solutions for local families, children, and individuals in need.

Your sponsorship isn't just a donation—it's a statement that you believe in building a stronger, healthier, and more resilient region. We've enclosed a sponsorship package outlining opportunities to align your brand with our mission and make a tangible difference right here at home.

We hope you'll consider partnering with us. Together, we can turn compassion into action and action into positive results.

Warm regards,

A handwritten signature in black ink that reads "Ginny W. Mohrbutter".

Ginny Mohrbutter
Executive Director
United Way Tar River Region
Office: (252) 937-2213 ext. 203
Mobile: (252) 567-7757
ginnymohrbutter@unitedwaytrr.org



UNITED WAY
Tar River Region

INVEST IN YOUR COMMUNITY!



We invite you to join us in creating lasting change right here in Nash and Edgecombe Counties by becoming a proud partner of your United Way! As you shape your 2026 corporate social responsibility strategy, this is your chance to align your business with a cause that truly matters – strengthening the **health, education, and financial stability** of every person in our community.

By sponsoring United Way Tar River Region, you're not only investing in a better future for local families – you're also positioning your business in front of passionate community members, increasing your brand visibility, and demonstrating your commitment to making a difference.

Partnerships like yours power the work we do every day. Let's team up to make an even greater impact – because when we work together, we can achieve amazing things.
UNITED IS THE WAY!

2026 SPONSORSHIP AT A GLANCE

ANNUAL COMMUNITY
CHAMPIONS' LUNCHEON

RIDE 4 UNITED WAY

NC 211 PROGRAM
DIRECT RESOURCE
REFERRED LINE

SELF-SUFFICIENCY
AND AFFORDABLE
HOUSING

SPONSOR OUR ANNUAL COMMUNITY CHAMPIONS' LUNCHEON



United Way's Community Champions Luncheon is an event that celebrates Giving in the Twin Counties. The event highlights outstanding companies, organizations and individuals who go-above-and-beyond to help improve lives in our community, while also celebrating our nonprofits and their tremendous positive impacts.

SPONSORSHIP LEVELS

CHAMPION SPONSOR - \$1500

- Champion Sponsor Recognition Before and During the Event
- Promotion through United Way in print media, electronic signage, local TV & social media
- Premiere listing on event signage & event program
- PRESENTATION OF THE PINNACLE OF THE EVENT, THE CHAMPION'S AWARD
- VIP Seating for 10 people

IMPACT SPONSOR - \$1000

- Impact Sponsor Recognition Before, During and After the Event
- Promotion through United Way in print media, electronic signage, local TV & social media
- Listing on event signage & event program
- PRESENTATION OF OUR IMPACT AWARDS
- Reserved Seating for 8 people

BIG HEART SPONSOR - \$750

- Big Heart Sponsor Recognition Before, During and After the Event
- Promotion through United Way on local TV & social media
- Listing on event signage & event program
- Reserved Seating for 6 people

CHEER SPONSOR - \$500

- Cheer Sponsor Recognition During and After the Event
- Promotion through United Way on social media
- Listing on event signage & event program
- Reserved Seating for 4 people

APPRECIATION SPONSOR - \$250

- Appreciation Sponsor Recognition During the Event
- Listing on event signage & event program
- Reserved Seating for 2 people

DEADLINE: APRIL 8, 2026



SPONSOR OUR RIDE 4 UNITED WAY



Join us for Ride 4 United Way, a high-energy cycling event that brings together riders, families, and local businesses to support lasting change in our community. Proceeds go directly to United Way's mission of improving health, education, and financial stability for every person in Nash and Edgecombe Counties.

As a sponsor, you'll gain brand exposure, community goodwill, and the opportunity to align with a cause that truly makes a difference — all while being part of an exciting, feel-good event.



SPONSORSHIP LEVELS

POWER PEDAL SPONSOR - \$1500

- Premier logo placement on event banners, shirts, and marketing
- Recognition as a lead sponsor in press and social media
- Opportunity to host a booth or tent at event
- 4 complimentary rider registrations
- Recognition on United Way website and post-event materials

MOMENTUM SPONSOR - \$1000

- Logo on event shirts and signage
- Mention in social media and email promotions
- 2 complimentary rider registrations
- Listing on United Way website

GEAR UP SPONSOR - \$250

- Logo on event signage
- Social media shoutout
- 1 complimentary rider registration
- Name listed on United Way website

DEADLINE: AUGUST 6, 2026



UNITED WAY
Tar River Region

SPONSOR OUR NC 211 PROGRAM

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North Carolina

NC 211 is a free, 24/7, 365-day-a-year resource referral line connecting people in need to critical services — from housing and food to mental health and disaster support.

Your sponsorship ensures a quick, reliable help for individuals and families in crisis, greater access to vital local resources and a stronger, more connected community.

As a sponsor, you'll be recognized as a trusted community partner — with brand visibility across digital platforms and outreach campaigns — all while making a real impact in people's lives.

SPONSORSHIP LEVELS

LIFELINE LEADERSHIP SPONSOR - \$5000

- Premier logo placement on NC 211 promotional materials
- Recognition in statewide outreach campaigns and social media
- Featured story highlighting your impact
- Custom co-branded materials (optional)
- VIP recognition at United Way events

ACCESS ADVOCATE SPONSOR - \$2500

- Logo placement on NC 211 materials and website
- Social media recognition
- Shoutout in United Way newsletters
- Impact update on how your sponsorship made a difference

HOPE SPONSOR - \$1000

- Name listed on NC 211 website
- Social media thank-you
- Digital badge to display your support

DEADLINE: ONGOING



UNITED WAY
Tar River Region

SPONSOR OUR SELF-SUFFICIENCY AND AFFORDABLE HOUSING PROGRAM

In Nash and Edgecombe counties, the path to financial self-sufficiency and affordable housing is paved by partnerships—and your company can lead the way.

By sponsoring local initiatives that promote economic independence and housing stability, your business becomes a force for good. You're not just giving back; you're investing in a stronger, more resilient workforce and community.

Your support helps fund:

- Job and personal readiness by removing barriers and providing essential supports
- Affordable housing development and access
- Wraparound services that uplift families and foster independence

This is more than philanthropy—it's smart business. Strong communities create thriving communities, loyal customers, and a deeper connection between your business and the people it serves. Join us in building a future where every family has a foundation to grow. Let your company be the cornerstone of change in Nash and Edgecombe Counties.



SPONSORSHIP LEVELS

AFFORDABLE HOUSING SPONSOR - \$5000

- Featured as Presenting Sponsor on all materials and press releases
- Logo placement on program banners, website, and promotional media
- Recognition at community events and housing initiative updates
- Opportunity for corporate volunteer engagement

BARRIER BUSTER SPONSOR - \$2500

- Logo on select marketing materials and social media recognition
- Sponsor mention during related community events
- Option to provide branded materials or resources to program participants

WRAPAROUND SERVICE SPONSOR - \$1000

- Recognition on program flyers and newsletters
- Acknowledgment in United Way's annual report and digital channels
- Invitation to program updates and impact sessions

DEADLINE: ONGOING



UNITED WAY
Tar River Region



2026 SPONSORSHIP OPPORTUNITY FORM

CONTACT DETAILS:

Sponsor Company Name

Contact Person

Address (Street, City, State, Zip)

Phone

Email

SPONSORSHIP LEVEL:

SPONSORSHIP AMOUNT ▼

<input type="checkbox"/> Annual Community Champions Luncheon \$ _____
<input type="checkbox"/> Ride 4 United Way \$ _____
<input type="checkbox"/> NC 211 Program (24/7/365 Resource Referral Line) \$ _____
<input type="checkbox"/> Self-Sufficiency and Affordable Housing Program \$ _____

PAYMENT OPTIONS:

- Check endorsed payable to United Way Tar River Region \$ _____
- We prefer to pay online via www.unitedwaytrr.org/donate
- Please send me/us an invoice.

RECOGNITION:

- I wish to be recognized by the Company Name listed above.
- I wish to remain anonymous.