INSPIRE CHANGE
2022-23 SPONSORSHIP PACKET

SOCIAL MEDIA

4,300 FOLLOWERS
@UnitedWayOfSouthwestAlabama
@uwswaEmergingLeaders

1,100 FOLLOWERS
@uwswa

981 FOLLOWERS
@uwswa

445 FOLLOWERS
linkedin.com/company/uwswa

13 SUBSCRIBERS
www.youtube.com/channel/UCGPO6pduuURvbly05s_xm_A

DIGITAL REACH

NEWSLETTER LIST
7,583 email contacts

UWSWA.ORG
34,000 page views per year

DONORS & VOLUNTEERS

CORPORATE DONORS
376 companies

INDIVIDUAL DONORS
7,800 individuals

VOLUNTEER.UWSWA.ORG
3,707 volunteers

SOUTH SERVES
7,429 volunteers

United Way of Southwest Alabama

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The United Way of Southwest Alabama’s (UWSWA) 2022 Community Campaign Kickoff features a day-long, multi-platform event, providing an opportunity for UWSWA to showcase the work of our 46 partner agencies and our 10 internal programs that make up the Community Safety Net with WALA Fox 10 viewers and iHeart Media listeners. Also, it informs the audiences on where they can find services in Southwest Alabama.

($30,000) one available  ♦  ($15,000) two available  ♦  ($10,000) three available

A singular Kickoff Sponsor will receive all the benefits listed below. Two Kickoff Sponsors will have the benefits listed below split in half.

Three Kickoff Sponsors will have all the benefits listed below split in thirds.

SPONSORSHIP PACKAGE EQUALS OVER 2 MILLION IMPRESSIONS

**BROADCAST**

**WALA FOX 10**
- Sponsor recognition on :15s promotional announcements for the campaign kickoff to air August 28 through August 30
- Sponsor recognition on live segment on Studio 10 announcing the campaign kickoff, August 29
- Sponsor recognition on the live spots during newscasts throughout the day, August 31. These spots will highlight the overall campaign, the partner agencies, community sponsors, etc.
  - FOX 10 News - 5am / 6am / 7am / 8am / 4pm / 5pm / 9pm
- Sponsor recognition throughout Studio 10 on August 31. This show will be dedicated entirely to the UWSWA campaign kickoff. The show will highlight partner agencies, sponsors, ways to donate, etc.
- Sponsor recognition on pre-recorded cut-ins to air hourly between 10am and 4pm, August 31
- Recap in the morning news September 1 telling viewers how much was raised, how they can continue to donate to support UWSWA, and acknowledgement of the sponsors.

**iHeart Media**

**WKSJ FM 94.9 / WMXC FM 99.9 / WNTM AM 710 / WRGV FM 107.3 / WRKH FM 96.1 / WTKX FM 101.5 / BMXC-2 100.3 / BRKH-2 99.5**
- :25s Radio UWSWA Campaign Commercials with :05s sponsor business tag (single business per tag) on KSJ, MIX, Hallelujah, WNTM in August (150 spots)
- Sponsor acknowledgement in four UWSWA interviews during the Uncle Henry Show on WNTM 5pm - 7pm, August 29
- :10s Campaign Kickoff teases 6am - 7pm, August 30; five times per station (40 spots)
- :30s UWSWA Campaign Commercials which include a :05s sponsor business tag (single business per tag); one runs per hour, per station between 6am - 7pm, August 31 (104 spots)
- Streaming - :25. Radio Campaign which includes :05s sponsor business tag (single business per tag) in August (200,000 impressions)

**DIGITAL**

**WALA FOX 10**
- Sponsor logo on website promoting the campaign kickoff and linking to www.uwswa.org from August 28 to August 31 (100,000 ROA impressions)
- Audio/Video sponsor recognition on :15s promotional announcements promoting the campaign kickoff, August 28 to August 30 (50,000 impressions on fox10tv.com and OTT platforms)
- Sponsor logo on wallpaper ad on homepage of FOX10tv.com announcing the campaign kickoff and linking to the COMMITTED TO OUR COMMUNITY page on fox10tv.com where all information on the campaign kickoff will be archived
- Sponsor recognition on the full page takeover on the COMMITTED TO OUR COMMUNITY page on fox10tv.com, August 31, linking to www.uwswa.org for donations
- Sponsor recognition on the dedicated donation tile on the FOX10 Mobile App home screen linking to the COMMITTED TO OUR COMMUNITY page on fox10tv.com
- Targeted email campaign leading up to the campaign kickoff featuring sponsors logos (25,000 deployment)

**iHeart Media**
- Extended display with audience targeting household incomes of $100k+ featuring a sponsor logo on display ads (1 logo per creative) in August (375,000 impressions)

**United Way of Southwest Alabama**
- Sponsor logo displayed on landing page, event page, and sponsorship page on www.uwswa.org

**SOCIAL MEDIA**

**WALA FOX 10**
- Sponsor recognition on Fox 10 branded Facebook LIVES throughout the day promoting the campaign kickoff and donations

**United Way of Southwest Alabama**
- Sponsor recognition and a guest spot on three UWSWA Facebook LIVES that are sharable to your website and social media (1,500 impressions)
- Sponsor recognition on branded 2022 UWSWA Social Media platforms (100,000 impressions)
GENERAL SPONSORSHIPS

Platinum
$5,000 - $9,999

Gold, Silver, and Bronze Sponsorship benefits PLUS:
- Campaign Kickoff
  - Opportunity to speak at one of the Kickoff events
  - Sponsor guest on UWSWA Facebook LIVE on 8/31 (500 impressions)
  - Sponsor recognition on UWSWA Facebook LIVE and posts throughout 8/31 (1,000 impressions)
- Sponsors display table at Engaging the Next Generation to showcase their company and network with young professionals (200 attendees)
- Sponsor feature blog on uwswa.org which links to Sponsor's page and shared with UWSWA network
- Sponsor Social Media special promotion quarterly (2,000 impressions)
- Sponsor guest on one Emerging Leaders Lunch and Learn or one Community Impact Workshop
- Sponsor guest on UWSWA Facebook LIVE spotlighting a partner agency quarterly (2,000 impressions)
- Sponsor recognition on all printed materials

Gold
$2,500 - $4,999

Silver and Bronze Sponsorship benefits PLUS:
- Campaign Kickoff
  - Campaign Kickoff Sponsor recognition on UWSWA Social Media posts from 8/28 - 8/30 (5,000 impressions)
  - Sponsor recognition on UWSWA Facebook LIVES on 8/31 (1,000 impressions)
- Company Social Media special promotion twice (1,000 impressions)
- Sponsor guest on UWSWA Facebook LIVE spotlighting a partner agency twice (200 impressions)
- Sponsor recognition on Safety Net Series Facebook Live features and posted to the UWSWA Social Media - YouTube, Twitter, Instagram, LinkedIn (6,000 impressions)
- Sponsor recognition for all UWSWA events
- Corporate logo on LIVE UNITED® T-shirt (500 distributed)
- Inclusion in print ads

Silver
$1,500 - $2,499

Bronze and Copper Sponsorship benefits PLUS:
- Campaign Kickoff
  - Sponsor recognition on UWSWA Social Media posts throughout 8/31 (1,000 impressions)
- Sponsor guest on UWSWA Facebook LIVE spotlighting a partner agency (100 impressions)
- Company Social Media special promotion (500 impressions)
- Sponsor recognition on Emerging Leaders Lunch and Learn and Community Impact Workshop
- Sponsor recognition on four of the Safety Net Series Facebook Live features posted to the UWSWA Social Media - YouTube, Twitter, Instagram, LinkedInS (2,000 impressions)
- Inclusion in Mobile Area Chamber of Commerce Business Weekly ads
Bronze
$500 - $1,499
◆ Sponsor recognition on two of the Safety Net Series Facebook Live features posted to the UWSWA Social Media - YouTube, Twitter, Instagram, LinkedIn (500 impressions)
◆ Sponsor logo on the Day of Caring T-shirt (644 distributed)
◆ Sponsor logo placement on UWSWA email newsletters (7,500 registered)
◆ Sponsor recognition on other UWSWA Social Media platforms - Twitter, Instagram, YouTube, LinkedIn throughout the year (300,000 impressions)
◆ Recognition in the Annual Report
◆ Corporate logo on UWSWA website (30,000 impressions)