

PARTNER WITH UWCHQ

2026-2027
SPONSORSHIP
OPPORTUNITIES



UNITED WAY
Chautauqua
County

UNITED WE DO MORE



Dear Business Partner,

United Way of Chautauqua County brings people and organizations together to strengthen our community — from supporting children and families to engaging the workforce and honoring community leadership.

Each year, United Way facilitates a series of signature events that offer meaningful opportunities for impact, visibility, and community engagement. These events reach diverse audiences across Chautauqua County and reflect the values we share: opportunity, care, collaboration, and service.

We invite you to partner with United Way by sponsoring one of our signature events. This flexible, multi-event sponsorship opportunity allows you to align your brand with the event that best reflects your organization's mission, values, and target audience — while demonstrating a tangible commitment to our community. Your sponsorship allows us to bring these programs to our community and offset expenses associated with these events and programs.

Sponsorship opportunities for the following five key initiatives:

- Girls in Sports
- Literacy Week
- Community Baby Shower
- Day of Caring
- The Joseph H. Mason Community Service Award, presented at our annual Salute to Labor Dinner

Each event offers distinct visibility and engagement opportunities, while all sponsorships contribute to United Way's broader mission of improving lives throughout Chautauqua County.

We hope you will consider joining us as a sponsor and standing with United Way as we continue to build a stronger, more connected community — together.

Amy Rohler
Executive Director



Scan the QR code to sign up as a sponsor with and either be billed or pay with a credit card online. Or text the keyword SponsorUWCHQ to 91999.

WHY SPONSOR UNITED WAY



SPONSORING A UNITED WAY EVENT MEANS:

- Your investment stays local, supporting people and programs across Chautauqua County
- Your brand is aligned with a trusted community leader
- You gain visibility with audiences that matter — families, volunteers, employers, educators, and community leaders
- You demonstrate corporate citizenship through meaningful, community-centered action

SIGNATURE EVENTS OVERVIEW

Girls In Sports – February 2026

Audience: Girls, families, college athletes, educators, youth advocates
Brand Alignment: Health, wellness, empowerment

Girls in Sports introduces girls to athletes in a fun supportive environment that builds confidence, teamwork, and lifelong healthy habits. 2026 participation will include 8 school districts, 150 9 to 12-year-old girls, and 150 student athletes from Fredonia State Women Athletic Teams. The event is held at SUNY Fredonia in collaboration with Fredonia State Athletics and Chautauqua Striders. Sponsors are recognized as champions of youth development and opportunity.



Literacy Week – April 20-25, 2026

Audience: Children, parents, educators, service clubs
Brand Alignment: Education, workforce readiness

Literacy Week promotes early reading and learning as a foundation for lifelong success. 2026 participation will include an estimated 2,300 pre-K – 6th grade students from 9 Chautauqua County school districts. Every student will receive a new book and every classroom will be read to by a volunteer, from a pool of approximately 100 community volunteers hailing from CHQ Professional Group and local employers that include manufacturers, healthcare facilities, nonprofit organizations, small businesses, and retailers. Sponsorship demonstrates a commitment to education, equity, and building a stronger future workforce.

Community Baby Shower – April to June 2026

Audience: Expecting parents, young families, service providers
Brand Alignment: Family well-being, health, community care

Community Baby Shower is a multi-month, countywide collection drive that supports at-risk mothers and newborns by providing essential baby items during a critical life stage. Through partnerships with healthcare providers, businesses, and community organizations, the initiative mobilizes dozens of donation opportunities, from in-office baby showers to collection sites in Jamestown, Fredonia, Dunkirk, and Westfield ensuring broad visibility and meaningful reach throughout Chautauqua County. Sponsors help ensure healthy starts for local families while strengthening a coordinated network of care that connects resources directly to those who need them most. Sponsors are recognized as champions of family well-being, early childhood health, and community-wide collaboration.

Day of Caring – August 21, 2026

Audience: Employers, employees, volunteers
Brand Alignment: Corporate social responsibility, teamwork

Day of Caring mobilizes volunteers to complete hands-on service projects at schools and nonprofits across Chautauqua County. During the 2025 inaugural event, 66 volunteers from local workplaces volunteered their time to do hands-on service projects across 12 different sites in the county, including everything from landscaping and painting to sorting donations, or interacting with students or seniors at day camp. In 2026 the number of sites and volunteers is expected to increase significantly. Sponsors are recognized as leaders in employee engagement and community impact.

Joseph H. Mason Community Service Award – October 2026

Audience: Business leaders, labor representatives, elected officials, civic leaders
Brand Alignment: Leadership, workforce values, civic legacy

The Joseph H. Mason Community Service Award honors exceptional commitment to service, leadership, and the enduring partnership between organized labor and the community. Presented annually during United Way's Salute to Labor Dinner, the award recognizes a local union member whose volunteerism and advocacy have made a lasting impact in Chautauqua County. The event draws an average of 70 attendees each year, including labor leaders, elected officials, and community supporters, with strong representation from local unions across the county. Sponsorship positions your organization as a champion of collaboration, civic leadership, and the values that strengthen working families and communities.

SPONSOR LEVELS & BENEFITS



PLATINUM SPONSOR - \$10,000 (1 AVAILABLE)

Our Platinum Sponsor receives premier visibility across all five of our annual signature events

Visibility & Recognition

- Premier visibility across all 5 events
- Feature logo placement on banners, website, and printed materials
- Industry exclusivity
- Verbal recognition at every event opening
- Highlight in press releases and social media

Engagement & Access

- Opportunity to provide promotional materials
- Short speaking slot at events
- Curated volunteer experience including priority registration for employees

Thought Leadership & Reporting

- Video interview supported by UWCHQ social media discussing the importance of building community relationships and giving back to the community
- Post event sponsorship wrap-up report
- First right of refusal for 2027 Event Sponsorship

Gold Sponsor - \$5,000 (1 available per event)

Brand Alignment & Visibility

- Select the event where your brand can have the greatest impact
- Logo placement on event materials, registration page, and event day signage
- Inclusion in press materials and social media

Engagement & Storytelling

- Opportunity for branded presence at sponsored event
- Blog detailing company commitment to the event hosted on UWCHQ website
- Post event sponsorship wrap-up report
- First right of refusal for 2027 event

Community Supporter - \$500 (4 available per event)

- Select one primary event
- Name recognition on event signage or program
- Social media shout-out

Silver Sponsor - \$2,500 (2 available per event)

- Select one primary event
- Logo inclusion on specific event materials
- Recognition on UWCHQ social media
- Shared signage at the sponsored event
- Option to provide literature at event

Bronze Sponsor - \$1,000 (2 available per event)

- Select one primary event
- Name or logo listed in event programs and on event registration page
- Recognition on social media
- Option to provide literature at event

Friend of the Event - \$250 (4 available per event)

Name listed on event materials

UWCHQ SOCIAL MEDIA STATS



7,200+
email subscribers



3,800+
followers



500+
followers



1,450
followers

UWCHQ IMPACT DATA

63,249

Measured impacts
last year by UWCHQ

303

Business that
support UWCHQ

3,100+

Total donors
contributing annually

PLEASE CHECK DESIRED SPONSORSHIP LEVEL & PAYMENT CHOICE:

- PLATINUM
- GOLD
- SILVER
- BRONZE
- COMMUNITY SUPPORTER
- FRIEND OF THE EVENT
- A check will be sent
- Email invoice to pay with credit card



UNITED WAY
Chautauqua
County

PLEASE INDICATE WHICH EVENTS YOU ARE INTERESTED IN SPONSORING

- GIRLS IN SPORTS
- LITERACY WEEK
- COMMUNITY BABY SHOWER
- DAY OF CARING
- JOSEPH H. MASON AWARD

Please send a company logo to ndean@unitedwaychq.org to be included in event promotional materials.

Company Name

Name Title

Address City State/Zip Code

Phone Email

Signature Date



Interested in year-around engagement?

United Way of Chautauqua County also facilitates Jamestown Young Professionals (JYP) – an initiative focused on developing the next generation of community stewards through monthly professional, civic, and social engagement opportunities. JYP sponsorships position your brand in front of emerging leaders and young professionals throughout the year.

To learn more, please contact Katie Castro, Director of Advancement at kcastro@unitedwaychq.org



The very best connections happen at the intersection of business meeting community, and it's been our privilege for the past 100 years to be brokering connections and impact that change lives. This is why your business partnership is so essential and why we want to serve you with engagement and team-building tools for your employees — *because we know that the intersection of business and community changes lives.* Did you know UWCHQ offers engagement experiences for employees

VOLUNTEER DAYS

United Way facilitates volunteer events for groups to give back through a half day of direct service.

United Way provides all the coordination for the group to achieve impactful volunteerism at one of many local agencies. It's both a boon to the local agency in need as well as day of teambuilding and staff development.

IMPACT TOUR

Over the course of 2-3 hours, United Way takes groups on a whistlestop tour of agencies in the county to hear from their teams about the programs and impact being made at each site.

Individuals get to witness firsthand why giving to United Way matters — as we connect the dots from donorship to allocations to the impact made in the lives of local individuals.