



401 GIVES

powered by
United Way of Rhode Island

SPONSORSHIP OPPORTUNITIES 2024





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Sponsorship Opportunities

Support the Statewide Day of Giving

WHY SUPPORT 401GIVES?

In 2023, 401Gives celebrated its third year raising more than **\$3.4 million** for **546 local community nonprofits**. More than **15,000 donors** made **24,000 donations** to help make Rhode Island stronger. The effort has raised over \$10 million dollars since inception.

Financial sponsors and gift incentives help power 401Gives and spread the word through media, advertising, nonprofits trainings, and help amplify the gifts received and the overall experience.

Sponsoring the largest giving day in the Rhode Island provides an opportunity to be part of this philanthropic day and work to build a stronger community. All sponsorship dollars help to increase 401Gives' impact and reach through media and engagement.

Be a part of the movement and support the success of 401Gives with a sponsorship that reflects your company's commitment to the community.

THREE WAYS TO SPONSOR

PREMIER SPONSORS

Anchor Premier Sponsor (Exclusive): \$100,000

Ocean Sponsor: \$50,000

Wave Sponsor: \$25,000

- D Underwrites the costs of 401Gives and receives special recognition benefits.
- D At least 10% of premier sponsorships will be used in prize and matching gift pools.
- D See sponsorship packages chart for list of sponsorship opportunities.

MATCHING GIFTS

- D 100% of matching dollars are allocated to match donor gifts \$1:\$1.

PRIZE SPONSORS

- D 100% of prize dollars are directed to nonprofits to activate their networks.



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Premier Sponsorships

Support the Statewide Day of Giving

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**Papitto
Opportunity
Connection**

SPONSORSHIP PACKAGES	ANCHOR \$100K	OCEAN \$50K	WAVE \$25K
TOP BILLING AS PRESENTING SPONSOR (EXCLUSIVE) LOGO ON ALL DONOR THANK YOU EMAILS (EXCLUSIVE) <i>(more than 15,000 donors in 2023)</i>	D		
Positioned as Premier Sponsor		D	
Positioned as Major Sponsor			D
Opportunity to use 401Gives logo to engage your employees	D	D	D
PREMIER POSITION			
Landing page of 401Gives	D	D	D
Materials may include billboards, paid media, flyers, and other collateral	D	D	D
Thank you emails to donors' post event	D	D	D
RECOGNITION AT 401GIVES EVENTS			
In all communications to nonprofits	D	D	D
Tags in boosted social media posts highlighting the sponsors (at least)	6	4	3
Executive speaking opportunity at 401Gives events	D		
Recognition at 401Gives events	D	D	D
United Way Annual Celebration — TBD (Recognized during the speaking program by United Way CEO)	D	D	D
RECOGNITION WITH MEDIA			
Executive visibility and recognition with the media including a press release and quote	D		
401Gives promotion which may include print, digital, and broadcast media	D	D	D
Recognition as sponsors in all press releases about the event (all 3 levels)	D	D	D
Invited to attend press opportunities prior to or on 401Gives	D	D	D
Opportunity to create video to thank prize winners for social media	D	D	D

To stay up to date, visit www.401gives.org and follow 401Gives on Facebook, Instagram and Twitter #401Gives
401gives@unitedwayri.org D 401-444-0720

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Matching Gift and Prize Sponsors

Support the Statewide Day of Giving

MODEL OF SUCCESS

401Gives is modeled after successful state and regional giving days all over the country. We've learned from the best and know that these pools of funds are a critical way for nonprofits to boost their totals in support of their mission by activating their networks.

In **2023, 275 nonprofits** received **\$126,000 in matching gifts, prizes and in-kind support**. Help us make that pool even bigger!

Prize and Matching Gift sponsorships can be provided by business, individuals or community foundations in the form of cash as 100% of these donations will be provided to the participating nonprofits.

MATCHING GIFTS

- D Matching dollars are \$1 for \$1 matches to donations during certain timeframes.
- D All matching gift sponsors will be included in our sponsor recognition page on the website and will be highlighted during their designated prize period on the website and through supporting communications.

PRIZE SPONSORS

- D Prizes are competitive and boost competition among nonprofits.
- D In-kind gifts (e.g.: an IT or accounting firm donating 10 hours of service to a nonprofit) to our Prize pool are welcome (minimum value of \$500 per service). Please call 401-444-0720 to discuss in-kind giving opportunities.
- D All Prize Sponsors will be included in our sponsor recognition page on the website and will be highlighted during their designated prize period on the website and through supporting communications.

A complete list of 2023 prizes, nonprofit winners, and specifications can be given for more information on the previous year's success.



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Thank You!

2023 Statewide Day of Giving Supporters

PRESENTING ANCHOR SPONSOR



WAVE SPONSORS



MATCHING GIFT SPONSORS



PRIZE SPONSORS



IN-KIND PRIZE SPONSORS

