



# Sponsorship Guide



# CENTURY SOIRÉE

## United Way of the Bluegrass Century Soirée

Friday, September 16, 2022 | 6:30 PM

Limestone Hall at the Historic Courthouse

*Celebrating a century of service to the Bluegrass.*

Join us for our Century Soirée as we head back in time to the Roarin' '20s to celebrate United Way of the Bluegrass' 100th anniversary. We will be putting on the ritz and serving up the hooch to support our new [WayPoint initiative](#). Dust off your glad rags, grab your friends and make your way to our speakeasy.

Guests will enjoy an exquisite dinner, signature cocktails and special entertainment throughout the night, including live music by the Jimmy Church Band. Limestone Hall at the Historic Courthouse in downtown Lexington is the perfect location to host our 1920s themed soirée. Our team will skillfully transform the ballroom to celebrate our 100th anniversary in style. It will be the cat's meow!

Put on your best 1920s (or 2020s) formal attire and meet us at the Century Soirée. Ladies, don your most adorned attire with beads, sequins, fringe, or feathers. Gents, wear your spiffiest pinstripes, vests, tuxedos, or black and white digs. Top it off with a fedora, and don't forget your pocket watch and wing tips. We know you'll be the bee's knees!

# Sponsorship Opportunities

United Way of the Bluegrass offers a variety of sponsorship opportunities for local businesses, corporations, and individuals who wish to pledge their support to help further our mission and expand our WayPoint Center initiative in Central Kentucky. Sponsorship of the Century Soirée is a unique opportunity to support equitable access to resources, and create healthier, stronger neighborhoods, all while supporting your philanthropic goals and gaining valuable business exposure.

## Roaring '20s Sponsor | \$15,000 (1 available)

- Recognition as the presenting sponsor on all written, printed, digital and media communications
- 16 tickets to event at (2) premium, reserved tables
- Logo on printed event invitations mailed to key stakeholders (if committed by July 15)
- Logo on email invitations to all UWBG donors and stakeholders (8,000+ people)
- Logo on co-branded party favor for guests
- Verbal recognition at event, and invitation to speak at event
- Logo on step and repeat banner for official event photos
- Business acknowledgements:
  - 👉 Social media recognition
  - 👉 Logo on digital event display
  - 👉 Logo on event signage and banners
  - 👉 Recognition in media release
  - 👉 Logo in UWBG Annual Report
  - 👉 Logo on UWBG website and event registration site

## Big Cheese Sponsor | \$7,500 (1 of 2 available)

- 8 tickets to event at (1) premium, reserved table
- Recognition as event sponsor in all written, printed, digital, and media communications
- Verbal recognition at event
- Logo on printed event invitations mailed to key stakeholders (if committed by July 15)
- Logo on email invitations to all UWBG donors and stakeholders (8,000+ people)
- Business acknowledgements:
  - 👉 Social media recognition
  - 👉 Logo on digital event display
  - 👉 Logo on event signage and banners
  - 👉 Recognition in media release
  - 👉 Logo in UWBG Annual Report
  - 👉 Logo on UWBG website and event registration site

## All That Jazz Sponsor | \$5,000 (SOLD)

- 8 tickets to event at (1) premium, reserved table
- Company banner located on main stage at event as the band sponsor
- Logo on email invitations to all UWBG donors and stakeholders (8,000+ people)
- Business acknowledgements:
  - ☞ Social media recognition
  - ☞ Logo on digital event display
  - ☞ Logo on event signage and banners
  - ☞ Recognition in media release
  - ☞ Logo in UWBG Annual Report
  - ☞ Logo on UWBG website and event registration site

## Speakeasy Sponsor | \$5,000 (1 available)

- 8 event tickets at (1) reserved table
- Signage at bar and on cocktail tables
- Logo on event cocktail napkins
- Business acknowledgements:
  - ☞ Social media recognition
  - ☞ Logo on digital event display
  - ☞ Logo on event signage
  - ☞ Verbal recognition during event
  - ☞ Logo in UWBG Annual Report
  - ☞ Logo on UWBG website and event registration site

## Auction Sponsor | \$3,000 (1 available)

- 8 event tickets at (1) reserved table
- Recognition signage at silent auction tables
- Business acknowledgements:
  - ☞ Social media recognition
  - ☞ Logo on digital event display
  - ☞ Logo in UWBG Annual Report
  - ☞ Logo on UWBG website



## Soirée Table Sponsor | \$1,300 (15 tables available)

- 8 tickets to event at (1) reserved table
- Business acknowledgements:
  - ☞ Logo on digital event display
  - ☞ Logo on event signage
  - ☞ Logo on UWBG website

*\*limited individual tickets available – visit [www.uwbg.org/centurysoiree](http://www.uwbg.org/centurysoiree) for more information.*



Your support of the United Way of the Bluegrass Century Soirée will help us serve more individuals and families across Central Kentucky through our newest initiative, WayPoint Centers. Each center provides services that are custom tailored to its neighborhood and are staffed by professionals who are intimately familiar with the needs of the community.



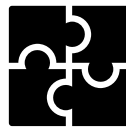
Basic Needs



Access to  
Health Care



School  
Success



Kindergarten  
Readiness



Sustainable  
Jobs



Safe Streets

WayPoint Centers are currently located in the East End and West End of Lexington, as well as in downtown Paris. Learn more about WayPoint Centers by visiting [www.uwbg.org/waypointcenter](http://www.uwbg.org/waypointcenter).

Ashley and her seven children were renting a house that only had electricity in two rooms, and the plumbing and heating did not work. It was important to Ashley that her children be able to eat a home cooked meal and to take warm baths.

Ashley connected with her local WayPoint Center and today, she and her children are living in a safe and secure home with working electricity and plumbing. Learn more about Ashley's story and how the work happening in WayPoint Centers can make a lifetime of difference for our neighbors.

Read more about Ashley's story on our blog:  
<https://www.uwbg.org/post/we-will-call-her-ashley>

A portion of your contribution to United Way of the Bluegrass through the Century Soirée may be tax-deductible within the limits of the law. Please consult with your tax advisor for more information.

# Sponsorship Package Selection Form

Once you have selected your sponsorship package, you can complete your sponsorship purchase online by visiting [www.uwbg.org/centurysoiree](http://www.uwbg.org/centurysoiree), or complete the form below to return along with payment to United Way of the Bluegrass via mail or email.

*To meet publication deadlines, commitment is encouraged before July 15, 2022.*

Thank you for supporting UWBG's Centennial event and WayPoint initiative!

Please indicate your sponsorship level below:

- |   |   |
|---|---|
| <input type="checkbox"/> Roaring '20s Sponsor   \$15,000        | <input type="checkbox"/> Speakeasy Sponsor   \$5,000    |
| <input type="checkbox"/> Big Cheese Sponsor   \$7,500           | <input type="checkbox"/> Auction Sponsor   \$3,000      |
| <input type="checkbox"/> All That Jazz Sponsor   \$5,000 {SOLD} | <input type="checkbox"/> Soirée Table Sponsor   \$1,300 |

## Contact Information

Donor/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone (for above contact): \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## Payment Options

**Check** (PAYABLE TO UNITED WAY OF THE BLUEGRASS): Amount \$ \_\_\_\_\_ Check №. \_\_\_\_\_

**Credit Card:**     Visa             American Express             MasterCard             Discover

*Please provide an email address below and our team will email you a credit card invoice to be paid online.*

Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Please mail your payment with the above form to:

United Way of the Bluegrass  
Century Soirée  
651 Perimeter Drive, Suite 510  
Lexington, KY 40517

For more information, please contact Jenn Goble at [Jenn.Goble@uwbg.org](mailto:Jenn.Goble@uwbg.org)