

# Marketing UNITED



*Sharing your company's support of United Way helps promote corporate citizenship to customers, shareholders, employees and the community. In appreciation of your partnership, United Way strives to return valuable recognition for your business. Below are marketing opportunities you may find beneficial to further showcase that support.*

## SIGNAGE

Does your business have a marquee or digital sign? Company signage is a perfect place to share your support of United Way, both indoors and outdoors. Please consider displaying a LIVE UNITED message of your very own.

Example: "ABC Company LIVES UNITED" or "Proud United Way Workplace Partner"

## NEWSLETTERS

Communicate with employees, customers and shareholders about your workplace campaign and United Way involvement. This is also a great opportunity to provide monthly/quarterly information about United Way partner programs and the impact of your business and employee contributions.

## WEBSITE / SEO

A link to your business can be found on United Way's local website: [www.liveunitedclarksville.org](http://www.liveunitedclarksville.org). Please consider placing a link or UNITED WAY PROUD PARTNER button (we can provide) on your site linking visitors to United Way.

## SOCIAL MEDIA

Tell fans, friends and followers how you LIVE UNITED on Facebook, Twitter, Linked In and more. Share your support through status updates, photos and tags. Join the "Tweet Elite" and be among those with the greatest United Way tweets. Consider donating more to United Way when reaching a goal for number of Facebook fans. Don't forget to like and follow our pages to see how we recognize your business too!

## EVENT SPONSORSHIPS

Sponsorship of special events throughout the year provide additional recognition opportunities, priority placement, and media promotion. Coming up soon in October.....

**DAY OF CARING** (\$200 sponsorship fee) - Your sponsorship will be promoted in all media coverage of the event, as well as to participants. Your business logo will also be printed on the annual Day of Caring t-shirt.

Want more info or have a great idea to share? Please give us a call at (931) 647-4291. We love to support our partners!