



**2025 - 2026**  
SPONSORSHIP OPPORTUNITIES



**United Way**  
Halton & Hamilton

# **YOUR COMPANY + OUR COMMUNITY**

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**Helping You Find Your Social Purpose**

BURLINGTON | HALTON HILLS | HAMILTON | MILTON | OAKVILLE



**United Way**  
Halton & Hamilton

## ENHANCE YOUR VISIBILITY

When you partner with United Way Halton & Hamilton, social purpose meets community impact to improve lives locally.

### PARTNER WITH ONE OF THE WORLD'S MOST VALUABLE BRANDS

#### BENEFITS TO BECOMING A SPONSOR

- Demonstrate that your organization cares about Halton & Hamilton and the people who live here and work for you.
- Associate your brand with a spirit of community, generosity and teamwork – your logo will appear on promotional and event materials including programs, table cards, presentations, social media posts and more!

*Social Media Impressions: 272,000+*

*Social Media Followers: 14,000+*

- Align your goals for corporate social responsibility with specific aspects of United Way's work with the community.
- Be part of a network – by supporting and attending United Way Halton & Hamilton events, you will get the chance to be part of something bigger. A chance to meet new people, potential employees or community leaders.

For information about sponsorship opportunities, please contact: [events@uwvh.ca](mailto:events@uwvh.ca)



#### INVESTING FOR IMPACT

Our collective approach and the scope of the work we do together is what makes United Way unique.

You can feel good about your investment because healthy communities are good for business.

#### BUILD A PACKAGE

If you are interested in multiple sponsorship opportunities, we can work together to build you a customized package that aligns with your organization's social responsibility.



# SHANNON'S STORY

## Finding Confidence and Community

Since childhood, I went through life as a quiet kid who liked staying indoors. With social anxiety and being visually impaired, making friends was tough. When I was seven, I saw a group of kids having fun at a park and built up the courage to join them.

They were part of a United Way-supported program designed to help children facing social, emotional, and behavioural difficulties. The program provides a mix of fun and practical services, supporting infants, young adults, and everyone in between.

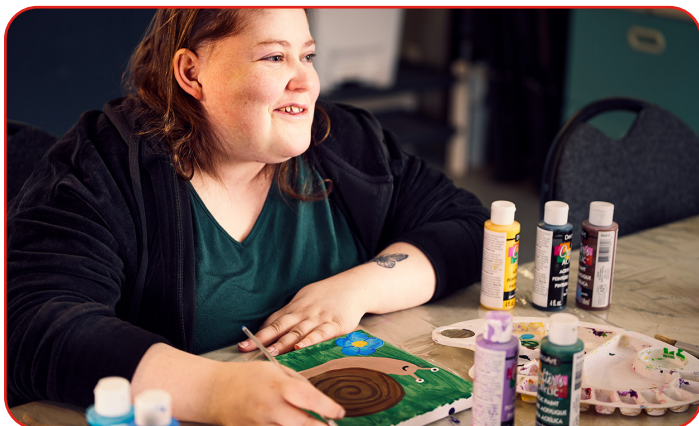
My sisters and I joined and found it provided support for us, offering fun activities, homework help, and even assistance with groceries and clothing. As I grew, the program helped my transition to post-secondary education and provided ongoing support for my anxiety.

Through its various activities, I developed essential life skills and found a passion for arts and crafts.

Today, as a proud member of Canada's Special Olympics bowling team, I'm grateful to United Way for transforming my life and providing my family with much-needed support. Without their programs, life would have been much different, but thanks to United Way, we found joy, purpose, and learning opportunities.



**"Without the support I received over the years, life would have been much different for my family. Thanks to United Way, these programs gave us something to look forward to and made learning more fun."**



# 2025-2026 | SPONSORSHIP CALENDAR

## DIGITAL SPONSORSHIP OPPORTUNITIES

FULL YEAR	Website Sponsor (pg. 04)
	Impact Report Sponsor (pg. 04)

## OTHER SPONSORSHIP OPPORTUNITIES

SEPT - DEC	Sponsored Employee Program (pg. 05)
DECEMBER	Giving Tuesday (pg. 06)
FULL YEAR	Women United Program (pg. 07)

## EVENT SPONSORSHIP OPPORTUNITIES

JUNE	Leadership Reception (pg. 8)
	37th Annual Mayor's Golf Tournament for United Way (pg. 9,10)
	Women Fore Women Golf Clinic & Social (pg. 11)
SEPTEMBER	Mayor's Golf Tournament for United Way in Milton (pg. 12)
	Plane Pull (Campaign Kick Off) (pg. 13)
NOVEMBER	Sopinka Legal Luncheon (pg. 14)
DECEMBER	Holiday Helping Hand (pg. 15)
FEBRUARY	Sleepless For Our Community (pg. 16)
MARCH	International Women's Day Event (pg. 17)
APRIL	Evening of Celebration (pg. 18,19)
MAY	Show Your Local Love Day (pg. 20)





## DIGITAL & PRINT SPONSORSHIPS

Featuring exceptional opportunities to align your corporate social responsibility and your brand with community impact.

Feature your brand to thousands of community-minded social media followers and link back to your own feeds.

### WEBSITE SPONSOR BENEFITS (FOR A TERM OF 6 MONTHS)

**LEAD**  
\$5,000

**Logo featured on United Way website**  
(10,000 views per month)



**Shout out on United Way social media channels**  
2 times throughout the 6 month period  
(8,500+ followers | 14,900+ impressions)



### IMPACT REPORT SPONSOR BENEFITS 2025-26 REPORT

**LEAD**  
\$5,000

**Logo featured on United Way print impact reports**  
(1,000 copies printed)



Logo featured on United Way Digital Impact report & website



**Shout out on United Way social media channels**  
(8,500+ followers | 14,900+ impressions)





# SPONSORED EMPLOYEE PROGRAM

September 2025 - December 2025

A life-changing leadership opportunity for your emerging talent; while making a measurable impact in our community.

Between September and December, Sponsored Employees are seconded to United Way to help execute its annual fundraising campaign. This year’s campaign is more critical than ever, as United Way works to help people find support in uncertain times. During this 15-week term, Sponsored Employees brainstorm solutions, provide advice, facilitate services and deliver presentations and training to hundreds of volunteers and supporters.

## PROVIDE A SPONSORED EMPLOYEE

Second an employee to the program. A seconded employee’s salary and benefits continue to be paid by their employer. Day-to-day management is the responsibility of United Way.

## PROVIDE FINANCIAL SUPPORT

A financial sponsorship of \$15,000 gives United Way the flexibility to hire an individual with specific skills, to support community fundraising efforts.

SPONSORSHIP BENEFITS	\$15,000
Company logo feature in sponsored employee email signature	✓
Company Logo featured on business cards	✓
Linkedin post highlighting involvement with sponsored employee program	✓
Verbal recognition from participating employees each time they present a speech or speaker (approx. 30 times per year across various workplaces)	✓
Recognition on United Way Halton & Hamilton website	✓



# Annual Celebration of Generosity



**United Way**  
Halton & Hamilton

**GIVING**  
**TUESDAY**

**GIVING TUESDAY**  
December 2025

Giving Tuesday is a global day of generosity, bringing individuals and businesses together to create a meaningful impact. As one of the largest giving days of the year, it provides a powerful platform for you to align your corporate social responsibility with real community impact.

By sponsoring United Way Halton & Hamilton for Giving Tuesday, your brand will be featured in high-visibility digital and social media promotions, connecting you with thousands

of engaged, local community members. Your support will help amplify the message of local giving, encouraging more donations to critical social programs that provide food, housing, mental health support, and resources for those who need it most.

Partner with us to make a difference on Giving Tuesday and demonstrate your commitment to building a stronger, more resilient community.

SPONSORSHIP BENEFITS		\$5,000
Your company logo featured in a linkedin editorial & blog		✓
Your logo featured in Giving Tuesday article on United Way website		✓
Company logo featured in Giving Tuesday email communication		✓
Organic Social posts on all social channels (Intagram, X, Facebook, LinkedIn)		✓
Paid Social Media Ads - Logo featured on paid social media ads		✓



# WOMEN UNITED PROGRAM

Campaign Year 2025

Women United members make a difference where they live, advocate for change, and create a brighter future for women and girls. Together, we can ensure all women have the supports they need to thrive.

Women United members make a social investment of \$1,200 or more annually to United Way Halton & Hamilton to support women and their families in our community

Align your brand with our Women United brand, and know that you are making a difference for Women & girls throughout the community.

**Attendees Include:**

- Philanthropic Women Leaders
- Labour Partners
- Local Non-Profit Organizations
- Government Officials

## SPONSORSHIP LEVELS

BENEFITS	PROGRAM \$10,000
Logo featured on United Way's Women United page	✓
Logo featured on all event registration pages	✓
Logo featured on all Women United marketing materials	✓
Logo featured on all Women United e-blasts & newsletters	✓
Shout out on United Way social media channels (minimum 4 times)	✓
Recognition in Women United media opportunities	✓





# LEADERSHIP RECEPTION

June 2025

Elevate your impact, ignite change, and inspire hope as a sponsor for the Leadership Reception. This event brings together leadership donors from across Halton & Hamilton. These donors are ready to drive change, willing to set a powerful example and become part of the solution to our communities complex social issues. Our Leaders are passionate about leaving their mark on Halton and Hamilton by creating lasting change.

- Attendees Include (100+):**
- Local Citizens & Businesses
  - Community Leaders
  - Corporations
  - Government Officials
  - Labour Partners
  - Local Non-Profit Organizations

## SPONSORSHIP LEVELS

BENEFITS	LEAD \$2,500
Logo featured on event registration page	✓
Logo featured on all event marketing materials	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓
Verbal recognition during the event	✓
Shout out on United Way social media channels following event	✓





# 37th ANNUAL MAYOR'S INVITATIONAL GOLF TOURNAMENT

June 2025 | Glen Abbey Golf Club

This annual Oakville Mayor's Invitational Golf Tournament, which started 37 years ago, brings together members of the community to enjoy 18 holes of golf, use of power carts, a delicious lunch and dinner all in support of United Way Halton & Hamilton.

**Date:** June 10, 2025

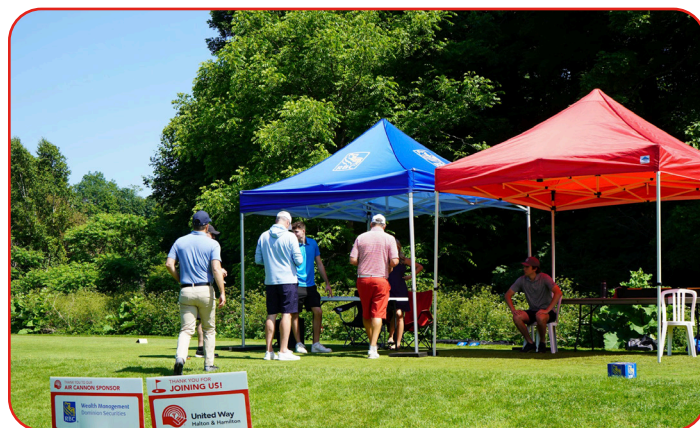
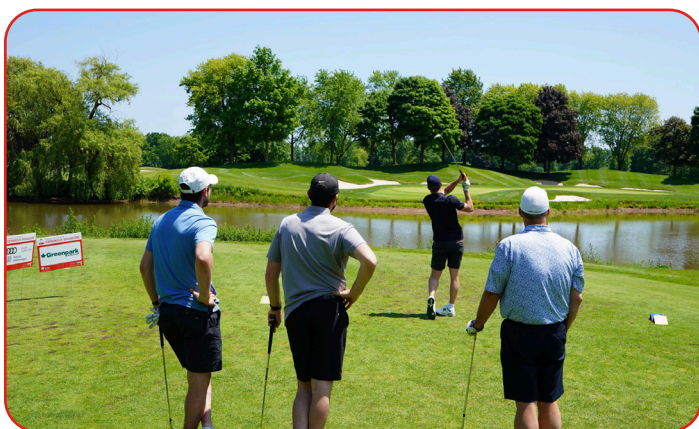
**Where:** Glen Abbey Golf Club

#### Attendees Include (144+):

- Media Representatives
- Community Leaders & Dignitaries
- Corporate Partners & Executives
- Labour Partners

Not interested in sponsorship but still want to golf?  
**Purchase a foursome for \$2,100!**

*\*Based on first right of refusal from 2024 tournament*





BENEFITS	TITLE \$15,000	LEAD \$10,000	CONTRIBUTING \$6,000	SUPPORTING \$5,000	CONTEST \$1,500	HOLE \$500
Golf Foursome	2	2	1	1		
Logo featured on hole sign	✓	✓	✓	✓	✓	✓
Logo on all event signage	✓	✓	✓	✓	✓	
Logo featured on e-blasts sent to UWHH mailing list	✓	✓	✓	✓	✓	
Logo featured on UWHH event page	✓	✓	✓	✓	✓	
Shout out on UWHH social media channels	✓	✓	✓	✓	✓	
Full-page ad in event program	✓	✓	✓	✓		
First right of refusal for 2025 tournament	✓	✓	✓			
Opportunity to include company tent on-course	✓	✓				
Logo on digital score cards	✓					
Logo on cover of program	✓					
Corporate profile featured in event program	✓					
Opportunity to make remarks prior to shotgun start	✓					
Choose one of the following options to feature your logo: <ul style="list-style-type: none"> <li>• Air cannon</li> <li>• Cooler bag</li> <li>• Dinner sponsor</li> <li>• Golf carts</li> <li>• Golf towels</li> <li>• Golf balls</li> <li>• Golf shoe bag</li> <li>• Lunch sponsor</li> <li>• On-course drink station (2)</li> <li>• On-course food station (2)</li> <li>• Women United Activity (2)</li> </ul>			✓			

\*Based on first right of refusal from 2024 tournament

# WOMEN FORE WOMEN GOLF CLINIC

June 2025 | Glen Abby Golf Club

## Women Fore Women Golf Clinic & Social

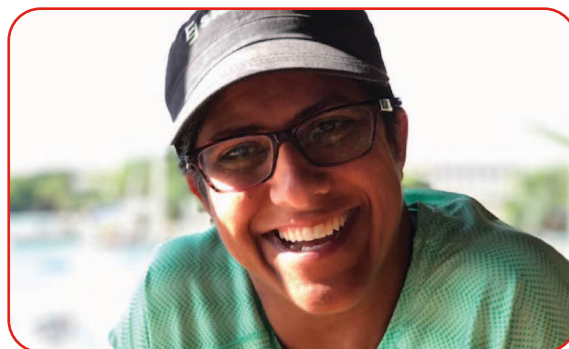
Women United's Women Fore Women's Golf event is an exclusive opportunity to learn from Far Samji and the Smashing Golf Team. Participants will gain the confidence to play better golf so they can say YES to more golf opportunities. This clinic will host 60 women and includes lessons on driving, putting, chipping, and woods.

Enjoy a BBQ lunch, hands-on golf clinic, and great networking opportunities—all in support of United Way Halton & Hamilton.

**Date: June 10, 2025**

## Attendees

- Women United Committee
- Women Leaders



SPONSORSHIP LEVELS & BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	HOLE \$500
Logo featured on United Way event page	✓	✓	✓	
Logo featured on Hole Sign at Clinic	✓	✓	✓	✓
Verbal recognition during event	✓	✓	✓	
Shout out on United Way social media channels	✓	✓	✓	
Opportunity to include a branded item in gift bags	✓	✓		
provides 1 drink ticket to each guest		✓		
Includes 4 tickets to participate in clinic	✓			
Opportunity to host a booth during the clinic	✓			
Opportunity to provide opening remarks at both clinic sessions	✓			





# MAYOR'S GOLF TOURNAMENT FOR UNITED WAY IN MILTON

September 2025 | Granite Ridge Golf Club

Enjoy a round of golf at Granite Ridge Golf Club, and do it for a great cause. The Mayor's Golf Tournament for United Way in Milton started more than 20 years ago by a dedicated group of committee members.

This event brings together members of the community to enjoy 18 holes of golf, use of power

carts, a BBQ lunch and gourmet dinner, all in support of United Way Halton & Hamilton.

#### Attendees Include (288+):

- Community Leaders & Dignitaries
- Corporate Partners & Executives
- Labour Partners

## SPONSORSHIP LEVELS

BENEFITS	GOLD \$5,500	SILVER \$2,750	BRONZE \$1,650	HOLE \$250
Golf foursome	✓	✓	✓	
Company name listed in dinner program	✓	✓	✓	
Logo featured on advanced event promo materials	✓			
Logo featured in dinner program	✓			
Logo featured on event signage	✓			
Recognition in news release	✓			
Company name listed on event signage at podium		✓		
Company name listed on tent cards at dinner tables		✓	✓	
Company name listed on all golf carts			✓	
Company name on hole sign				✓



# UPS PLANE PULL CAMPAIGN KICK OFF

September 2025 | UPS Hamilton Airport

The UPS Plane Pull is United Way Halton & Hamilton’s annual kick-off event. Teams of 15 participants will compete to pull a 200,000 lb UPS Airbus 300, 50 feet across the tarmac at the Hamilton International Airport in the fastest time. This family-fun event includes food, entertainment, displays and kids plane pull.

**Date: Saturday, September 13, 2025**

**Attendees Include (800+):**

- Community Members
- Corporate Partners
- Labour Partners
- Members of the Local Business Community
- Invited Media Guests

## SPONSORSHIP LEVELS

BENEFITS	GOLD \$10,000	SILVER \$5,500	BRONZE \$2,500
Logo featured on United Way main event page	✓	✓	✓
Logo featured on event registration page	✓	✓	✓
Logo featured on e-blasts sent to United Way mailing list	✓	✓	✓
Verbal recognition during event	✓	✓	✓
Shout out on United Way social media channels	✓	✓	✓
Opportunity to host a company promotional booth	✓	✓	
Logo featured on swag item gifted to each participant	✓		
Plane pull team included (no fees)	✓		



# SOPINKA LEGAL LUNCHEON

November 2025 | Sheraton Hamilton Hotel 32

The Sopinka United Way Legal Luncheon, created by John F. Evans, brings together the legal community from across Hamilton & Halton, to network, enjoy a delicious lunch and listen to various engaging speakers. This year marks the 24th Annual Sopinka Legal Luncheon, and will feature keynote speaker, The Honourable Justice Beverley McLachlin from The Supreme Court of Canada.

**Date: Thursday, November 13, 2025**

**Time: 11:30 AM - 1:30 PM**

**Attendees Include (225+):**

- Legal Dignitaries
- Legal Community of Halton & Hamilton
- Law Professionals

## SPONSORSHIP LEVELS

BENEFITS	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,000
Logo featured on event signage	✓	✓	✓	✓
Logo featured on event page	✓	✓	✓	✓
Logo featured in event program	✓	✓	✓	✓
Logo featured on e-blast invitations sent to United Way mailing list	✓	✓	✓	✓
Verbal recognition at live event	✓	✓	✓	✓
Shout out on United Way social media	✓	✓	✓	
Complimentary luncheon tickets	8	4	2	
Logo featured in the Hamilton Law Association Journal event ad	✓	✓		
Opportunity for remarks during event	✓			
Opportunity to provide gift for attendees	✓			



# HOLIDAY HELPING HAND

## December 2025

United Way Halton & Hamilton’s Holiday Helping Hand program is the jolliest way to give back and bring a dash of joy to those who need it most. Whether it’s volunteering to make holiday crafts in support of a local agency, adopting a family in need, or donating to a gift drive, taking part in our Holiday Helping Hand program makes the days merry and bright!

- Attendees Include (200+):**
- Local Citizens & Businesses
  - Community Leaders
  - Corporations
  - Government Officials
  - Labour Partners
  - Local Non-Profit Organizations

## SPONSORSHIP LEVELS

BENEFITS	LEAD \$5,000	CONTRIBUTING \$2,500
Recognized as Lead Sponsor for Holiday Helping Hand program and Spring 2026 Show Your Local Love Day	✓	
Logo featured on United Way event page	✓	✓
Logo featured on event registration page	✓	✓
Logo featured on all event marketing materials	✓	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓	✓
Shout out on United Way social media channels	✓	✓
Recognition in media releases pre and post event	✓	✓



# SLEEPLESS FOR OUR COMMUNITY

February 2026

Sleeping in a car can make for one of the longest nights of your life. It's uncomfortable, difficult and cold - and for some of our neighbours, it's an everyday reality.

That's why we are asking you to support local volunteers – your friends, colleagues and neighbours - as they spend the night in their cars, in their own

driveways, to fight poverty in our local communities. Sponsor this eye-opening event and show your #LocalLove.

## Attendees Include (100+):

- Community Members
- Senior Executives

## SPONSORSHIP LEVELS

BENEFITS	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,000
Logo featured on event materials	✓	✓	✓	✓
Logo featured on event page	✓	✓	✓	✓
Logo featured on registration page	✓	✓	✓	✓
Logo featured on e-blasts sent to United Way mailing list	✓	✓	✓	✓
Verbal recognition at live event	✓	✓	✓	✓
Shout out on United Way social media	✓	✓	✓	
Opportunity to feature company ad in event thank you video	✓	✓		
Opportunity to include remarks in event thank you video	✓			
Sponsorship category exclusivity	✓			
Logo featured on event swag item	✓			



# International Women’s Day Event

March, 2026 | WOMEN UNITED

This highly anticipated annual gathering brings together community leaders, advocates, and changemakers to celebrate the achievements of women and support local initiatives that uplift and empower those in need. Highlights of this exciting event include,

- **Keynote Speaker**
- Menstrual hygiene product drive
- Raffle prizes
- Networking

- Attendees Include (200+):**
- Women United Committee Members
  - Women Leaders & Allies
  - Political dignitaries

## SPONSORSHIP LEVELS

BENEFITS	TITLE \$7,000	DIAMOND \$5,000	PLATINUM \$2,500	DRINK \$1,000	SILVER \$500
Logo featured on event signage	✓	✓	✓	✓	✓
Logo featured on event page	✓	✓	✓	✓	✓
Logo featured in event program	✓	✓	✓	✓	✓
Logo featured on e-blast invitations sent to United Way mailing list	✓	✓	✓	✓	✓
Verbal recognition at live event	✓	✓	✓	✓	✓
Opportunity to provide material in gift bags	✓	✓	✓	✓	
Shout out on United Way social media	✓	✓	✓	✓	
Complimentary luncheon tickets	6	4	2		
Opportunity to host a Promo booth	✓	✓			
Opportunity for remarks during event	✓				





This high-visibility annual event wraps up United Way Halton & Hamilton’s 2025-26 Campaign and will bring together hundreds of the supporters – caring individuals, engaged companies and committed non-profit agencies, to celebrate the collective success of United Way’s annual fundraising and community impact efforts. This exciting event features an evening of community awards, live entertainment and a delicious gourmet meal.

- Attendees Include (500+):**
- Community Leaders & Dignitaries
  - Corporate Partners
  - Labour Partners
  - Community Members & Agency Partners
  - Media Representatives
  - Senior Executives



# SPONSORSHIP LEVELS

BENEFITS	PRESENTING \$15,000	TITLE \$10,000	LEAD \$5,000	CONTRIBUTING \$2,500	SUPPORTING \$1,500
Logo on all event signage	✓	✓	✓	✓	✓
Logo featured on e-blast invitations sent to United Way mailing list	✓	✓	✓	✓	✓
Verbal recognition during live event	✓	✓	✓	✓	✓
Logo featured during live event	✓	✓	✓	✓	✓
Shout out on United Way social media platforms	✓	✓	✓	✓	✓
Logo featured on United Way event page	✓	✓	✓	✓	✓
Full-page ad in dinner program	✓	✓	✓		
Half-page ad in dinner program				✓	✓
First right of refusal for 2025 event	✓	✓			
Logo on cover of event program	✓				
Corporate profile featured in event program	✓				
Sponsorship category exclusivity	✓				
Complimentary tickets	8	8	4	2	
Opportunity to host VIP reception (logo featured on reception signage)	✓				





# SHOW YOUR LOCAL LOVE DAY

May 2026

Make a difference in the community! This Show Your Local Love Day is your chance to give back and help local agencies. Volunteers across Halton & Hamilton will participate in a multitude of online projects supporting local, United Way-funded agencies. Whether it's making thank you cards for front line workers or recording yourself reading a story aloud for online kids programming, Show Your Local Love Day is an amazing opportunity to make a meaningful impact.

## Attendees Include (100+):

- Local Citizens & Businesses
- Community Leaders
- Corporations
- Government Officials
- Labour Partners
- Local Non-Profit Organizations

## SPONSORSHIP LEVELS

BENEFITS	LEAD \$2,500
Logo featured on United Way event page	✓
Logo featured on event registration page	✓
Logo featured on all event marketing materials	✓
Logo featured on e-blast invitation sent to United Way mailing list	✓
Shout out on United Way social media channels	✓
Recognition in media releases pre and post event	✓





**United Way**  
Halton & Hamilton

For more information on sponsorship opportunities, please contact:  
[events@uwhh.ca](mailto:events@uwhh.ca)

**vist us at [www.uwhh.ca](http://www.uwhh.ca)**

Connect with us on social media  
[@UnitedWayHH](#) | [#LocalLove](#)

BURLINGTON | HALTON HILLS | HAMILTON | MILTON | OAKVILLE