



**UNITED WAY**  
Fort Smith Area

**UNITED  
IS THE  
WAY™**

**2026 MARKETING  
OPPORTUNITIES**

# UNITED IS THE WAY



Sponsoring events by the United Way of Fort Smith Area presents many benefits for companies looking to make a meaningful impact in their community while enhancing their reputation. By aligning with the United Way, a well-respected organization known for its dedication to improving lives through agencies and programs that promote a healthy community, youth opportunity, financial security, and community resiliency, companies can demonstrate their commitment to corporate social responsibility. Sponsorship offers a platform for businesses to showcase their values and community involvement, which can enhance brand image and build trust with consumers who increasingly prioritize corporate ethics in their purchasing decisions.

Moreover, sponsorship of United Way events provides networking opportunities with other businesses, community leaders, and potential customers, fostering valuable relationships that can lead to future business prospects. It also boosts employee morale and engagement, as employees often feel proud to work for a company that actively contributes to the community's well-being. By participating in these events, companies can also gain increased visibility through event marketing, media coverage, and promotional materials, enhancing their reach and influence. Sponsoring United Way events is a strategic move supporting community development while advancing a company's business objectives and reputation.

# SIGNATURE EVENTS

## **DAY OF CARING - \$750 APRIL 16, 2026**

- This one-day area-wide volunteer event, held in April, connects businesses with nonprofit agencies in need of assistance.
- More than 1000 volunteers from local businesses and organizations participate.
- Your company logo on event t-shirts.



Sponsoring United Way of Fort Smith Area's annual Day of Caring offers a unique opportunity for businesses to demonstrate their commitment to community welfare while enhancing their brand visibility. As a sponsor, your organization gains exposure through promotional materials, media coverage, and event signage, reaching a broad audience of community members, volunteers, and other stakeholders. Additionally, this partnership highlights your company's dedication to social responsibility, fostering goodwill and strengthening customer loyalty. By supporting this impactful event, sponsors play a crucial role in driving positive change, addressing local needs, and building a more vibrant and resilient community.



## **FILL THE BUS - \$750 JULY 24-25 2026**

- During this two-day area-wide volunteer event, held in July, volunteers collect school supplies at Walmart stores throughout our six-county service area. These supplies are then given to local school districts, which in turn give them to children in need.
- More than 500 volunteers from local businesses and organizations participate.
- Your company logo on event t-shirts.

By participating in this initiative, your company will help ensure that local students start the school year with the essential tools they need to succeed. This sponsorship not only fosters educational equity but also enhances your company's reputation as a socially responsible leader committed to improving the lives of children and families in the region. Additionally, your involvement provides valuable networking opportunities, connecting your brand with other community-minded organizations and demonstrating your dedication to corporate social responsibility. Join us in making a difference and helping shape the future of our community by supporting the Fill the Bus school supply drive.



## SIGNATURE EVENTS

**POWER OF THE PURSE**  
**CORPORATE - \$500**  
**EVENT - \$1,000**  
**OCTOBER 2026**

- The proceeds from this event will benefit United Way's early childhood literacy initiative. Through a partnership with Dolly Parton's Imagination Library, United Way mails more than 6,500 children a quality, age-appropriate book a month from birth to their fifth birthday at no cost to the parents.
- Over 250 women will enjoy a luncheon with a keynote speaker while bidding on purses, handbags, and accessories.



Our annual Power of the Purse event is a gathering that combines community spirit with a worthy cause. This unique event is designed to support Dolly Parton's Imagination Library, a program that nurtures a love of reading by providing free books to children from birth to age five. Guests at Power of the Purse will enjoy a luncheon featuring a silent auction with a wide array of handbags, a delightful lunch, and engaging entertainment. Funds raised during this event will directly benefit the Imagination Library, helping to ignite the imaginations of young readers and foster a lifelong passion for learning. This event promises to inspire and uplift as together we invest in the future of our children.

✓	Event	Date	Amount
	Day of Caring \$750	April 16, 2026	
	Fill the Bus \$750	July 24-25, 2026	
	Power of the Purse \$500-\$1,000	October (TBD)	
		Total Investment	

**IF YOU HAVE QUESTIONS, CONTACT  
MLITTLE@UNITEDWAYFORTSMITH.ORG  
479-782-1311**

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

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Billing Method - Circle One      Payment Enclosed      Invoice Me      Credit Card

Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return the completed form to Mitzy Little at [mlittle@unitedwayfortsmith.org](mailto:mlittle@unitedwayfortsmith.org)  
or mail to 120 North 13th St., Fort Smith, AR, 72901,  
as soon as possible to secure your sponsorship.  
United Way of Fort Smith Area is a 501(c) (3) organization. Tax Id # 71-0329530.**