



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.

2026 Resource Development Sponsorship Opportunities

United Way of Fort Smith Area *Presents* **DAYBREAK** A CAMPAIGN CELEBRATION

Tuesday, April 7 | 1000 Fianna Way | 8 - 10 AM

This awards breakfast celebrates the generosity & leadership that shaped 2025's impact, & serves as a transitional step forward together as we launch a new year of meaningful work in 2026. 100% of proceeds kick off our 2026 United Way Campaign!

Exclusive Event Sponsorships

Celebrate the 2025 Campaign impact!

\$7,500 Presenting Campaign & Event Sponsor

- 2026 Campaign "Founding Supporter"
- ** Nominate 2026 Campaign Chairperson
- Opportunity to deliver the event welcome
- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Featured social media spotlight
- Company logo on signs & marketing materials
- Recognition at event from podium & slideshow
- Logo included in event website listing
- Organization listed in all event communications

\$3,500 Hospitality Sponsor

- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Opportunity for drop banner at event entrance
- Featured social media spotlight
- Company logo on signs & marketing materials
- Recognition at event from podium & slideshow
- Logo included in event website listing
- Organization listed in all event communications
- Company Logo Displayed on Breakfast Buffet

\$2,500 Centerpiece Sponsor

- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Recognition at event from podium & slideshow
- Logo included in event website listing
- Organization listed in all event communications
- Logo displayed on all centerpieces

\$1,500 Entertainment Sponsor

- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Recognition at event from podium & slideshow
- Logo included in event website listing
- Organization listed in all event communications
- Company Logo on the DJ & Photobooth frame

Momentum Sponsorships

Kickoff the 2026 campaign with us!

\$5,000 Community Catalyst (2): 1 SOLD

- Logo printed in 13,000+ campaign brochures
- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Featured social media during campaign
- Recognition at event from podium & in slideshow
- Logo in campaign & event website pages
- Logo recognized in the event agenda

\$2,500 Impact Partner (4)

- Opportunity to join onstage for the first check presentation of the 2026 Campaign
- Featured social media spotlight during campaign
- Recognition at event from podium & in slideshow
- Logo in campaign & event website pages
- Logo recognized in the event agenda

\$1,000 Mission Advocate (5)

- Featured social media spotlight during campaign
- Recognition at event from podium & in slideshow
- Logo in campaign & event website pages
- Logo recognized in the event agenda

\$500 Friend of United Way: 1 SOLD

- Featured social media spotlight during campaign
- Logo in campaign & event website pages
- Logo recognized in the event agenda

****Campaign Chairperson Recognition**

- Revealed at Daybreak
- Invited to speak at all applicable campaign kickoff & fundraising events hosted by partnering businesses throughout campaign cycle
- Individual social media spotlight during campaign season
- Headshot & organization's logo included in annual campaign presentation & 13,000+ printed brochures
- Acknowledgement in Annual Report



2026 Resource Development Sponsorship Opportunities

Exclusive Campaign Initiatives RISE, Agency Impact Tours, & Breakfast Club

Established in December 2024, RISE advances the United Way mission by uniting people & resources across our six-county region—strengthening relationships with impact leaders and elevating awareness of critical community needs through meaningful, hands-on engagement.

\$5,000 Presenting RISE Sponsor

- Recognized as “Presenting Sponsor of RISE”
- Opportunity to provide a welcome at 8 events
- Tailored Signage
- Featured social media spotlight
- Reserved 4 Seats on Agency Impact Tours
- Organization listed in all event communications



\$2,500 Breakfast Club Sponsor

- Recognized as the 2026 “Sponsor of Breakfast Club” Quarterly
- Provide welcome at Breakfast Club Events
- Reserved 2 Seats on Agency Impact Tours
- Organization listed in all event communications



\$2,500 Agency Impact Tour Sponsor

- Recognized as the 2026 “Sponsor of Agency Impact Tours”
- Provide welcome at Impact Tours
- Reserved 4 Seats on Impact Tours
- Organization listed in all event communications

The growing participation reflected in our campaign underscores the value of initiatives like these and the vital role they play in expanding our collective impact in 2026. In the year ahead, the United Way of Fort Smith Area will host quarterly RISE and Breakfast Club events, along with our elevated annual campaign celebration, Daybreak!

We invite you to consider partnering with us on these meaningful opportunities as we support and empower the individuals and organizations driving lasting impact and engagement across our community.



UNITED WAY
Fort Smith Area

✓	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 ABOUT DAYBREAK OR RISE SPONSORSHIPS, 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
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.