



Sponsorship Opportunities

STARFISH AWARDS

Our Annual Starfish Awards Luncheon, our signature event, is held the Tuesday following Thanksgiving providing a beautiful way to enter the holiday season. This event celebrates members of our community saving “starfish”

“After a huge storm by the sea, thousands of starfish had washed up on the sand; the tide was moving out and the starfish would surely die if left on the beach. A young boy had seen the situation and began moving along the beach picking up starfish and tossing them back into the ocean. An older gentleman saw the young boy and approached him “there are too many!” He said to the boy with pity, “you won’t be able to save them all. It won’t make a difference.” Without stopping, the boy responded “It made a difference to this one,” he picked up another “it made a difference to this one.”

- Ancient Parable.

We will be honoring our nonprofit “Starfish Thrower” of the year - a community member inspiring change. This award is a secret to the winner and is not announced in advance.

Additionally, we highlight the important work being done by our agency partners through hearing their “starfish stories” - this event reinforces that while it might not feel as though we can do much alone, we can do a lot together.

Sponsorship includes a table sponsorship with 4 seats - the other 4 will be given to partner agency representatives giving your employees more time to network with non-profits in town. Additionally, logos are included on promotional materials, at the event and on printed materials.

FOOTBALL TAILGATES

Every Oak Ridge High School Football home game we will be hosting a tailgate outside of our new building. There will be food, beer, and a good time! Our building is conveniently within walking distance of the field. Your sponsorship will get your logo on all marketing materials for the tailgate, signage at the tailgate, and the option to set up a tent with your promotional giveaways.

LEADING LADIES

Leading Ladies United is our Women's Affinity Group comprised of more than 250 women and raising more than \$250,000 to be put into programs providing support for girls and empowerment for women in our community. Each year this group holds a luncheon attracting over 200 women who come together to celebrate, network, and hear from incredible speakers.

COMMUNITY GIVE BACK

Throughout the year, United Way organizes give back days to give the community an opportunity to volunteer in meaningful ways. This might be a work day serving community organizations or a day providing support for clients re-entering the workforce. Volunteers can choose to work a half-day or whole-day. Food, snacks and drinks are provided throughout the day. You can be featured on all promotions, signage day-of and given opportunities to speak to the group if desired.