

COMMUNITY IMPACT THROUGH PARTNERSHIP

2026 Corporate & U-CAN Sponsorship Opportunities



UNITED WAY
Wayne County

THANK YOU

2025 CORPORATE SPONSORS

Centennial Custom Program Sponsors

Duke Energy
Seymour Funeral Home & Cremation Service
TA Loving

Legacy Sponsors

Goldsboro Builders Supply
Goldsboro News Argus
New Old North
Southco Distributing Co.
UNC Health Wayne

Century Sponsors

Bekins
Curtis Media Group
Jernigan Furniture
Paramount Theatre Foundation

Supporter Sponsors

Accucopy
Crawford-Henderson Insurance
Goldsboro Pediatrics
Great Harvest Bread Company
Wayne Realty & Insurance Co., Inc.

Friends of United Way

Atlantic Casualty Insurance Co.
Culligan
Downtown Pharmacy
First Bank
Haithcock, Barfield, Hulse, & King
Hwy55
Jackson & Sons
Mt. Olive Pickle Co.
Pepsi Bottling Venture
Riley Outdoors
Travelmation, Mallory Dumond

A Message to Our Supporters

Dear Supporter,

In a small community like ours, change doesn't happen by chance, it happens because businesses, individuals, and organizations choose to care.

Every year, our corporate partners play a vital role in strengthening families, supporting individuals in crisis, and creating pathways to stability and success. Your sponsorship is more than a logo or a name on a sign, it is an investment in people, possibility, and progress right here at home.

Whether you are a long-time supporter or considering partnership for the first time, we are grateful for your interest in walking alongside us. Together, we can continue building a stronger, more resilient community for everyone who calls it home.

Thank you for believing in the power of partnership.

With gratitude,

Sherry Archibald

Sherry Archibald
Executive Director
United Way of Wayne County





Why Partner with United Way of Wayne County

United Way offers businesses a trusted, efficient way to make a meaningful local impact. Rather than supporting a single issue, corporate partners invest in a coordinated approach that addresses multiple community needs while also supporting employee well-being and workforce stability. Through United Way, businesses can demonstrate community leadership, engage employees, and invest confidently in solutions that strengthen Wayne County.

Sponsorship Levels & Benefits

Community Sponsor - \$1,000

- Recognition on United Way of Wayne County Website sponsor page
- Recognition in annual community impact report
- Company logo on email and marketing materials
- Inclusion in one group sponsor thank-you social media post
- Invitation for two representatives to attend a United Way signature event

Sponsor-Only Engagement Opportunity

- Participate in a shared sponsors-only packing kit event

Supporting Partner - \$2,500

- Everything included in the "Community Sponsor" Tier plus...
- Tee sign at the Founder's Cup Golf Tournament
- Two dedicated sponsor-spotlight posts or features during the year
- Invitation for up to four representatives to attend a United Way signature event
- Certificate of Community impact

Sponsor-Only Engagement Opportunity

- Dedicated sponsor-only packing kit event for employees



Sponsorship Levels & Benefits

Impact Partner - \$5,000

- Everything included in the “Supporting Partner” Tier, plus...
- Enhanced recognition on website and marketing materials
- One impact-focused sponsor feature highlighting how your support creates change
- Opportunity to receive a brief annual impact summary tied to your investment
- Priority invitation for up to six representatives to attend a United Way signature event
- Certificate of Community Impact

Sponsor-Only Engagement Opportunity

- Dedicated sponsor-only packing kit event for employees

Community Champion - \$10,000

- Everything included in the “Impact Partner” Tier plus...
- One complimentary golf team at the Founder’s Cup Golf Tournament
- Priority logo placement on United Way event signage
- Prominent recognition across website and all marketing materials
- Recognition at ALL United Way signature events
- Recommended as a Trusted Partner
- Framed certificate of Community Impact

Sponsor-Only Engagement Opportunity

- Dedicated sponsor-only packing kit event for employees



Sponsorship Levels & Benefits

U-CAN Program Sponsor - \$20,000

- Everything included in the “Community Champion” Tier, plus...
- Two complimentary golf teams at the Founder’s Cup Golf Tournament
- Recognition as an official U-CAN Program Sponsor
- Logo on all U-CAN materials
- Opportunity for an annual impact update and story from the U-CAN Program
- Invitation for leadership participation in program updates or milestone moments

Sponsor-Only Engagement Opportunity

- Dedicated U-CAN aligned packing kit event

U-CAN sponsors help support long-term stability for individuals and families in Wayne County

Founder’s Cup Golf Tournament Benefits

- All sponsorship levels of \$2,500 and above include a golf tee sign
- Complimentary golf team(s) included at select levels
- Logo on all event signage
- Verbal recognition at the beginning of each tee time at select levels

Sponsor-Only Packing Kit Engagement

Select sponsorship levels include private, sponsor-only packing kit events coordinated by United Way. These hands-on opportunities allow sponsor employees to assemble essential kits that directly support individuals and families in Wayne County. Kit type vary depending on current community needs.

Packing kit events are available by sponsorship level and coordinated by United Way.

Partnership Recognition & Engagement

Certificates of Community Impact

Sponsors receive recognition for their commitment to strengthening Wayne County

- Sponsors at the \$2,500-\$5,000 levels receive Certificate of Community Impact
- Sponsors at the \$10,000+ levels receive a Framed Certificate of Community Impact

Sponsor-Only Benefits at a Glance

United Way sponsorships are designed to be meaningful, manageable, and impactful.

- Public recognition and community visibility
- Sponsor-only employee engagement opportunities
- Golf tournament benefits
- Program and impact recognition
- Consistent, professional stewardship

Why Businesses Partner with United Way

United Way offers a trusted, efficient way for businesses to make meaningful local impact. Through one partnership, sponsors support multiple community solutions, strengthen employee engagement, and invest confidently in the well-being of Wayne County

Ready to Partner with United Way?

To confirm your sponsorship, please complete the commitment form on the following page or scan the QR code provided.



2026 Sponsorship Commitment Form

Thank you for your interest in partnering with United Way of Wayne County. Please complete this form to confirm your sponsorship. A member of our team will follow up to confirm details and next steps.

How to Return This Form

Preferred: Complete the online sponsorship commitment form by scanning the QR code.

You may also scan and email this completed form to savannah@unitedwayne.org, or mail it United Way of Wayne County (P.O. Box 10893 Goldsboro, NC 27532)



2026 Sponsorship Commitment Form

Organization Name as it should appear on all marketing materials:

Primary Point of Contact: _____ Title _____

Email: _____ Phone Number: _____

Select Your Sponsorship Level (Check One)

- \$1,000** - Community Sponsor
- \$2,500** - Supporting Partner
- \$5,000** - Impact Partner
- \$10,000** - Community Champion
- \$20,000** - U-CAN Program Sponsor
- Custom Amount \$ _____

Payment Preference

Invoice Requested **Check** **Online Payment**

Signature: _____ Date: _____