



UNITED WAY
Pennsylvania



FEE FOR SERVICE - SPONSORSHIP

United Way of Pennsylvania offers expert sponsorship services to help local United Ways enhance their sponsorship materials, strengthen relationships with potential and current sponsors, and secure sustainable funding.

➤ Customized Sponsorship Package

We'll partner with your team to develop a professional, customized sponsorship package that aligns with your organization's goals and appeals to potential funders. You'll walk away with clear, compelling materials—including a one-sheeter for a featured event—that can help you grow and diversify sponsor support.

Starting at: \$500 | UWP Member Rate \$625 | Non-Member Rate

Includes (typical scope): Strategy meeting, full package + one-sheeter, 2 revision rounds

➤ Customized Sponsorship Impact Report

Showcase the impact of your sponsors' investment through a professional, data-informed report. Your organization provides the data and photographs and we'll turn your event results, stories, and photos into a clear narrative that reinforces sponsor relationships and makes the case for continued support.

Starting at: \$150 | UWP Member Rate \$200 | Non-Member Rate \$100 | Sponsor Package Bundle

Includes (typical scope): Strategy meeting, 1 impact report using your data + photos, 1 revision round

➤ Sponsorship Dashboard & Tracker

Stay organized and on track with a custom-built Excel dashboard to monitor sponsor prospects, outreach progress, and revenue goals. This tool helps streamline your sponsorship process and provides a clear view of your year-over-year performance.

Starting at: \$350 | UWP Member Rate \$450 | Non-Member Rate \$250 | Sponsor Package Bundle

Includes (typical scope): Strategy meeting, Excel-based tracker and dashboard, 1 revision round

➤ Prospect Research & Coaching

Identifying the right sponsors and successfully securing their support requires strategy and preparation. We'll provide a researched list with key details and offer one-on-one coaching to strengthen your approach—from the first conversation to securing the sponsorship.

Starting at: \$600 | UWP Member Rate \$750 | Non-Member Rate \$500 | Sponsor Package Bundle

Includes (typical scope): Strategy meeting, local prospect research, 2 hours coaching

***Pricing: Listed rates reflect typical starting points for United Way of Pennsylvania members. Because we know every United Way has unique needs and capacity, we offer flexible pricing and tailored scopes of work. If you're interested in a service, let's connect to explore a custom solution that fits your goals and budget. [Complete the interest form for more information.](#)*

www.uwp.org/fee-for-service