



HANDS ON CHARLOTTE DAY 2019 **Saturday, April 13**

Hands On Charlotte Day (HOC Day) has been the signature community service event of United Way's Hands On Charlotte for more than 25 years. Each year, hundreds of volunteers spend the day giving back to local nonprofits and schools by serving at diverse projects across the city – from sorting donated clothing to landscaping Charlotte neighborhoods.

The 2019 event will take place on Saturday, April 13, as an anticipated 700-plus volunteers will spread across neighborhoods throughout the Charlotte region. HOC Day will be the culmination of United Way Volunteer Week, a week-long celebration of volunteering coinciding with National Volunteer Week as we rally the community to come together to volunteer their time and talent.

You can showcase your company and your commitment to the Charlotte region by sponsoring HOC Day. In addition to engaging your employees, your company will also benefit from impactful marketing and awareness opportunities the event provides.

PRESENTING SPONSORSHIP | \$10,000

- Exclusive HOC Day project for up to 75 volunteers (employees and guests)
- Naming rights for HOC Day across all communications promoting National Volunteer Week and signage at each volunteer site
- Logo included as part of HOC Day logo in all visual applications
- Recognized as presenting sponsor of HOC Day during United Way's Volunteer Appreciation Breakfast during National Volunteer Week
 - Includes opportunity to recognize a corporate volunteer and five seats at the event
- Recognized through signage at celebration event following HOC Day
- HOC Day communications
 - Website recognition as HOC Day presenting sponsor on United Way and Hands On Charlotte websites
 - Email recognition as HOC Day presenting sponsor to United Way /Hands On Charlotte databases
 - Social media recognition as HOC Day presenting sponsor throughout the month of April across United Way and Hands On Charlotte social channels
 - Media relations recognition as HOC Day presenting sponsor throughout National Volunteer Week
 - Feature story about a sponsor corporate volunteer on the United Way blog
- Recognition in Corporate Volunteerism Special Section in the *Charlotte Business Journal*

SUPPORTING SPONSORSHIP | \$5,000

- Exclusive HOC Day project for up to 40 volunteers (employees and guests)
- Supporting sponsor logo placement on event webpage, signage and materials
- Recognition as supporting sponsor during HOC Day
- Recognized as supporting sponsor of HOC Day during United Way's Volunteer Appreciation Breakfast during National Volunteer Week
 - Includes opportunity to recognize a corporate volunteer during the event and three seats at the event
- Social media mentions during HOC Day on United Way social channels

CONTRIBUTOR SPONSORSHIP | \$2,500

- Lower tier sponsor logo placement on event webpage
- Recognition as supporting sponsor during HOC Day
- Social media mentions during HOC Day on United Way social channels