

# BUSINESS UNITED SUMMIT

**September 26, 2024**

9:00 a.m. - 4:00 p.m.

After Hours: 4:00 - 5:30 p.m.

**Location:**

Rosen Plaza Hotel  
9700 International Dr, Orlando, FL 32819

**Contact:**

Susan Makowski  
LiveUnited@HFUW.org  
407-429-2156

**Web Link:**

[bit.ly/BUSUMMIT2024](https://bit.ly/BUSUMMIT2024)

**Sponsorships Must Be Confirmed By:  
August 20**

**What We Need From You:**

High Resolution Vector Logos - full color  
and one color white  
File formats preferred: .eps, .ai, .png, or  
high-resolution .jpg

Applicable social media handles for  
Facebook, X, Instagram, and LinkedIn

\*Note: Logos saved from the internet  
are not high-resolution and will not print  
appropriately.



## HARNESS THE POWER OF PARTNERSHIP

*Be a Part of the Heart of Florida United Way  
Business United Summit*

Seize this unique opportunity to join local business leaders at the second annual Heart of Florida United Way Business United Summit. This premier event is designed to showcase how collaboration with a nonprofit organization like Heart of Florida United Way can bring profound benefits to both our community and your business's bottom line.

*Why Sponsor the Business United Summit?*

**Access to Key Decision-Makers:** Engage with C-Suite executives, Human Resources leaders, Employee Engagement specialists, Business Development professionals, and others from a diverse range of industries.

**Enhance Your Brand Visibility:** Position your company as a leader in corporate social responsibility (CSR) and community engagement by aligning with a trusted nonprofit. Plus, enjoy benefits designed to bolster your brand among summit attendees and Heart of Florida United Way donors, volunteers, and partners.

**Gain Actionable Insights:** Take away practical, actionable insights to implement in your organization through tickets to the event.

By sponsoring the Heart of Florida United Way Business United Summit, you are not only investing in the future of your business, but also contributing to the betterment of our community. Together, we can drive positive change and create a lasting impact.



# BUSINESS UNITED SUMMIT SPONSORSHIPS

LEVEL	BENEFITS
<b>All Sponsor Levels Include</b>	<ul style="list-style-type: none"> <li>• Standard marketing benefits including web and social media representation, inclusion in print recognition, pre-event slideshow, and verbal recognition at event</li> <li>• Early access to event registration</li> <li>• Option to provide branded items for attendees</li> </ul>
<b>Presenting Sponsor</b> \$10,000 (1 Available)	<ul style="list-style-type: none"> <li>• Category exclusivity</li> <li>• 10 tickets to Business United Summit</li> <li>• Welcome and closing remarks</li> <li>• Annual Business United Food for Thought Workshop Series Sponsor (two events - more information on next page)</li> <li>• In-event speaking opportunity with option to show video</li> <li>• All premium marketing benefits: "Presented By" naming rights, ability to provide sponsor swag, digital ad in event email correspondence, media opportunities, dedicated social media post, inclusion in press release</li> </ul>
<b>Break Out Sponsor</b> \$5,000 (6 Available)	<ul style="list-style-type: none"> <li>• 5 tickets to Business United Summit</li> <li>• 1 branded sign for designated break out session room</li> <li>• Featured speaking role, subject to availability</li> <li>• Option to showcase short video (90 seconds or less)</li> <li>• Option to select one subject best aligned to your organization* (listed on next page)</li> <li>• Premium marketing benefits: Dedicated social media post, inclusion in press release</li> </ul>
<b>After Hours Sponsor</b> \$2,500 (1 Available)	<ul style="list-style-type: none"> <li>• 3 tickets to Business United Summit</li> <li>• Exclusive branding of the After Hours networking experience</li> </ul>
<b>Exhibitor Table</b> \$1,000 (5 Available)	<ul style="list-style-type: none"> <li>• 2 tickets to Business United Summit</li> <li>• 1 table, up to 2 attendants</li> </ul>
<b>Corporate Team Bundle</b> \$225	<ul style="list-style-type: none"> <li>• 3 tickets to Business United Summit</li> <li>• Ensure full coverage of all sessions</li> </ul>
<b>Individual Ticket</b> \$85	<ul style="list-style-type: none"> <li>• Access to sessions of choice</li> <li>• Food and beverage options throughout the event</li> </ul>
<b>In-Kind Partnerships</b>	Contact HFUW today to discuss various in-kind contributions to benefit the event. Items received can either be utilized as a tax-deductible donation OR as a partnership trade for sponsor benefits based on the fair market value of items contributed.
<b>Design your own sponsorship!</b>	Contact us to create a unique sponsorship level.

\*Breakout Session Topics are first come, first served

We have not provided you with any goods or services in exchange for this pledge. The expenses associated with processing donor designated pledges to agencies are recovered by applying an 8% fundraising and administration fee. Tax receipts, where required, will be mailed the January following payments.

A COPY OF THE OFFICIAL REGISTRATION (CH214) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES AT [www.800helpfla.com](http://www.800helpfla.com) OR BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

# BUSINESS UNITED SUMMIT SESSIONS

## **United for Good: Caring for Our Community**

Did you know that 47% of our community is struggling to afford the basics? YOU can help. By teaming up with Heart of Florida United Way, your business can create a positive impact that benefits your employees, customers, and community. Join a panel of influential Central Florida organizations to discover actionable strategies for unlocking the power of caring through strategic partnerships, programs, and initiatives.

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## **Volunteerism: Transforming Our Community to Enhance Your Brand, Culture, and Engagement**

Volunteering can do so much more than meet your CSR goals for the year. Beyond directly impacting the lives of community members, volunteering can also enhance your company's brand, culture, and employee morale. Learn from a Heart of Florida United Way partner how you can align community impact with your CSR goals through volunteerism while driving employee retention, deepening team engagement, and bolstering company culture.

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## **Investing in People: Creating Brand Ambassadors through Community Engagement**

Today's employees seek more than just a paycheck; they want a company that invests in them and their community. Discover how to create brand ambassadors within your organization through professional development, community engagement, and volunteerism. By setting your employees up for success, you are building the leaders of tomorrow – all while supporting engagement and retention.

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## **Small Business, Big Impact: How Small Businesses Can Drive Community Change**

Company size doesn't restrict community impact potential. Businesses of all sizes can make a difference, even with limited budgets, by investing time and expertise. Explore how small businesses can partner with nonprofits to achieve their objectives and create significant community impact.

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## **Purpose-Driven Philanthropy: Aligning CSR Goals to Your Brand**

Discover how to align your community investments with CSR goals, amplifying impact in accordance with your brand's mission. Learn how Heart of Florida United Way can support you in driving meaningful change, engaging employees, and bolstering your company's social responsibility profile.

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## **Leading by Example: How to Foster a Philanthropic Culture**

Cultivate a culture of philanthropy within your business by partnering with Heart of Florida United Way. Lead by example and empower your employees to make a difference. Explore how annual fundraising campaigns can serve as a cornerstone for fostering a culture of giving and, as a result, drive employee morale and pride in your organization.

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## **Presenting Sponsor Benefit: Business United Food for Thought Workshops**

With the commitment to a Presenting Sponsorship, one company will gain sponsor rights to two Food for Thought Workshops! The events host panels of community leaders who discuss how businesses can further their involvement in community engagement activities and budget for events such as sponsorships and volunteerism, all tying back into their mission and values.