



**UNITED WAY**  
Horry County

**PARTNER WITH US**

**2026 Opportunities  
for Sponsorship**



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## Making a Local Difference Together

At United Way of Horry County, partnership means more than putting a logo on an event – it means standing alongside families, students, and neighbors to create lasting change right here at home.

**For more than 50 years**, United Way has brought together businesses, nonprofits, and community leaders to address the most pressing challenges facing Horry County. Today, our work focuses on strengthening **education, health, and financial stability**, ensuring every person has the opportunity to thrive.

When you partner with **United Way of Horry County**, you're not just supporting a program or event – you're investing in a stronger workforce, healthier families, and a more vibrant community.

## Why Companies Partner With United Way of Horry County

- **Local impact:** Your investment stays in Horry County, supporting measurable, community-driven solutions
- **Meaningful visibility:** Be recognized as a trusted community partner where it matters most
- **Employee engagement:** Create opportunities for your team to volunteer, give back, and feel connected
- **Stronger reputation:** Align your brand with a respected organization making real change

**We offer a variety of sponsorship and partnership opportunities – from signature events to yearlong programs – and we're happy to customize an experience that aligns with your company's goals, values, and budget.**



**UNITED WAY**  
Horry County

# ANNUAL MEETING



## Celebrating Impact & Setting the Vision | September 2026

### Event Overview

- Brings together business, civic, and community leaders
- Celebrates the previous year's impact
- Launches United Way of Horry County's annual goals
- Highlights priorities in our four focus areas: youth opportunity, healthy community, financial security and community resiliency

### Sponsorship Opportunities

#### Presenting Partner - \$5,000+

- Welcome remarks opportunity
- Top logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 8 event tickets (a full table, with option to purchase more)

#### Leadership Partner - \$2,500

- Logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 6 event tickets (with option to purchase more)

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 4 event tickets (with option to purchase more)

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials
- 2 event tickets (with option to purchase more)

**Additional opportunity available for an Awards Sponsor, featuring your logo on all awards given at the event.**

# DAY OF CARING



## Bringing Volunteers Together to Make a Difference | October 2026

### Event Overview

- Largest corporate volunteer event in Horry County
- Businesses complete hands-on community projects
- Strengthens teamwork and employee engagement

### Impact

- 300+ volunteers
- \$195,000+ value in donated labor
- Dozens of community projects completed

### Sponsorship Opportunities

#### Presenting Partner - \$5,000+

- Welcome remarks opportunity
- Link to sign up employees in advance of general public
- Chance to pick specific site to volunteer (when applicable)
- Top logo placement on event t-shirt/banner
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Leadership Partner - \$2,500

- Chance to pick specific site to volunteer (when applicable)
- Logo on event t-shirt/banner
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Impact Partner - \$1,500

- Company name on event t-shirt/banner
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

**In-Kind lunch sponsorships available with benefits including signage with your company logo, a social media shout out, and inclusion of your logo on the event t-shirt (with a minimum 20 lunch donation).**

# STATE OF OUR FAMILIES



## Understanding ALICE, Aligning Solutions & Strengthening Our Community | March 2026

### Event Overview

- Brings together community leaders, business partners, and residents
- Focuses on the financial realities facing working families in Horry County
- Introduces ALICE (Asset Limited, Income Constrained, Employed), highlighting households earning above the federal poverty level but still struggle to afford the basic necessities
- Marks the public rollout of United Way of Horry County's updated Community Game Plan

### Sponsorship Opportunities

#### Presenting Partner - \$5,000+

- Welcome remarks opportunity
- Top logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 8 event tickets (a full table, with option to purchase more)

#### Leadership Partner - \$2,500

- Logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 6 event tickets (with option to purchase more)

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials
- 4 event tickets (with option to purchase more)

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials
- 2 event tickets (with option to purchase more)

# MOON AND STARS



## An Evening of Gratitude & Celebration | April 2026

### Event Overview

- Honors donors giving \$1,000+ annually
- Exclusive evening of updates and appreciation
- Celebrates philanthropic leadership

### Sponsorship Opportunities

#### Presenting Partner - \$5,000

- 5 complimentary tickets to event
- Recognition during event welcome and chance to speak if so desired
- Top logo placement on table signage and invitation
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Leadership Partner - \$2,500

- Logo placement on table signage and invitation
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

# VOLUNTEER APPRECIATION LUNCH



## Honoring the Heart of Our Work | May 2026

### Event Overview

- Celebrates hundreds of volunteers
- Recognizes the annual Hidden Hero
- Strengthens relationships with community champions

### Sponsorship Opportunities

#### Presenting Partner - \$5,000+

- Chance to make a brief speech during luncheon for all attendees
- Opportunity to provide branded items to attendees and/or have a table at event
- Top logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Leadership Partner - \$2,500

- Opportunity to provide branded items to attendees and/or have a table at event
- Logo placement on table signage and materials
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

**Additional opportunity available available for in-kind support for the luncheon meal.**



## Celebrating Literacy in First Grade | November 2026

### Program Overview

- **Volunteers read in first-grade classrooms**
- **Promotes early literacy and engagement**
- **Partnership with Horry County Schools**

### Impact

- **152 classrooms | 25 schools**
- **3,322+ students**
- **150+ community volunteers**

### Sponsorship Opportunities

#### Leadership Partner - \$2,500

- Opportunity to choose specific school for which they'd like to volunteer
- Logo sticker in chosen book and included on activity print out
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

# CARING FOR KINDERGARTENERS



## Inspiring A Love Of Reading | February 2027

### Program Overview

- Partnership with Coastal Carolina University student-athletes
- Student-athletes read to local kindergarten classrooms
- Promotes early literacy and positive role models

### Impact

- 94 classrooms
- 17 schools
- 2,300+ students
- 50+ CCU student-athletes

### Sponsorship Opportunities

#### Impact Partner - \$1,500

- Opportunity to attend event at specified school, featuring CCU's Chaucey
- Logo sticker in chosen book and included on activity print out
- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

# COMMUNITY BABY SHOWER



## Supporting Families from the Start | June 2026

### Program Overview

- Community-wide collection of essential baby items
- Promotes early brain development
- Connects families to supportive resources

### Impact

- 450 Baby Basic Kits distributed in 2025
- Families connected to early childhood support

### Sponsorship Opportunities

#### Presenting Partner - \$5,000

- Logo printed on Babykit bags
- Opportunity to provide branded items to attendees and/or have a table at event
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Leadership Partner - \$2,500

- Opportunity to provide branded items to attendees and/or have a table at event
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Impact Partner - \$1,000

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for event
- Logo included on event page and print materials

#### Community Partner - \$500

- Shout out in all media and press coverage for event
- Name mentioned on event page and print materials

**Additional opportunity available to sponsor books included in Baby Basic Kits.**

# HORRY COUNTY COMMUNITY COLLABORATIVE (HC3)



## Strengthening Partnerships & Reducing Barriers | Meets Bi-Monthly

### Program Overview

- County-wide collaboration of service organizations
- Bi-monthly meetings to share resources and solutions
- Focused on reducing barriers to services
- Three workgroups meeting on opposite months focusing on Healthy Living, Education and Social Wellbeing

### Impact

- 75+ organizational partners
- 100+ active members

### Sponsorship Opportunities

#### Presenting Partner - \$5,000+

- Opportunity to send your company information to all HC3 members about your business or services
- Feature in monthly newsletter as HC3 sponsor (you can choose month)
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for HC3
- Name mentioned on HC3 webpage and print materials

#### Leadership Partner - \$2,500

- Feature in monthly newsletter as HC3 sponsor (you can choose month)
- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for HC3
- Name mentioned on HC3 webpage and print materials

#### Impact Partner - \$1,500

- Recognition as sponsor in Annual Report
- Featured social media thank you post
- Shout out in all media and press coverage for HC3
- Name mentioned on HC3 webpage and print materials

# ADDITIONAL EVENTS/ YEARLONG PROGRAMS



## Flexible Ways to Make a Lasting Impact

United Way of Horry County offers yearlong sponsorship opportunities aligned with our **Community Game Plan**, supporting strategic initiatives that strengthen education, financial stability, and access to essential services across Horry County. These partnerships provide sustained visibility, measurable community impact, and meaningful employee engagement opportunities.

### Mission Ready (Early Education Initiative)

- Focuses on preparing children for kindergarten success, with programs like Ready, Set, Kindergarten!
- Supports early literacy, school readiness, and family engagement
- Partners with educators, families, and community organizations
- Addresses developmental gaps before children enter the classroom
- Aligns with long-term academic success and workforce readiness

**Impact Focus:** Building a strong educational foundation from the start

### The Basics Waccamaw

- Local implementation of The Basics early childhood framework
- Promotes five simple, research-based practices that support brain development
- Engages parents and caregivers of children ages 0-5
- Provides text-based tips, community outreach, and family resources
- Helps families build everyday habits that prepare children for kindergarten

**Impact Focus:** Strengthening early brain development and family engagement

### THRIVE - Benefits Navigator & Community Resource Coordination

- Provides one-on-one assistance to individuals and families
- Connects residents to public benefits, housing support, food assistance, and healthcare resources
- Reduces barriers to accessing critical services
- Supports financial stability and crisis prevention
- Helps families move from instability toward long-term self-sufficiency

**Impact Focus:** Increasing access to resources and strengthening financial security

# ADDITIONAL EVENTS/ YEARLONG PROGRAMS



## Volunteer Income Tax Assistance (VITA)

- Offers free tax preparation services for qualifying individuals and families
- Ensures residents receive eligible tax credits, including Earned Income Tax Credit (EITC)
- Keeps more money in the local economy
- Utilizes trained volunteers to provide accurate and confidential support
- Helps families avoid predatory tax preparation fees

**Impact Focus:** Increasing household income and financial stability

## 211 Referral Line

- Free, confidential information and referral service
- Connects residents to health and human services across Horry County
- Provides assistance for housing, food, utilities, mental health services, and more
- Available to individuals and families seeking immediate support
- Strengthens coordination across the community's service network

**Impact Focus:** Improving access to essential services and crisis response

## Workplace Campaigns & Presentations

- Employee engagement and giving campaigns hosted within local businesses
- In-person and video presentations highlighting United Way's impact
- Opportunities for corporate leadership and employee involvement
- Builds a culture of philanthropy and community investment
- Provides companies with meaningful ways to give back locally

**Impact Focus:** Mobilizing local businesses and employees to drive community change

**Custom sponsorships and volunteer opportunities available for all year-round programming, contact Whitney Isley, Director of Philanthropy at [Whitney@unitedwayhorry.org](mailto:Whitney@unitedwayhorry.org) or 843.347.1190 for more information.**

# 2026 SPONSORSHIP COMMITMENT FORM

Thank you for partnering with United Way of Horry County to strengthen education, health, and financial stability for local families.

## Company Information:

Organization Name \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

## Select Your Sponsorship(s) (Please check all that apply)

### Annual Meeting

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Day Of Caring

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### State Of Our Families

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Moon & Stars

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Volunteer Appreciation Lunch

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### United to Read

- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Caring For Kindergarteners

- Impact Partner - \$1,500
- Community Partner - \$500

### Community Baby Shower

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Horry County Community Collaborative (HC3)

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500

### Additional Events/ Year Round Programs

- Presenting Partner - \$5,000+
- Leadership Partner - \$2,500
- Impact Partner - \$1,500
- Community Partner - \$500

### Partnership Interests

- Employee volunteer opportunities
- Custom or branded sponsorship
- In-kind or promotional support
- Please contact me to discuss additional opportunities

### Payment Method

- Check  
(payable to United Way of Horry County)  
PO Box 50016, Myrtle Beach, SC 29579
- Please invoice my organization
- Credit card  
(United Way staff will contact you)

### Notes/Recognition Preferences

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Questions or assistance:  
Whitney Isley, Director of Philanthropy  
[Whitney@unitedwayhorry.org](mailto:Whitney@unitedwayhorry.org)  
843.347.1190

Thank you for investing in a stronger Horry County.



## **Our Mission**

To unite people, ideas, and resources to advance  
the common good in Horry County.

[unitedwayhorry.org](http://unitedwayhorry.org)