

2026 SNEAKER BALL

EVENT SPONSORSHIP OVERVIEW



May 16, 2026

A New Era of Impact: The Roaring '20s Sneaker Ball

Sneaker Ball is United Way of Forsyth County's premier fundraising gala and one of the organization's most visible community events. In 2026, the Roaring 20s theme will set the stage for an elevated evening that blends timeless style, modern creativity, and the signature Sneaker Ball tradition of formal attire paired with bold, expressive sneakers.

Each year, Sneaker Ball brings together corporate leaders, major donors, and community decision-makers for an evening built on connection, shared purpose, and local impact. The event serves as a powerful platform for relationship-building, brand visibility, and community leadership.

Proceeds from Sneaker Ball directly support United Way's work to advance education, financial stability, and health for individuals and families throughout Forsyth County.

The Value of Sponsorship

A Sneaker Ball sponsorship positions your organization as a visible partner in strengthening our community while providing meaningful access to an engaged, philanthropic audience.

Sponsors benefit from:

- High-profile exposure to business and civic leaders
- Strategic recognition before, during, and after the event
- Association with a trusted nonprofit with more than a century of local service
- Opportunities to host clients, partners, and employees in a distinctive setting
- Connection to programs delivering measurable community outcomes

Beyond event visibility, sponsorship reflects your organization's commitment to leadership, collaboration, and long-term community investment. It demonstrates that your company is not only present in Forsyth County, but actively contributing to its success.

Sneaker Ball sponsors are recognized for their role in advancing opportunity, stability, and wellbeing across our community.



Sponsorship Benefits Comparison

Benefit	Roaring Vanguard Circle \$5,000	Empire Circle \$2,500	Renaissance Circle \$1,500
Reserved Table for 8	Preferred	Yes	Yes
Champagne at Table	Yes	Yes	Yes
Additional Drink Tickets	8	4	–
Priority Check-In	Yes	–	–
Individual On-Stage Recognition	Yes	–	–
Group On-Stage Recognition	–	Yes	–
Event Signage Placement	Featured	Listed	Shared
Landing Page Placement	Top Tier	Mid Tier	Listed
Dedicated Social Posts	2	1	–
Sponsor Carousel	Featured	Included	–
Press & Advertising Inclusion	Yes	Select	–
Digital Program Ad	Full Page	Half Page	Quarter Page
Annual Report Recognition	Yes	–	–
Volunteer Experience	Signature	–	–
Virtual Impact Briefing	Yes	–	–
Highlight Reel Feature	Featured	Group	Listed
Post-Event Email Recognition	Yes	Yes	Yes

FOR MORE INFORMATION CONTACT SHINIKA MCKIEVER: shinika.mckiever@uwforyth.org.

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ADD-ON SPONSORSHIP OPPORTUNITIES



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Add-on sponsorships provide focused visibility tied to key elements of the Sneaker Ball experience. These opportunities offset event expenses while positioning sponsors in high-impact areas of the evening.

All add-on sponsors receive event tickets and recognition connected to their sponsored area.

Reserved tables are available online at: <https://e.givesmart.com/events/NJk/>

Opportunity	Investment	Tickets Included	Primary Recognition	Additional Visibility
Entertainment Partner	\$3,000- \$5,000	4 tickets or 1 table at \$5,000	On-stage recognition Logo on main screen during entertainment	Landing page logo Digital program Dedicated social post Highlight reel Post-event email Virtual impact briefing
Beverage and Spirits Partner	\$2,500- \$4,000	3 tickets	Recognition during program Logo at bar and screens	Website logo Digital program Social recognition Recap content
Event Design and Décor Partner	\$2,000- \$3,500	3 tickets	Recognition during program Logo near décor and photo areas	Landing page logo Digital program Recap video credits
Photo and Media Partner	\$1,500- \$2,500	2 tickets	Recognition during program Logo during photo and video segments	Digital program Recap video Post-event email Early photo access
Auction and Mobile Bidding Partner	\$1,500- \$2,500	2 tickets	Recognition during program Logo on auction screens	Auction catalog Digital program Social recognition
Program and Materials Partner	\$1,000- \$1,500	2 tickets	Logo in digital program	Event screens Thank-you email Social recognition

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