



period. promise

A United Way campaign.
Taking action, providing product.
in Chatham-Kent!



SPONSORSHIP OPPORTUNITIES



**Nobody should have to choose between feeding
their family and being able to afford basic
hygiene products.**

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SEE FULL DETAILS:
WWW.WEAREUNITED.COM/CHATHAM-KENT



United Way
Centraide
Windsor-Essex
Chatham-Kent

Period Promise addresses period poverty in our community and is delivered by United Way Centraide Windsor-Essex Chatham-Kent. Every year, our goal is to advance period equity and raise awareness of an often-overlooked barrier facing individuals and families right here in Chatham-Kent.

2026 marks an exciting milestone for our community. For the first time, we are evolving the Period Promise campaign into a high-energy social celebration in Chatham-Kent.

This event is designed to bring together workplace employees, student leaders, and residents to not only collect menstrual hygiene donations but to celebrate the collective impact of those helping to end period poverty. It is a moment to shine a light on the local businesses, unions and organizations that are stepping up to ensure dignity for all.

Recent research shows that 1 in 6 Canadians who menstruate have personally experienced period poverty; this rate rises to 1 in 4 in households that earn less than \$40,000 per year.

Period Promise has mobilized donors, volunteers, and partners to ensure menstrual products reach those who need them most. Today, products are distributed through United Way initiatives and local organizations, including food banks and other community-based programs, ensuring access is timely and dignified by meeting people where they already seek support.

As community needs continue to grow, financial contributions are increasingly critical. While product donations are vital, financial support allows United Way to purchase the right products, in the right quantities, at the right time—while directing resources toward strengthening wrap-around supports that stabilize families. There are various levels of sponsorship available, each making a tangible difference in the lives of local individuals and families.

On Thursday, May 28, 2026, United Way will host the Chatham-Kent Period Promise Social Celebration at The Match Eatery & Public House from 4:00 PM to 7:00 PM.

We invite you to join this milestone event to see the power of collective action in motion and the community spirit that makes Chatham-Kent a better place for everyone.

To discuss sponsorship opportunities, please contact Leilani at LLogronio@weareunited.com | 519-817-2204

2026 SPONSORSHIP OPPORTUNITIES



PRESENTING | \$10,000

The presenting sponsorship package includes exclusive naming rights to the Period Promise event: Event Name: [Sponsor Name] Presents "Event Name"

Platform	Sponsorship Benefits	Value
Website	<ul style="list-style-type: none">• Presenting sponsor recognition on United Way Website• Presenting sponsor video included on Website (provided by sponsor)	The United Way website sees over 65,000 page views annually (and growing!)
Media	<ul style="list-style-type: none">• Mention in post-event media advisory	Exposure to new audiences and United Way's media contacts
Email	<ul style="list-style-type: none">• Logo included in email communications	United Way has an engaged email list of over 20,000 supporters
Social Media	<ul style="list-style-type: none">• Recognition on United Way social media platforms	United Way has a collective following of over 4,300 people
Promotional Material	<ul style="list-style-type: none">• Sponsor branding with company logo featured on marketing materials• Logo placement on event invitation (time-sensitive benefit)• Opportunity to display banner in presentation area and at front entrance (provided by sponsor)	Posters are shared broadly to engage partners and the community at large.
Event Day	<ul style="list-style-type: none">• Opportunity to speak and recognition during program• Recognition on event signage• Opportunity to set up "swag" booth and display a banner/signage in high-visibility location (provided by sponsor)	Positive brand exposure in front of an engaged audience

EVENT | \$5,000



Platform	Sponsorship Benefits	Value
Website	<ul style="list-style-type: none">Recognition on United Way Website	The United Way website sees over 65,000 page views annually (and growing!)
Media	<ul style="list-style-type: none">Mention in post-event media advisory	Exposure to United Way's media contacts
Email	<ul style="list-style-type: none">Logo included in email communications	Exposure through United Way email communications to Chatham-Kent subscribers
Social Media	<ul style="list-style-type: none">Recognition on United Way social media platforms	United Way has a collective following of over 4,300 people
Event Day	<ul style="list-style-type: none">Recognition on event signageRecognition during programOpportunity to display a banner/signage in high-visibility location (provided by sponsor)	Positive brand exposure in front of an engaged audience

NOTABLE | \$2,500

Platform	Sponsorship Benefits	Value
Website	<ul style="list-style-type: none">Recognition on United Way Website	The United Way website sees over 65,000 page views annually (and growing!)
Email	<ul style="list-style-type: none">Logo included in email communications	Exposure through United Way email communications to Chatham-Kent subscribers
Social Media	<ul style="list-style-type: none">Recognition on United Way social media platforms	United Way has a collective following of over 4,300 people
Event Day	<ul style="list-style-type: none">Recognition during programRecognition on event signage	Positive brand exposure in front of an engaged audience

FRIEND | \$1,000

Platform	Sponsorship Benefits	Value
Email	<ul style="list-style-type: none"> • Logo included in Period Promise email communications 	Exposure through United Way email communications to Chatham-Kent subscribers
Social Media	<ul style="list-style-type: none"> • Recognition on United Way social media platforms 	United Way has a collective following of over 4,300 people
Event Day	<ul style="list-style-type: none"> • Recognition during program • Recognition on event signage 	Positive brand exposure in front of an engaged audience

PARTNER | \$500

Platform	Sponsorship Benefits	Value
Social Media	<ul style="list-style-type: none"> • Recognition on United Way social media platforms 	United Way has a collective following of over 4,300 people
Event Day	<ul style="list-style-type: none"> • Recognition on event signage 	Positive brand exposure in front of an engaged audience

DOOR PRIZE DONOR

Platform	Sponsorship Benefits	Value
Event Day	<ul style="list-style-type: none"> • Recognition on event signage 	Positive brand exposure in front of an engaged audience

SPONSORSHIP CONFIRMATION FORM

Sponsorship Selection

- | | |
|--|---|
| <input type="checkbox"/> Presenting \$10,000 | <input type="checkbox"/> Friend \$1,000 |
| <input type="checkbox"/> Event \$5,000 | <input type="checkbox"/> Partner \$500 |
| <input type="checkbox"/> Notable \$2,500 | <input type="checkbox"/> Door Prize |

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Please return this form with payment.

Individual or Organization Name: _____

Address: _____

City: _____ Postal Code: _____ Phone: _____

Contact Name: _____ E-Mail: _____

Please Note: Sponsorship form must be submitted by May 14th, 2026 to receive full sponsorship benefits.

Payment Method

Cash or Cheque Enclosed
Payable To: **United Way Centraide Windsor-Essex Chatham-Kent**

Bill our Credit Card (Visa/Mastercard/American Express)

Card Number: _____

Expiry Date: _____ CVV: _____

Bill Us Directly | Invoice #: _____

THE PERIOD PROMISE

By checking this box and signing this confirmation form, I/we commit to helping provide free, accessible, and inclusive menstrual products, and to supporting menstrual dignity in our community—so everyone can thrive.

Signature: _____ Date: _____

The event is first come, first served. No reservations.

United Way Centraide Windsor-Essex Chatham-Kent
425 McNaughton Ave West, Chatham ON, N7L 4K4
T: 519-258-0000 | Charitable Registration Number: 108160334 RR0001
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