



LARAMS

WALK UNITED LA

UNITED FOR OUR FUTURE

JULY 20, 2025 | ROSE BOWL STADIUM

Let's **WALK UNITED** for Our Future!



This year's **WALKUNITEDLA** is particularly meaningful, as a portion of the funds raised will benefit fire recovery efforts and community-driven rebuilding from the devastation caused by the recent wildfires.

The walk will also continue to support United Way's life-changing initiatives focused on pathways for low-income students, families and individuals.

REACHING AUDIENCES ACROSS LOS ANGELES

Since 2007, WalkUnitedLA has brought together Angelenos supporting bold solutions to end poverty. Over the years, more than **130,000 people** across Los Angeles County have raised over **\$11 million** to support the most vulnerable individuals and communities across Los Angeles.

In 2024, WalkUnitedLA raised **\$1.1M** and amplified our reach across a variety of platforms:

REGISTRANTS

>7,000 people

SOCIAL MEDIA

573,219 people reached

MEDIA

~ 68M+ impressions

LET'S TAKE THE NEXT STEP TOGETHER

The generosity of our sponsors brings **WalkUnitedLA** to life

Your support not only makes this event possible, but also drives meaningful, sustainable change for Angelenos in need. Join us in creating lasting change and showing the power of unity. Together, we're walking toward a brighter future for Los Angeles.

Please confirm your sponsorship by **Thursday, June 12, 2025.**

To learn more and sign up as a sponsor, contact **Michelle Reed** at mreed@unitedwayla.org.

SPONSOR BENEFIT	PRESENTING \$150K	PLATINUM \$100K	GOLD \$60K	SILVER \$30K	SUPPORTER \$15K
On-site recognition	Top logo	Logo	Logo	Logo	Listing
Exclusive event space branding	✓				
Logo on volunteer t-shirts	✓	✓			
Social media recognition	✓	✓	✓		
Pre-walk gathering space (branded)	✓	✓	✓	✓	✓
Recognition on registration site and promotional materials	Logo	Logo	Logo	Name	Name
Live mention during program	✓	✓	✓		
Featured blog post (1) highlighting company leadership	✓	✓			
Water station branding	✓	✓			
Inclusion in post-event recap video	✓	✓			
Program spotlight	✓	✓			

PRESENTING SPONSOR

**EXCLUSIVE EVENT SPACE
BRANDING OPPORTUNITIES**

Please contact us to discuss custom, on-site event space branding opportunities for elevating your organization.

IN-KIND SPONSORSHIP

Our continued success relies on donated products, marketing, and services. The active involvement of businesses and organizations in the community allows us to maximize net proceeds for our programs. United Way of Greater Los Angeles is a 501(c)(3) organization. Tax ID # 95-2274801. All donations made through WalkUnitedLA are tax deductible.