

80
YEAR
ANNIVERSARY
United Way of
West Tennessee United Way

Unitas

— 12.16.21 —

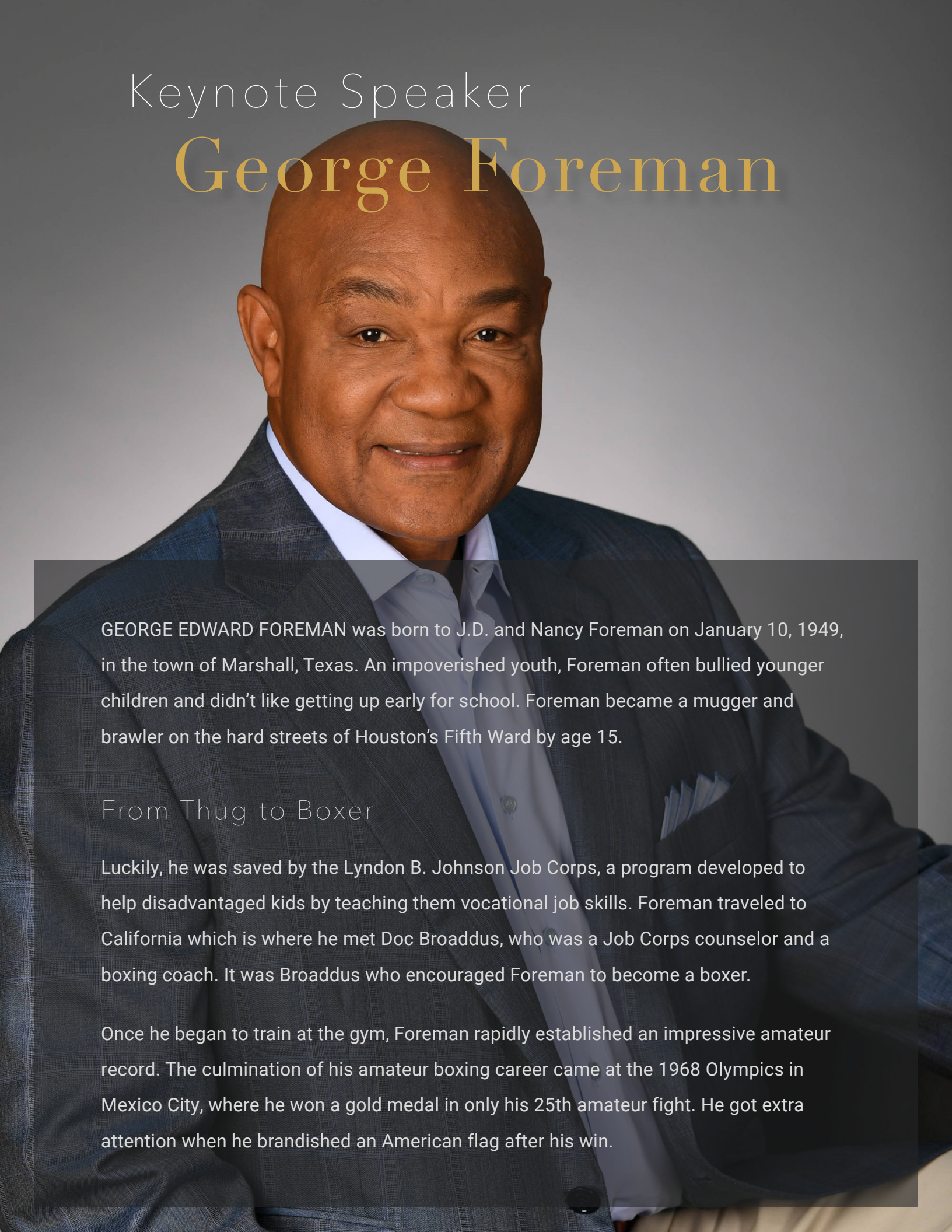
Sponsorship Guide

A Night To Remember



For 80 years, we have advocated for equity through Uniting agencies in ways that improve each person's access to health, education, and financial stability in West Tennessee. Our history is filled with countless stories of tragedy transformed into victory, and we aim to continue this narrative moving forward. Later this year, we invite you to attend our community celebration as we reflect on our continual impact. Our work would not be possible without the collective contribution of others. We hope you will rally with us as we better our community together and LIVE UNITED.

As United Way of West Tennessee's largest fundraising event, Unitas is a community event held at the Carl Perkins Civic Center in Jackson, Tennessee. Individuals from across West Tennessee gather together to celebrate and support the work of United Way. During the event, attendees will enjoy a four-course dinner, live music, and the opportunity to hear from and meet this year's celebrity guest speaker, George Foreman.

A portrait of George Foreman, a bald Black man with a warm smile, wearing a dark blue suit jacket over a light blue shirt. The background is a soft, out-of-focus grey. The text 'Keynote Speaker' is in white, and 'George Foreman' is in a large, bold, gold-colored serif font.

Keynote Speaker

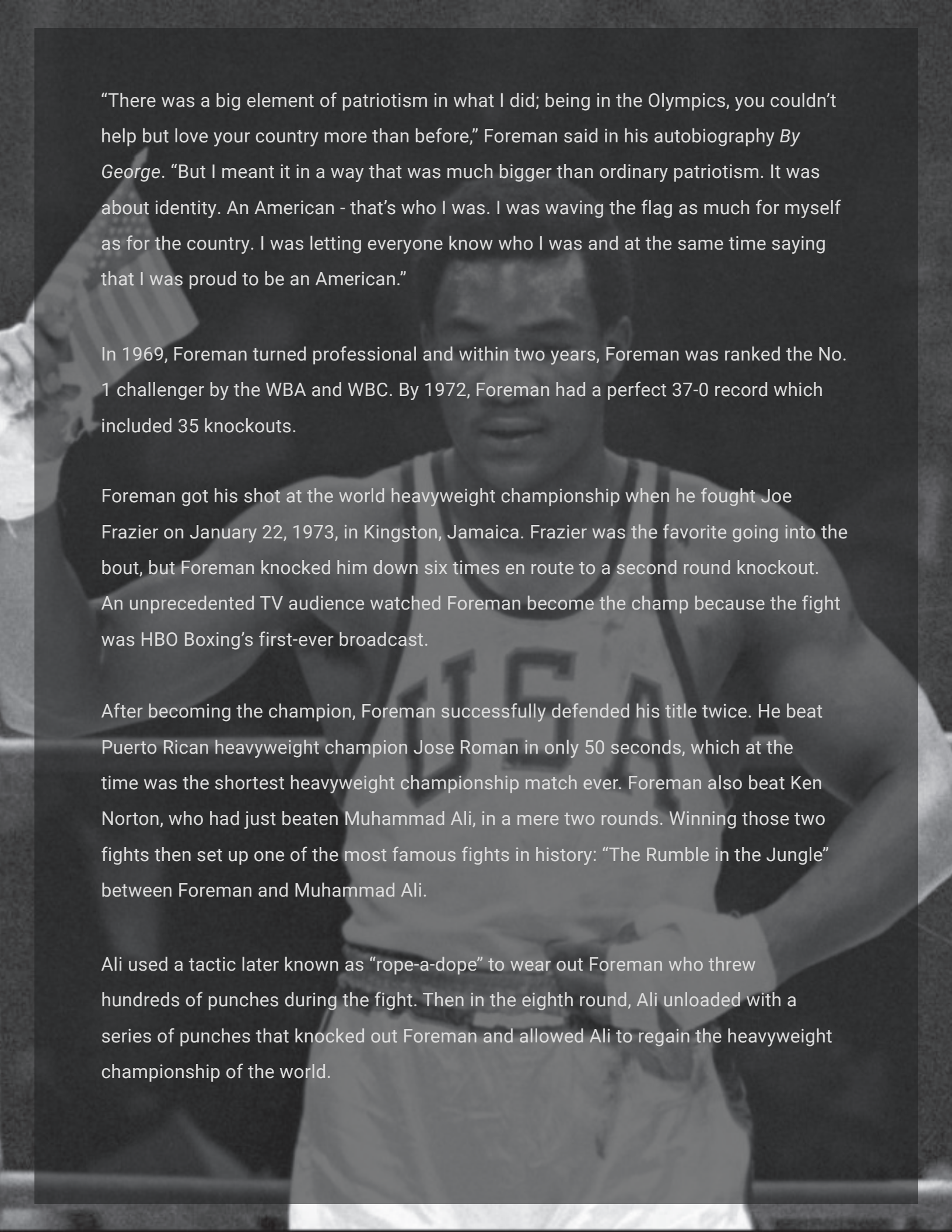
George Foreman

GEORGE EDWARD FOREMAN was born to J.D. and Nancy Foreman on January 10, 1949, in the town of Marshall, Texas. An impoverished youth, Foreman often bullied younger children and didn't like getting up early for school. Foreman became a mugger and brawler on the hard streets of Houston's Fifth Ward by age 15.

From Thug to Boxer

Luckily, he was saved by the Lyndon B. Johnson Job Corps, a program developed to help disadvantaged kids by teaching them vocational job skills. Foreman traveled to California which is where he met Doc Broadus, who was a Job Corps counselor and a boxing coach. It was Broadus who encouraged Foreman to become a boxer.

Once he began to train at the gym, Foreman rapidly established an impressive amateur record. The culmination of his amateur boxing career came at the 1968 Olympics in Mexico City, where he won a gold medal in only his 25th amateur fight. He got extra attention when he brandished an American flag after his win.



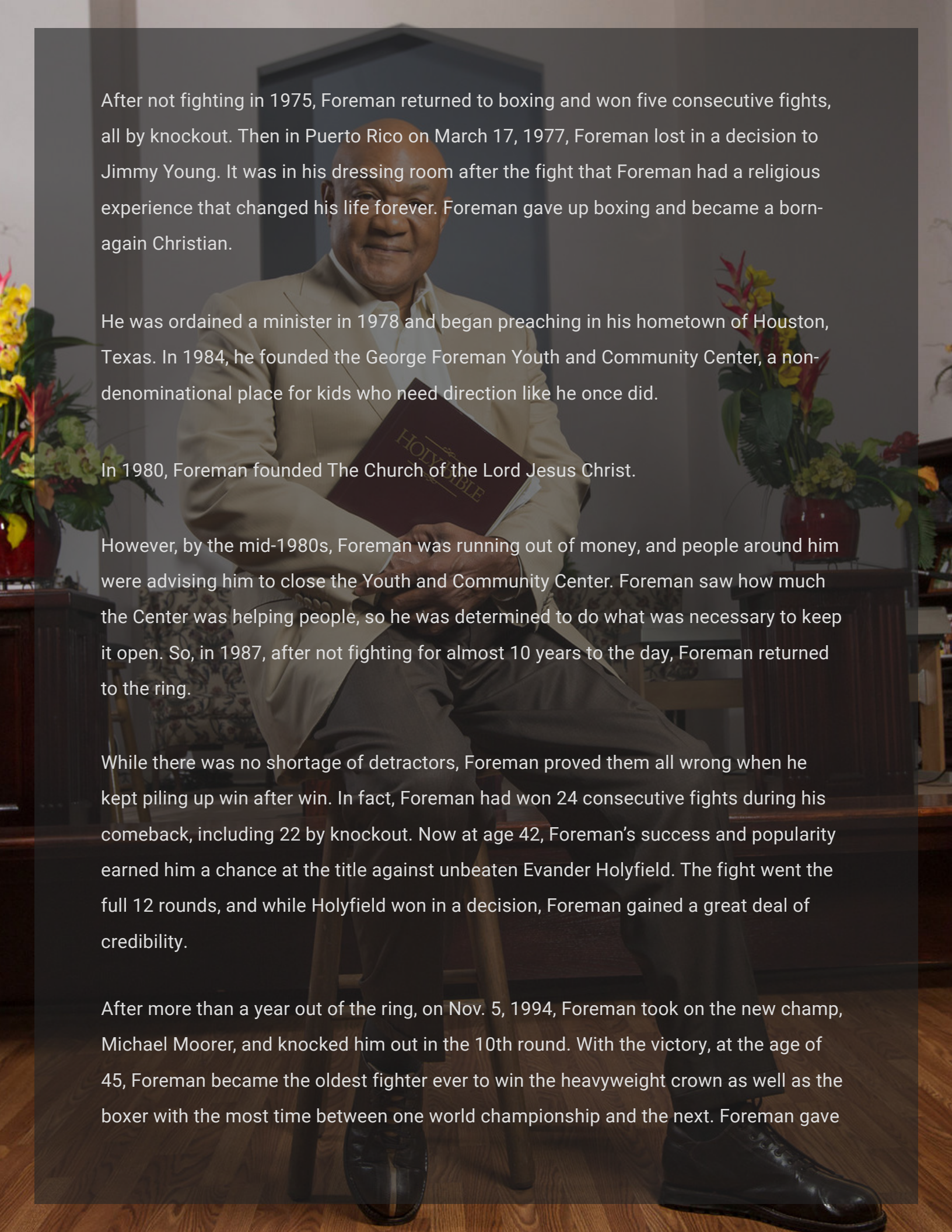
"There was a big element of patriotism in what I did; being in the Olympics, you couldn't help but love your country more than before," Foreman said in his autobiography *By George*. "But I meant it in a way that was much bigger than ordinary patriotism. It was about identity. An American - that's who I was. I was waving the flag as much for myself as for the country. I was letting everyone know who I was and at the same time saying that I was proud to be an American."

In 1969, Foreman turned professional and within two years, Foreman was ranked the No. 1 challenger by the WBA and WBC. By 1972, Foreman had a perfect 37-0 record which included 35 knockouts.

Foreman got his shot at the world heavyweight championship when he fought Joe Frazier on January 22, 1973, in Kingston, Jamaica. Frazier was the favorite going into the bout, but Foreman knocked him down six times en route to a second round knockout. An unprecedented TV audience watched Foreman become the champ because the fight was HBO Boxing's first-ever broadcast.

After becoming the champion, Foreman successfully defended his title twice. He beat Puerto Rican heavyweight champion Jose Roman in only 50 seconds, which at the time was the shortest heavyweight championship match ever. Foreman also beat Ken Norton, who had just beaten Muhammad Ali, in a mere two rounds. Winning those two fights then set up one of the most famous fights in history: "The Rumble in the Jungle" between Foreman and Muhammad Ali.

Ali used a tactic later known as "rope-a-dope" to wear out Foreman who threw hundreds of punches during the fight. Then in the eighth round, Ali unloaded with a series of punches that knocked out Foreman and allowed Ali to regain the heavyweight championship of the world.

A photograph of George Foreman, an older African American man, sitting in a wooden chair. He is wearing a light-colored suit jacket over a white shirt and dark trousers. He is holding a dark red Bible with the word "HOLY" visible on the cover. He is smiling slightly at the camera. The background is a dimly lit room with a doorway and some potted plants on either side of the chair.

After not fighting in 1975, Foreman returned to boxing and won five consecutive fights, all by knockout. Then in Puerto Rico on March 17, 1977, Foreman lost in a decision to Jimmy Young. It was in his dressing room after the fight that Foreman had a religious experience that changed his life forever. Foreman gave up boxing and became a born-again Christian.

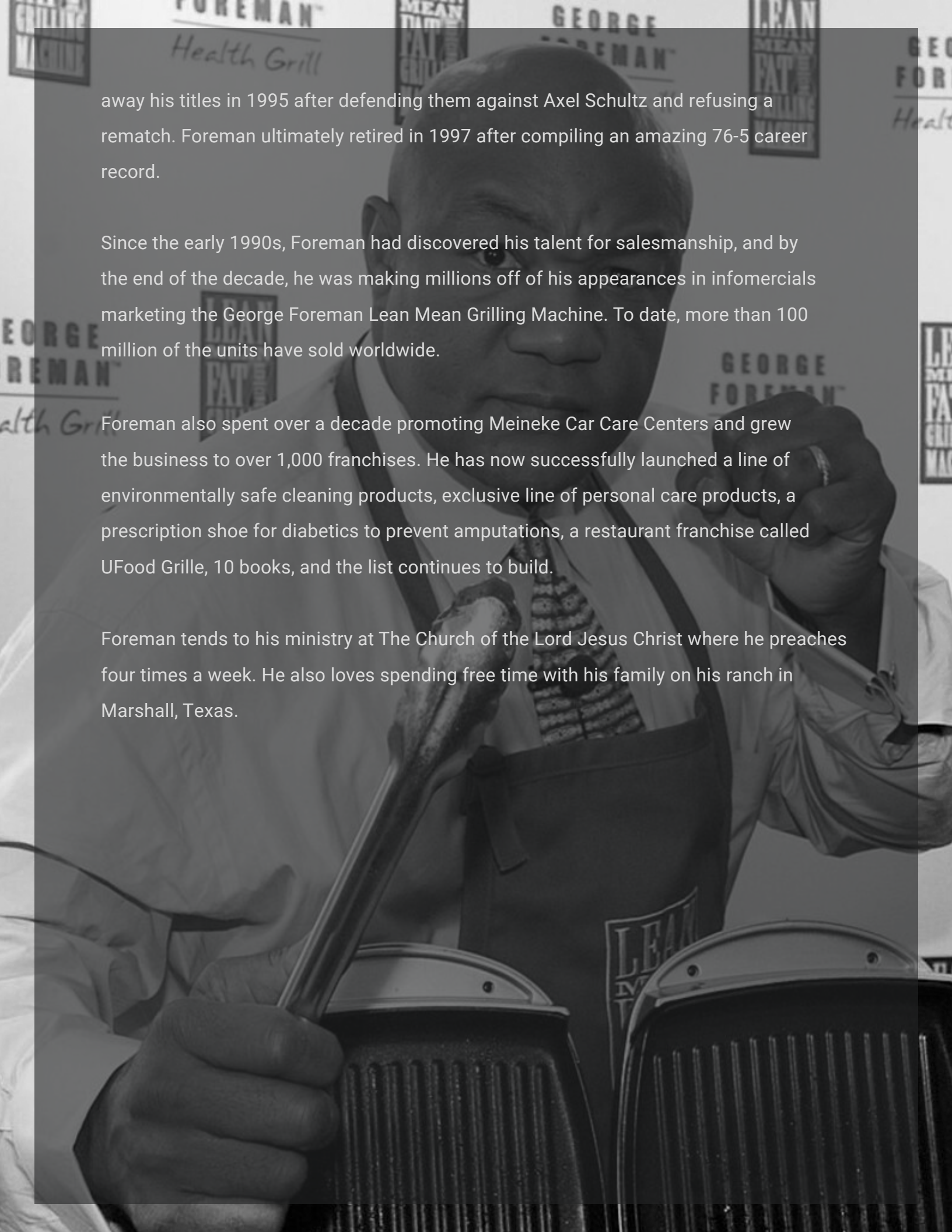
He was ordained a minister in 1978 and began preaching in his hometown of Houston, Texas. In 1984, he founded the George Foreman Youth and Community Center, a non-denominational place for kids who need direction like he once did.

In 1980, Foreman founded The Church of the Lord Jesus Christ.

However, by the mid-1980s, Foreman was running out of money, and people around him were advising him to close the Youth and Community Center. Foreman saw how much the Center was helping people, so he was determined to do what was necessary to keep it open. So, in 1987, after not fighting for almost 10 years to the day, Foreman returned to the ring.

While there was no shortage of detractors, Foreman proved them all wrong when he kept piling up win after win. In fact, Foreman had won 24 consecutive fights during his comeback, including 22 by knockout. Now at age 42, Foreman's success and popularity earned him a chance at the title against unbeaten Evander Holyfield. The fight went the full 12 rounds, and while Holyfield won in a decision, Foreman gained a great deal of credibility.

After more than a year out of the ring, on Nov. 5, 1994, Foreman took on the new champ, Michael Moorer, and knocked him out in the 10th round. With the victory, at the age of 45, Foreman became the oldest fighter ever to win the heavyweight crown as well as the boxer with the most time between one world championship and the next. Foreman gave

A black and white photograph of George Foreman. He is wearing a light-colored shirt, a patterned tie, and a dark apron with the words "LEAN MEAN FAT GRILLING MACHINE" on it. He is holding a large, ribbed metal grill in front of him with his right hand. His left hand is raised, showing a ring on his ring finger. The background is a wall with several signs that read "GEORGE FOREMAN", "LEAN MEAN FAT GRILLING MACHINE", and "Health Grill".

away his titles in 1995 after defending them against Axel Schultz and refusing a rematch. Foreman ultimately retired in 1997 after compiling an amazing 76-5 career record.

Since the early 1990s, Foreman had discovered his talent for salesmanship, and by the end of the decade, he was making millions off of his appearances in infomercials marketing the George Foreman Lean Mean Grilling Machine. To date, more than 100 million of the units have sold worldwide.

Foreman also spent over a decade promoting Meineke Car Care Centers and grew the business to over 1,000 franchises. He has now successfully launched a line of environmentally safe cleaning products, exclusive line of personal care products, a prescription shoe for diabetics to prevent amputations, a restaurant franchise called UFood Grille, 10 books, and the list continues to build.

Foreman tends to his ministry at The Church of the Lord Jesus Christ where he preaches four times a week. He also loves spending free time with his family on his ranch in Marshall, Texas.

About United Way of West Tennessee



United Way of West Tennessee empowers communities by connecting people in need with those who have the resources to help. We support both givers and receivers by Uniting them together; instead of directly providing services, we forge partnerships with local nonprofits who are actively addressing their communities' needs in our 14-county service area. We strive to ensure that every person has equitable access to resources that foster holistic well-being. The funding United Way receives from donors is allocated to service-based agencies who are committed to serving West Tennessee. The counties we serve include: Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Haywood, Henderson, Henry, Lake, Madison, McNairy, and Weakley.

Our Programs



Our free, confidential helpline works with a comprehensive network of local nonprofits to direct callers to the right services.



As an extension of 211, The 211 Hub is an online database that others can use to find and share community resources.



We serve as a congregate for applicants seeking assistance at Christmas to help prevent duplication of services.



#GivingTuesday731 is an annual collaboration of local nonprofits in West Tennessee and allows the community to support the causes they are passionate about.



Formerly known as FamilyWize, SingleCare negotiates discounted prices on medication and passes those savings on to cardholders.



The READ Team pairs organizations with schools in West Tennessee and recruit volunteers to help second graders learn to read.



The West Tennessee Afterschool Network helps ensure children and families have safe and nurturing afterschool experiences through advocacy and community resources.



Women United is a community of women who stand up, unite, and take action to create positive change by giving, advocating, and volunteering locally.



Together with BancorpSouth, we help maximize credits and refunds through free income tax preparation.

Sponsorship Benefits

Presenting Sponsor

\$15,000

- Three tables (24 guests), prominently positioned at Unitas Event
- Invitation for 12 guests to join George Foreman for cocktail reception/meet and greet
- Position as Honorary Chair of Unitas Event
- Speaking opportunity at Unitas Event
- Special recognition in United Way video presentation
- Full-page ad in event program
- Corporate name/logo on all event-related and marketing materials
- Recognition on United Way of West Tennessee's social media pages

Gold Sponsor

\$10,000

- Two tables (16 guests), prominently positioned at Unitas Event
- Invitation for 8 guests to join George Foreman for cocktail reception/meet and greet
- Opportunity to present an award to one of our Legacy Circle Inductees
- Full-page ad in event program
- Corporate name/logo on all event-related and marketing materials
- Recognition on United Way of West Tennessee's social media pages

Silver Sponsor

\$5,000

- One table (8 guests), prominently positioned at Unitas Event
- Invitation for 4 guests to join George Foreman for cocktail reception/meet and greet
- Half-page ad in event program
- Corporate name/logo on all event-related and marketing materials
- Recognition on United Way of West Tennessee's social media pages

Bronze Sponsor

\$3,000

- One table (8 guests), prominently positioned at Unitas Event
- Quarter-page ad in event program
- Name listed on some event-related and marketing materials
- Recognition on United Way of West Tennessee's social media pages

VIP Sponsor

\$1,600

- One table (8 guests), prominently positioned at Unitas Event
- Name listed in event program

Individual Ticket

\$250

80

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