United Community Corporation presents

THE 6TH ANNUAL SHOP *with a* HERO 2026







SPONSORSHIP PACKAGE

For more information, contact
Maya Curry: maya.curry@uccnewark.org

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SATURDAY, DECEMBER 12, 2026

AT THE PRUDENTIAL CENTER

















MESSAGE FROM OUR EXECUTIVE DIRECTOR

Craig Mainor



Dear Community Partners and Leaders,

As the holiday season approaches, United Community Corporation (UCC) is preparing for one of our most impactful traditions: the **6th Annual** Shop With a Hero event and fundraiser on December 12, 2026.

Shop With a Hero is our local spin on the national "Shop with a Cop" initiative, designed to create a day of unforgettable holiday joy and meaningful connection.

This year, our goal again is to bring together 250 children from low- to moderate-income families across Newark and Essex County. Each child will receive a $100 shopping experience and walk hand-in-hand through Downtown Newark alongside a dedicated community hero.

This annual program is one of the most meaningful traditions UCC hosts each year because it gives our children a chance to connect with the everyday heroes and community leaders who inspire them. For me and so many of our heroes, it's more than just a shopping trip. It's a day of joy, mentorship and positive connection that reminds our youth that their community stands firmly behind them. We're deeply grateful to our heroes and supporters of this event every year whose generosity makes this day possible and helps us pour love and opportunity back into the community.

Our heroes encompass every branch of public service and leadership, including local law enforcement, firefighters, EMTs, paramedics, educators, healthcare workers, civic leaders, and more.

It's plain and simple: if you love and serve your community, **YOU are a hero**. Beyond providing gifts, this event bridges gaps, breaks down barriers, and creates lasting mentorship between our youth and the heroes who serve them every day.

Your support ensures that these children experience the magic of the holidays while building stronger and safer bonds within our community.

Thank you for your continued dedication to the families of Newark and Essex County. I encourage you to please take a look at how you can get involved in supporting this cherished event for our community. We would be most grateful for your partnership and helping to make the holiday dreams of 250 children come true this winter.

Warm regards,
Craig Mainor
Executive Director, United Community Corporation

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A SEASON OF GIVING. A COMMUNITY UNITED. BUILDING TOWARD YEAR SIX!

Shop With a Hero is one of UCC's signature annual programs and fundraisers designed to transform the holiday season for **250 children**, aged 5-14, from low- to moderate-income families across Newark and Essex County.

The event pairs participating youth with a "Community Hero." This includes local police officers, firefighters, EMTs, paramedics, healthcare workers, educators, and civic leaders. Each child receives a $100 shopping experience in Downtown Newark to select their own holiday gifts, clothes, and essential items. Beyond the gifts, the program builds lasting bonds, breaks down social barriers, and creates positive mentorship between our youth and the public servants who care for our community every day.

HOW IT WORKS

The morning kicks off with music, dancing, games, and refreshments, followed by brief opening remarks. After shopping, children and their heroes return to pick up event swag bags and a full bag of groceries for each family.

Each Child Receives:

- One $100 gift card
- One holiday gift bag with swag and an additional gift

Each Participating Family Receives:

- One bag of groceries

All Participants Experience:

- A light, catered breakfast
- Floor games and live music
- Priceless holiday joy!

1,200+

CHILDREN AND FAMILIES SERVED SINCE 2020!

Partners can support Shop With a Hero through event sponsorships, in-kind donations, providing heroes, and more. Sponsorships will support this event and the mission of UCC. Select sponsorship levels offer opportunities for brand visibility and on-site engagement.







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DYF YOUTH FOUNDATION

NJCF New Jersey Children's Foundation

In partnership with the City of Newark

NORTH POLE SPONSOR - $15,000+

(All North Pole Sponsor slots have been filled!)

Be the ultimate holiday hero and support this year's event at the top level!
Exclusive opportunity - *only two sponsorships available each year*.
Sponsor with a $15,000 contribution or provide the event venue, catering, and parking.

- Prominent/top level name/logo recognition across all online and print marketing materials, event signage, digital displays, press releases, and thank you messaging
- Brief opportunity to address attendees/provide welcome remarks
- Full page ad in the event program with inside cover placement
- Name/logo placement on SWAH '26 swag/merch (TBD)
- Inclusion of branded items in swag/gift bag (1 provided to each child)
- Sponsor exhibit table

GRAND CLAUS SPONSOR - $10,000+

- Name/logo recognition across all online and print marketing materials, event signage, digital displays, press releases, and thank you messaging
- Full page ad in the event program
- Name/logo placement on SWAH '26 swag/merch (TBD)
- Inclusion of branded items in swag/gift bag (1 provided to each family)
- Sponsor exhibit table

RUDOLPH SPONSOR - $5,000+

- Name/logo recognition across all online and print marketing materials, event signage, digital displays, press releases, and thank you messaging
- Half page ad in the event program
- Inclusion of branded items in swag/gift bag (1 provided to each family)
- Sponsor exhibit table

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DYF YOUTH FOUNDATION

NJCF New Jersey Children's Foundation

In partnership with the City of Newark

FROSTY SPONSOR - $2,500+

- Name/logo recognition across all online and print marketing materials, event signage, digital displays, press releases, and thank you messaging
- Half page ad in the event program
- Inclusion of branded items in swag/gift bag (1 provided to each family)

SANTA'S HELPER SPONSOR - $500+

Spread holiday cheer by providing gift cards for our participants!
Each $500 sponsorship buys five (5) $100 gift cards.

- "Gift Card sponsored by…." recognition on participant badges
- Name recognition in event program, digital displays, social media post, and thank you email

ADDITIONAL SUPPORT

Full-page Ad
$1,000

Half-page Ad
$500

IN-KIND DONATIONS:

We also welcome in-kind contributions such as new books, toys, winter essentials etc.

In-Kind donations will be acknowledged in the event program.

For more information or to secure your sponsorship, contact Maya Curry at maya.curry@uccnewark.org or visit tinyurl.com/sponsorswah26

We appreciate your support and look forward to celebrating with you at our 6th Annual Shop With a Hero.
Thank you for your generosity and commitment to our community!

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WHAT OUR HEROES AND PARTNERS HAVE TO SAY:

"This annual event embodies the love and generosity of the holiday season and instills in these kids and their families a strong sense of belonging to the community and trusting in our public safety professionals. I am grateful to the sponsors and volunteers who have committed themselves to creating happy memories and a sense of value and inclusion that will hopefully last a lifetime"

- City of Newark Mayor Ras J. Baraka

"One of our department's core driving points is 'community.' It's a blessing to bring smiles to people's faces, especially children. I'm personally from Newark and being a part of this department allows me and others to give back to the community. To be able to see more and more officers requesting to take part in Shop With a Hero means so much"

- Lt. Raheem Denson, New Jersey Institute of Technology Department of Public Safety

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"[Peapack Private] values its partnership with UCC in bringing joy to Newark's youth during the holiday season through financial support and mentorship. Shop with a Hero is invaluable in providing holiday cheer to children and families, offering them the opportunity to connect with community leaders and role models, and in turn, fostering respect and inspiration"

- Peapack Private Bank & Trust representatives







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"My experience was great! I got to show my daughter a different light to the world. I got to enjoy the day with family and friends. Most importantly, I got to see my baby have fun." ***- Renee Leake, UCC YouthBuild Program Alum***

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AD SPACE & ARTWORK SUBMISSION GUIDELINES

Thank you for partnering with United Community Corporation for our 6th Annual Shop With a Hero program! Your generous sponsorship directly impacts 250 local children and families across Newark and Essex County during the holiday season.

To ensure your business or organization receives maximum visibility and proper brand representation across all program materials, please review the artwork submission specifications and deadline details below.

Artwork & Logo Submission Deadline

FRIDAY, NOVEMBER 20, 2026 (BY 5:00 PM EST)

To guarantee inclusion on all physical printed marketing materials, day-of event signage, official ad journal publications, and event merchandise, all sponsor logos and ad journal designs must be submitted by **Friday, November 20, 2026**. Late submissions cannot be guaranteed for physical print runs.

Artwork & Logo Specifications

Full page Ad- Height: 8.5in Width: 5.5in | Half page Ad- Height: 4.25in Width: 5.5in

File Format: High-resolution PNG or Vector Adobe Illustrator (.Ai) file
Resolution: Minimum 300 DPI for high-quality print production
Color Mode: CMYK or High-Res RGB
Ad Space Purchases: Please ensure ad journal files match your purchased sponsorship tier dimensions.

Placements Included:

- Official Commemorative Ad Journal Placement (Dependent upon sponsorship tier)
- Day-of Event Signage
- Participant Swag Bags & Branded Merchandise
- UCC Digital Marketing, Press Releases, and Social Media

Submission & Contact Information

Please submit all logo files and artwork via email directly to:

Tom Wiedmann
UCC Director of Community Engagement
Email: tom.wiedmann@uccnewark.org