

**SPONSORSHIP OPPORTUNITIES**



**United Way of 1000 Lakes  
2019-2020 Sponsorship Program**

## SPONSORSHIP OPPORTUNITIES



Reach new audiences, increase your company's year-round marketing presence, and help meet your company's community mission by becoming a United Way of 1000 Lakes sponsor.

United Way sponsorship opportunities help raise awareness about United Way and uniquely position your company as a community leader—engaging your customers, vendors, employees and public alongside a recognizable and trusted philanthropic brand.

Sponsorships are an important part of United Way's community presence and allow us to do things that we normally wouldn't be able to do. Sponsorships are flexible, and we can tailor them to meet your marketing goals. Please consider these year-round or single-event sponsorship opportunities, each with multiple touch-points that reach your target audiences.

We understand that no two companies or organizations are alike, if the sponsorship opportunities presented here do not suit your business or philanthropic objectives, we would be pleased to meet with you to customize a package or develop new and innovative partnership ideas.

**For more information on becoming a sponsor, please contact our Community Resource Coordinator at 218-999-7570**

## SPONSORSHIP OPPORTUNITIES



### St. Patrick's Shamrock'n Brunch Saturday, March 16, 2019

The United Way St. Patrick's Shamrock'n Brunch is held on the Saturday morning of St. Patrick's Day (March 17<sup>th</sup>) weekend. The Irish inspired event includes brunch, beverages, live music, lucky raffles, and split the pot drawings. The event is open to all ages and is hosted by Pickled Loon.

The event draws 150 adults and children, and raises more than \$6,000 for United Way's Investment Fund.

#### Event Sponsor

Recognition as Event Sponsor

8-brunch tickets with preferred seating

Company logo on all publicity materials of the event

Promoted as event sponsor on local radio and television

Name mention at event

Recognition on United Way of 1000 Lakes' website with your logo and a link to your website

**Value: \$1,000**

#### Corporate Sponsor

Recognition as Corporate Sponsor

4-brunch tickets with general seating

Company name on all publicity materials of the event

Name mention at event

Recognition on United Way of 1000 Lakes' website with your logo and a link to your website

**Value: \$500**

## SPONSORSHIP OPPORTUNITIES



### Annual Campaign Celebration & Best of Awards Thursday, March 21, 2019

The United Way Campaign Celebration and Best of Awards is held each year in March and highlights accomplishments over the past year, publicly recognizes companies for outstanding campaign achievements, honors outstanding campaign volunteers and provides an opportunity to learn more about the impact your contributions are making in our community. Community business leaders, campaign volunteers, partner agency representatives, other volunteers and local media outlets attend this event.

The event draws 150-200 community members and business leaders together each year. Underwriting covers all costs of the event and allows community members to attend at no cost.

#### Event Sponsor

Recognition as Event Sponsor  
2 reserved tables of 6 with preferred seating  
Company logo on all publicity materials of the event  
Inclusion of Company logo on the event program and signage at the event  
Name mention at event  
Recognition on United Way of 1000 Lakes' website with your logo and a link to your website  
**Value: \$1,000**

#### Corporate Sponsor

Recognition as Corporate Sponsor  
1 reserved table of 6 with preferred seating  
Company name on all publicity materials of the event  
Inclusion of Company name on the event program and signage at the event  
Name mention at event  
Recognition on United Way of 1000 Lakes' website with your logo and a link to your website  
**Value: \$500**

#### Table Sponsor

1 reserved table of 6  
Company name on event program  
Name mention at event  
Recognition on United Way of 1000 Lakes' website  
**Value: \$250**

## SPONSORSHIP OPPORTUNITIES



### United Way Day of Action Friday, June 21, 2019

The United Way Day of Action is held annually nationwide and promotes volunteerism. The day-long effort mobilizes community members to take action in the communities in which they live. Projects range from gardening and painting to packing bulk food and creating care packages.

The event draws 100 community members annually. Together a collective 582 hours are served, equating to more than \$14,000 in volunteer contributions.

#### Platinum Sponsor

Recognition as Platinum Sponsor

Promoted as platinum sponsor in all publicity materials, including radio and television

Radio interview

Prominent inclusion of company logo on event materials, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website with your logo and a link to your website

**Value: \$1,000**

#### Gold Sponsor

Recognition as Gold Sponsor

Promoted as gold sponsor in all publicity materials, including radio and television

Prominent inclusion of company logo on event materials, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website

**Value: \$500**

#### Silver Sponsor:

Recognition as Silver Sponsor

Promoted as silver sponsor in all publicity materials

Prominent inclusion of company name on event program, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website

**Value: \$250**

## SPONSORSHIP OPPORTUNITIES



### Lumberjack Kick Off Celebration Saturday, September 7, 2019

The Lumberjack Kick Off Celebration is held each year in September to officially start the annual campaign, formally announce the campaign goal and to publicly recognize donors and volunteers. This event offers a Lumberjack themed 5K and 1 mile fun run, pancake cook-off and relay competitions, and a pancake breakfast. Activities are open to the public and attended by community business leaders, volunteers, partner agency representatives, and local media outlets.

The event draws a crowd of 300 community members together on the lawn of Old Central School and raises close to \$5,000 for the United Way campaign.

#### Platinum Sponsor

Recognition as Platinum Sponsor

Reduced Mile/5K entry fee(s)

8 breakfast tickets

Promoted as platinum sponsor in all publicity materials, including radio and television

Live radio interview

Prominent inclusion of company logo on event program, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website with your logo and a link to your website

**Value: \$1,000**

#### Gold Sponsor

Recognition as Gold Sponsor

Reduced Mile/5K entry fee(s)

4 breakfast tickets

Promoted as gold sponsor in all publicity materials, including radio and television

Prominent inclusion of company logo on event program, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website

**Value: \$500**

#### Silver Sponsor

Recognition as Silver Sponsor

Promoted as silver sponsor in all publicity materials

Prominent inclusion of company name on event program, signage and t-shirt

Name mention at event

Recognition on United Way of 1000 Lakes' website **Value: \$250**