

# SPONSORSHIP OPPORTUNITIES



## United Way of 1000 Lakes 2022 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.

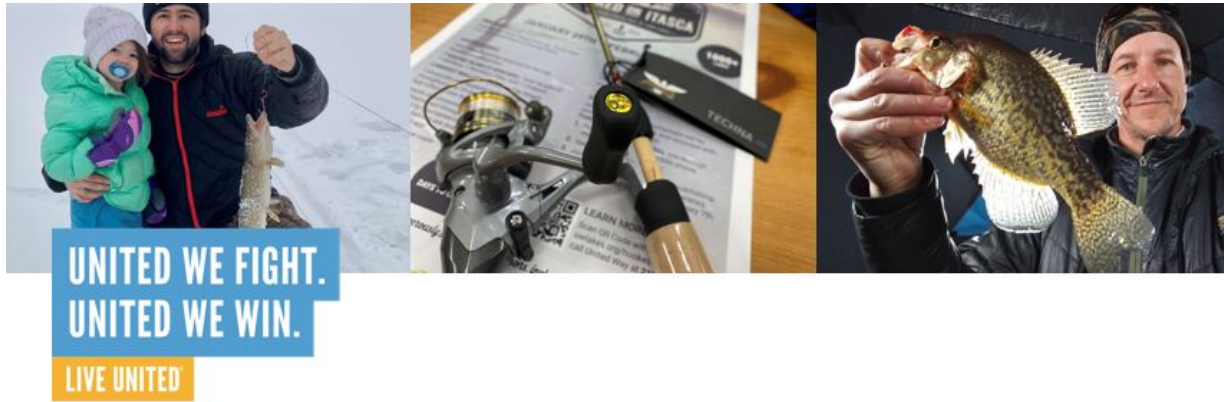
United Way sponsorship opportunities help raise awareness about United Way's work and uniquely position your company as a community leader—engaging your customers, vendors, employees, and the public alongside a recognizable and trusted philanthropic brand.

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 touchpoints 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 Executive Director at 218-999-7570 or [kimberly@uwlakes.org](mailto:kimberly@uwlakes.org).**

## SPONSORSHIP OPPORTUNITIES



### Hooked on Itasca January 28<sup>th</sup> – February 6<sup>th</sup>, 2022

An ice fishing tournament encompassing Itasca County's 1,000+ lakes, Hooked on Itasca invites community members to compete in a classic winter activity – ice fishing! Hooked on Itasca takes place virtually, over the FishDonkey app, which gives participants ten days to compete for the best catch on the lake of their choice. The event brings in amateur and seasoned anglers alike from all over Itasca County.

#### Headline Sponsor

Recognized in event name  
Promoted in all media & print materials, including television and radio  
Facebook Live and/or radio Interview  
Special recognition and opportunity to present during Live Broadcasts  
Prominent inclusion of logo on event materials + Fish Donkey app  
Recognition on website with your logo and a link to your website  
**Value: \$2,500**

#### Platinum Sponsor

Recognition as Platinum Sponsor  
Promoted in all publicity materials  
Inclusion of logo on event materials + Fish Donkey app  
Name mention at the event  
Recognition on website with your logo and a link to your website  
**Value: \$1,000**

#### Gold Sponsor

Recognition as Gold Sponsor  
Promoted in all publicity materials  
Inclusion of logo on event materials + Fish Donkey app  
Name mention at the event  
Recognition on website  
**Value: \$500**

## SPONSORSHIP OPPORTUNITIES



### St. Patrick's Shamrock'n Brunch March 2022 Postponed indefinitely

United Way's Shamrock'n Brunch is held on the Saturday morning of St. Patrick's Day 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 the Pickled Loon.

The event draws approximately 150 adults and children, and raises more than \$6,000 for United Way's Community 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, May 26<sup>th</sup>, 2022

The United Way Campaign Celebration and Best of Awards is held each year to mark the conclusion of United Way's annual campaign season. The event highlights accomplishments of 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. 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 Tuesday, June 21<sup>st</sup>, 2022

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 donating blood and creating care packages.

The event draws 100+ community members annually. Over the years a collective 5,624 hours have been served, equating to more than \$136,536 in volunteer contributions since 2013.

#### 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**

## SPONSORSHIP OPPORTUNITIES



### The Itasca Race Thursday, August 25<sup>th</sup>, 2022

The Itasca Race marks the kickoff of United Way's campaign season with a celebration of the community we live, work, and play in. Inspired by the Amazing Race television show, this scavenger hunt will see teams of up to six people racing around the Itasca area, solving clues, and completing challenges. A pre-race rally in downtown Grand Rapids will mark the start of the event, with a finish line and post-race party at Rapids Brewing Company. Community members, companies, and those cheering on racing teams are invited to join in on the pre- and post-race events.

#### Platinum Sponsor

- Recognition as Platinum Sponsor
- Option to have your place of business be a scavenger hunt destination
- Reduced Itasca Race entry fee(s)
- 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

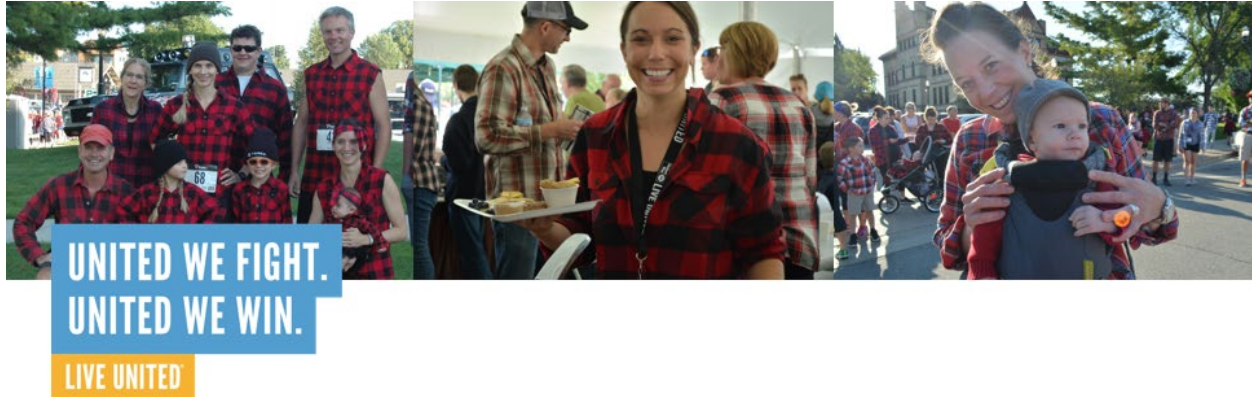
**Value: \$1,000**

#### Gold Sponsor

- Recognition as Gold Sponsor
- Signage with your company name and logo at one of the scavenger hunt stops
- Reduced Itasca Race entry fee(s)
- 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**

## SPONSORSHIP OPPORTUNITIES



### Lumberjack Mile & 5K Saturday, September 10<sup>th</sup>, 2021

The Lumberjack Mile & 5K for United Way, is a fun-run held along the Mississippi River in the heart of Grand Rapids' business district. A highly anticipated annual themed charity run, the event takes place during Grand Rapids Riverfest, featuring live music, food vendors, craft beer, and more. The run is open to the public and draws corporate groups, competitive runners, families, and local media outlets.

#### Platinum Sponsor

Recognition as Platinum Sponsor

Reduced Mile/5K entry fee(s)

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)

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**