SPONSORSHIP OPPORTUNITIES

United Way of 1000 Lakes
2023-2024 Sponsorship Program

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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.

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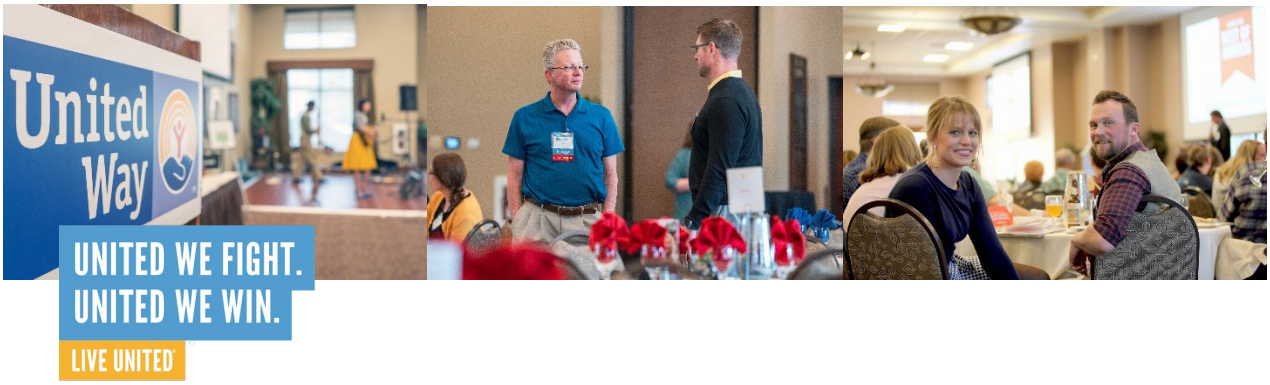

Campaign Celebration: Celebrating 60 Years of Community Impact
Thursday, May 25th, 2023

United Way of 1000 Lakes has been honored to serve our inspiring community and connect people to possibility. We invite you to commemorate this milestone with us and celebrate decades of partnership with donors, partners, and supporters who have helped move our community forward since 1963.The event highlights accomplishments throughout the years, publicly recognizes outstanding campaign achievements, honors volunteers, and provides an opportunity to learn more about the impact your contributions are making in our community. Underwriting covers all costs of the event and allows community members to attend at no cost.

Diamond: Presenting Sponsor
The Diamond Sponsor will commemorate our diamond anniversary celebration. As the sole presenting sponsor, you can deliver the welcome remarks, be featured in all print and digital marketing, receive recognition on our website, and reserve seating for you and your guests (up to twelve).
Value: **$2,000**

Platinum: Cocktail Reception Sponsor
The Platinum Sponsor will underwrite our cocktail and networking hour, during which attendees will be welcomed, mingle, and tour the six decade lounges highlighting the history of United Way of 1000 Lakes. As the reception sponsor, you will be featured in all print and digital marketing, including recognition on our website, and reserve seating for you and your guests (up to eight).
Value: $1,000

Gold: Decade Lounge Sponsor
Gold Sponsors will support the evening's interactive walk through the decades, celebrating the history of United Way in the community. As a Decade sponsor, you will be heavily featured at the event, with a consistent presence at one of six decade lounges, featured in print and digital marketing during the event, and reserve seating for you and your guests (up to six).
Value: $500

Silver: Birthday Box Sponsor
Birthday sponsors will underwrite the evening's volunteer station, where attendees will create "party in a box" kits for children and families who may not otherwise celebrate their special day. Kits containing cake mix, frosting, and birthday candles will be distributed through local nonprofits, including pantries and food shelves. Birthday sponsors are recognized during the event and reserve seating for you and your guests (up to four).
Value $250

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United Way Day of Action
Tuesday, June 21st, 2023

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 business logo on event materials, signage and t-shirt
Name mention at event
Recognition on 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 business logo on event materials, signage, and t-shirt
Name mention at event
Recognition on website
Value: $500

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The Itascamazing Race
Thursday, August 24th, 2023

The Itascamazing Race held each August, 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 attracts teams of up to six people to race around the Grand Rapids area, solving clues and completing challenges. A pre-race rally marks the event's start, with a finish line and post-race party at a venue for community members, companies, and those cheering on racing teams.

Platinum Sponsor
Recognition as Platinum Sponsor
Option to have your place of business be a scavenger hunt challenge destination
Reduced Itascamazing Race entry fee(s)
Promoted as platinum sponsor in all publicity materials, including radio and television
Radio interview
Prominent inclusion of business logo on event program, signage, and t-shirt
Name mention at event
Recognition on website with your logo and a link to your website
Value: $1,000

Gold Sponsor
Recognition as Gold Sponsor
Signage with your business name and logo at one of the scavenger hunt check points
Reduced Itascamazing Race entry fee(s)
Promoted as gold sponsor in all publicity materials, including radio and television
Prominent inclusion of business logo on event program, signage, and t-shirt
Name mention at event
Recognition on website
Value: $500

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Lumberjack Mile & 5K
Saturday, September 9th, 2023

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
Radio interview
Prominent inclusion of business logo on event program, signage, and t-shirt
Name mention at event
Recognition on 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 business logo on event program, signage, and t-shirt
Name mention at event
Recognition on website
Value: $500

Silver Level
Recognition as Silver Sponsor,
Inclusion of business name on event program
Name mention at event
Recognition on website
Value: $250

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Frozen Fairways Golf Classic
February 24th, 2024

An annual charity ice golf tournament hosts four-person teams to play the 18-hole golf course on Forest Lake. It's not a serious game of golf. Quite the opposite; players use random tools and tennis balls instead of clubs and golf balls. Prizes are awarded for the most outrageous costumes. A different sponsor and theme host each hole.

Title Sponsor (Limit: 1)
Recognized as Title Sponsor, includes business logo and name within the 'Frozen Fairway' logo
Business logo promoted in advertising of 'Frozen Fairway' including paid social media, print materials, newspaper, television, and radio
Business logo on the 'Frozen Fairway' sponsor banner at event
Banner (supplied by sponsor) hanging at hole, as well as promotional opportunities at the hole
Sponsorship of either hole 1 or 9 with hole sponsorship signage
4-Person team for the event and 8-Drink tickets for event
Value: $1,800

Platinum Level
Recognition as Platinum Sponsor, includes business logo promoted in advertising of 'Frozen Fairway' including paid social media, print materials, newspaper, television, and radio
Banner (supplied by sponsor) hanging at hole, as well as promotional opportunities at the hole
Sponsorship of a hole of your choice, except hole 1 or 9, with hole sponsorship signage
4-Person team for the event and 8-Drink tickets for event
Value: $1,400

Gold Level
Recognition as Gold Sponsor, includes business logo included on signage at event (sponsor banner, table tents, and golf map)
Sponsorship of holes 2-8 or 10-18
Hole sponsorship signage
Banner (supplied by sponsor) hanging at hole, as well as promotional opportunities at the hole
4-Person Team for the Event
Value: $500 (Limit: 15)

Silver Level
Recognition as Silver Sponsor, including business name listed on print materials and event banner
Value: $100 (unlimited)

Silent Auction Donation
Recognition as Silent Auction Sponsor, including business name listed on the silent auction banner
Value: $50 (unlimited)

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St. Patrick's Shamrock'n Brunch
Saturday, March 17, 2024

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 **Rapids Brewing Co.**

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

Shamrock Sponsor
Recognition as Shamrock Sponsor
Reserved table seating with sponsorship
6 complimentary tickets to the event
Business logo on event materials
Name mention at event
Promoted as event sponsor on local radio and television
Recognition on United Way of 1000 Lakes' website with your logo and a link to your website
Value: $1,000

Emerald Sponsor
Recognition as Corporate Sponsor
4-brunch tickets with general seating
Business 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

Rainbow Sponsor
Recognition as a Rainbow Sponsor
Reserved table seating with sponsorship
4 complimentary tickets to the event
Name mention at event
Value: $250