



**UNITED WAY OF LANE COUNTY  
2024-25 ANNUAL SPONSORSHIP REQUEST**



## United Way of Lane County's 2024-25 ANNUAL SPONSORSHIP



United Way envisions a community where every child succeeds in school and life - because healthy, successful kids are the best investment in our future. Reaching this vision requires the collective effort of our entire community. **Organizations like yours play an important role in this work.**

As an Annual Sponsor, you help United Way raise awareness about critical issues, mobilize advocates and volunteers, and increase the resources needed to move the dial on kids' success — by investing in United Way's events, marketing, and outreach. We are continually diversifying and deepening our outreach and engagement, ensuring marketing efforts are more inclusive and accessible to new communities — **ultimately, helping increase resources for kids' success.** We can only do this with the support of sponsors like you.

### Benefits of Annual Sponsorship

#### For your company:

- Alignment of your organization's values of community engagement and support
- Acknowledgement as an Annual Sponsor on the following:
  - United Way events: logo on event invitations (6,000+ contacts), event materials, press releases, and recognition in event program
  - Web/Social: logo on our website (3,000+ page views monthly) and recognition on social platforms (8,500 unique monthly users)
  - Video: logo included in primary campaign video (potential reach of 55,000+ people)

#### For our community:

- A thriving community — when we invest in children, we also benefit our shared future
- A more engaged society, aware and acting on solutions to pressing community needs
- A robust workforce benefiting from collective impact of a healthier and thriving community

### United Way's 2024-25 Events

- **Generational Prosperity Planning Event** — August 2024
- **Community Breakfast** — September 12, 2024 (8 tickets included with annual sponsorship)
- **Days of Caring volunteer events** — September 26-28, 2024
- **Annual Meeting** — December 12, 2024
- **Learn United event** — Spring 2025 (community event on local challenges and how to get involved)
- **Loyal and Leadership Donor Reception** — Summer 2025

## Become an Annual Sponsor Today!

Contact Travis Evans, Corporate Engagement Manager: 541-357-5718 | [tevens@unitedwaylane.org](mailto:tevens@unitedwaylane.org).

*Commitment by July 1 guarantees inclusion in all campaign materials and event marketing.*