

2016-17 Annual Sponsorship Opportunities

\$5,000 ANNUAL SPONSORS

will receive the following benefits from July 2016-June 2017:

EVENTS

Recognition at all major United Way community events (i.e., recognition at the event, on invitations, in print materials and electronic communications), including:

- ◆ **COMMUNITY LEADERS BREAKFAST (9.15.16):** Our fall event to kick off the year with 300+ community members (benefits also include a table for your company + sponsoring tickets for a non-profit agency)
- ◆ **DAY OF CARING (9.22.16):** Our community-wide day of volunteering – connecting 700+ volunteers with non-profits around Lane County (benefits also include priority opportunities for your employees + company name on all water bottles)
- ◆ **ANNUAL MEETING (12.1.16):** Our annual business meeting to share our vision and progress with key community and business leaders
- ◆ **COMMUNITY CELEBRATION (3.3.17):** Our spring event with 300+ attendees to thank, celebrate, and give our “Best of Awards”— including the Alton F. Baker Award — to honor our volunteers and partners (benefits also include a table for your company + sponsoring tickets for a non-profit agency)

MARKETING & COMMUNICATIONS

- ◆ Logo featured on www.unitedwaylane.org
- ◆ Featured in e-news, social media and/or press releases in conjunction to our major annual events/supporters

ACCESS

- ◆ Connect with Lane County’s most active and engaged community members

\$7,500 ANNUAL SPONSORS

will receive the above benefits as well as:

- ◆ Recognition at our annual Leadership Reception (Nov. 2016) for our \$1,000+ River Society and our \$10,000+ Alexis de Tocqueville contributors
- ◆ Recognition in regular communications to these leadership contributors

\$10,000 ANNUAL SPONSORS

will receive the above benefits as well as:

- ◆ Day of Action Sponsorship Recognition (three times per year) including recognition on all materials, promotions and unitedwaylane.org, as well as a voluntary employee engagement option – to support specific efforts around our focus areas of education, health and financial stability (details on the reverse)



We bring together the passion, expertise and resources needed to get things done.

GIVE. ADVOCATE. VOLUNTEER.

United Way of Lane County | www.unitedwaylane.org | 541.741.6000



United Way of Lane County

United Way of Lane County 2016-17 One-Time Sponsorship Opportunities

\$1,250 DAY OF ACTION SPONSORS

Sponsor a Day of Action to support United Way's programs:

EDUCATION DAY OF ACTION (DEADLINE: JULY 22, 2016)

- ◆ \$1,250 sponsors 200 Kindergarten Readiness Kits, providing tips and activities to help parents prepare their children for success in kindergarten
- ◆ Sponsors will be acknowledged on kit materials, promotions, unitedwaylane.org, and recruitment materials
- ◆ Engage your employees by assembling kits at your business or United Way's office during the week of August 15-19

HEALTH DAY OF ACTION (DEADLINE: OCTOBER 1, 2016)

- ◆ \$1,250 sponsors 500 Dental Kits – providing basic dental items, information on how to care for your teeth, and resources including low cost dental clinics – to children ages 3-10 around Lane County (30,000 total) to help combat the distressing level of poor oral health
- ◆ Sponsors will be acknowledged on kit materials, promotions, unitedwaylane.org, and recruitment materials
- ◆ Engage your employees by assembling kits at your business or United Way's office throughout November and December

FINANCIAL STABILITY DAY OF ACTION (DEADLINE: TBD – SPRING 2017)

- ◆ We are finalizing the 2017 Financial Stability Day of Action; In 2016, hundreds of piggy banks were created and distributed with books and resources for children to learn about being responsible with money
- ◆ Sponsors will be acknowledged on materials, promotions, and unitedwaylane.org
- ◆ A voluntary employee engagement option will be available with this opportunity



*For more information about sponsorships,
please contact Sylvia Barry at
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