

A photograph of a man and a young child in a grassy field, both focused on making paper airplanes. The man, wearing a dark t-shirt, a baseball cap, and a watch, is crouching and holding a white paper airplane aloft. The child, wearing a dark beanie and denim overalls, stands next to him, also holding a white paper airplane. The background is filled with green trees and foliage. The entire image is overlaid with a semi-transparent blue filter.

UNITED WAY OF LANE COUNTY 2023-24 ANNUAL SPONSORSHIP REQUEST



United Way of Lane County's 2023-24 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 enable United Way to 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. This year, we're excited to expand our events to more locales throughout the county, diversify and deepen our outreach to current and prospective advocates, and make our marketing efforts more inclusive and accessible to new communities—**ultimately, helping increase funds available 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 2023-24 Events

- **Community Breakfast** – September 14, 2023 (8 tickets included with annual sponsorship)
- **Days of Caring volunteer events** - September 21-23, 2023
- **Annual Meeting** – December 7, 2023
- **Learn United event series** – Spring 2024 (county-wide events on local challenges and how to get involved)

Become an Annual Sponsor Today!

Contact Travis Evans, Corporate Engagement Manager: 541-357-5718 | tevens@unitedwaylane.org.

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