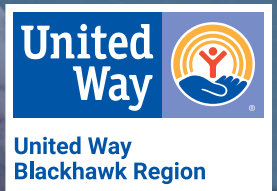


# SPONSORSHIP OPPORTUNITIES

## UNITED WAY BLACKHAWK REGION 2024 SPONSORSHIP OPPORTUNITIES



LiveUnitedBR.org





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# WHY SPONSOR?

## WHY SPONSOR?

United Way Blackhawk Region's year-round promotional efforts and special events are designed to inspire new audiences and engage loyal partners in the mission and impact of our work. Corporate sponsorships offset rising costs so donor dollars may be directed to meet the complex needs of our community.

As a sponsor, your company will receive multi-platform exposure through our unique events and traditional and digital media touchpoints. Your brand will be in front of thought leaders, local trailblazers, corporations, and community members via ongoing marketing opportunities. From social media posts to newsletters, online photo albums and event recognition, earned media and paid advertising, you'll be recognized as a generous United Way sponsor.

Act fast! United Way Blackhawk Region has more than 150 corporate partners and many of the sponsorship opportunities listed are limited and will be determined on a first-come basis.

**For more information, please contact Erin Davis at [edavis@lubr.org](mailto:edavis@lubr.org) or 608.314.8421.**

**20,000**  
annual  
website  
visits



**15,000**  
newsletter  
subscribers



**2,000**  
social media  
followers  
across 4  
platforms



# ANNUAL MARKETING SPONSOR

## ANNUAL MARKETING SPONSOR \$3,000

United Way Blackhawk Region's promotional efforts are designed to inspire and inform new audiences of our mission, as well as convey the impact of investment to existing supporters. Annual Marketing Sponsors help offset the costs associated with creative campaigns and marketing strategies so our community's generosity (a.k.a. donors' dollars) may be directed to meet the complex needs of our region.

SPONSORSHIPS  
AVAILABLE

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SPONSORSHIP BENEFITS INCLUDE:	\$3,000
Company logo on continuous scroll on LiveUnitedBR.org ( <b>20,000</b> annual visits), and linked to Company website	✓
Company logo in every E-newsletter, distributed at least monthly, to <b>15,000</b> subscribers	✓
Company logo on <b>10,000</b> pledge forms distributed to individuals at <b>150</b> local workplace campaigns, as well as published online	✓
Company logo included in social media recognition, <b>2,500</b> social media followers across <b>4</b> platforms	✓
Company logo in Annual Report distributed via print to top donors and corporate partners, as well as digitally and across social media channels	✓
Company logo included on thank you slide at two special events: <ul style="list-style-type: none"> <li>› LIVE UNITED Celebration attended by <b>400+</b> people in March</li> <li>› Day of Caring breakfast attended by <b>350+</b> people in September</li> </ul>	✓





# BORN LEARNING TRAIL SPONSOR

## BORN LEARNING TRAIL SPONSOR

**\$5,000**

United Way's Born Learning is an innovative public engagement campaign that helps parents, caregivers, and communities create quality early learning opportunities for young children.

A Born Learning Trail contains colorful and interactive signs (in English and Spanish) with activities for adults to engage in with young children to turn an outdoor trip into a fun learning experience. The Born Learning Trail Sponsorship covers the cost of installation, paint, and supplies, as well as a small budget for maintenance or sign replacement.

SPONSORSHIP BENEFITS INCLUDE:	\$5,000
Company logo on <b>20</b> (12" x 24") trail signs	✓
Trail installation – up to <b>25</b> employees are invited to design and paint artwork on the trail; employees will love this team-building experience and take pride in this beautiful community asset located within the Blackhawk Region	✓
Company name and logo in feature article of E-newsletter	✓
Company logo included in social media recognition	✓
Company name included in media outreach and promotional efforts to announce the sponsorship and installation of the Born Learning Trail	✓
Company name on Born Learning Trail webpage, listing trail locations; for example, "Beloit's Riverside Park (sponsored by ABC Supply Co. Inc.)"	✓
Company name and logo featured prominently at any celebration targeted at media, neighborhood, or community partners to promote the new trail and early learning	✓
Right of first invitation to participate in any volunteer projects to enhance or refresh the trail, as well as first opportunity to renew the sponsorship (lifetime expectancy for a trail varies due to weather, utilization, etc. estimated 3 – 5 years)	✓



# LIVE UNITED CELEBRATION SPONSOR

## LIVE UNITED CELEBRATION PRESENTING SPONSOR \$3,000

To be held on March 15, 2024 - United Way's LIVE UNITED Celebration serves as the culmination of the annual community campaign. United Way recognizes its corporate partners with workplace campaign awards and celebrates donors, volunteers, and funded partners for the collective impact we achieve together.

SPONSORSHIPS  
AVAILABLE

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SPONSORSHIP BENEFITS INCLUDE:	\$3,000
Company name and logo in feature article of E-newsletter	✓
Company logo included in social media recognition	✓
Company logo on thank you slide, as well as dedicated thank you in opening remarks before an audience of <b>400+</b>	✓
Company logo displayed at luncheon buffet tables	✓
Reserved table for <b>8</b> (front row seating)	✓

## LIVE UNITED CELEBRATION CORPORATE TABLE SPONSOR \$400

The LIVE UNITED Celebration features an awards ceremony, as well as exciting announcements for the GIVE & WIN Sweepstakes prize winners.

SPONSORSHIP BENEFITS INCLUDE:	\$400
Company logo at table	✓
Reserved table for <b>8</b> (non-corporate tables are open seating)	✓





# DAY OF CARING SPONSOR

## DAY OF CARING BREAKFAST SPONSOR \$2,000

To be held on September 11, 2024 - United Way's Day of Caring and Community Campaign simultaneously kick off with a breakfast event attended by hundreds of corporate volunteers and supporters. In addition to announcing the GIVE & WIN Sweepstakes prizes, we often incorporate special musical performances.

SPONSORSHIPS  
AVAILABLE

3

SPONSORSHIP BENEFITS INCLUDE:	\$2,000
Company name and logo in feature article of E-newsletter	✓
Company logo included in social media recognition	✓
Company logo on thank you slide, as well as dedicated thank you in opening remarks before an audience of <b>350+</b>	✓
Company logo displayed at breakfast buffet tables	✓

## DAY OF CARING T-SHIRT SPONSOR \$750

United Way's hugely popular Day of Caring inspires hundreds of volunteers and dozens of corporate teams to conduct one-day service projects for local nonprofit organizations. Volunteers are assigned to projects that nonprofits may not have the financial or human capital to otherwise complete. It's a win-win for all!

SPONSORSHIPS  
AVAILABLE

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SPONSORSHIP BENEFITS INCLUDE:	\$750
Company name and logo in feature article of E-newsletter	✓
Company logo displayed on an estimated <b>500+</b> t-shirts worn by Day of Caring volunteers at projects throughout the Blackhawk Region	✓
Company logo on thank you slide before an audience of <b>350+</b>	✓



## GIVE & WIN SWEEPSTAKES SPONSOR

Officially launched in the summer and concluding in February, United Way's GIVE & WIN Sweepstakes is an innovative and effective strategy to cultivate new donors, as well as inspire increased contributions from loyal supporters. Incentivized giving is part of an ongoing effort to revive fundraising to pre-pandemic levels. All sweepstakes prizes are sponsored or donated, so individual gifts may be directed to meet the complex needs of our region.

Sponsorship may consist of a financial contribution, enabling United Way to purchase/acquire attractive prizes or as an in-kind gift (a tangible prize) of equal or greater value. Any unutilized funds will be directed to advertising and promotion of the Sweepstakes. Examples of Sweepstakes prizes may include but are not limited to vehicles, event tickets, airline vouchers, vacation packages, electronics, etc.

		SPONSORSHIPS AVAILABLE			
		1	1	2	4
SPONSORSHIP BENEFITS INCLUDE:		TOP PRIZE \$10,000	LEVEL 2 \$5,000	LEVEL 3 \$2,500	LEVEL 4 \$500
Company logo in E-newsletter, promoting GIVE & WIN Sweepstakes		✓	✓	✓	✓
Company logo on <b>10,000</b> pledge forms distributed to individuals at <b>150</b> local workplace campaigns, and published online at <a href="http://LiveUnitedBR.org/Sweepstakes">LiveUnitedBR.org/Sweepstakes</a>		✓	✓	✓	✓
Company logo included in social media recognition		✓	✓	✓	✓
Company mention or logo on paid advertising (may include bus, print, radio, digital billboards, targeted ads, etc.)		✓	✓	✓	
Company logo and announcement of top prize sponsorship at two special events: <ul style="list-style-type: none"> <li>› LIVE UNITED Celebration attended by <b>400+</b> people in March</li> <li>› Day of Caring breakfast attended by <b>350+</b> people in September</li> </ul>		✓			
Company logo included in slide deck at two special events: <ul style="list-style-type: none"> <li>› LIVE UNITED Celebration attended by <b>400+</b> people in March</li> <li>› Day of Caring breakfast attended by <b>350+</b> people in September</li> </ul>			✓	✓	✓
LIVE UNITED Celebration breakfast and program:		Reserved table for <b>8</b>	Reserved seats for <b>4</b>	Reserved seats for <b>2</b>	





# LEADERSHIP CIRCLE RECEPTION

## LEADERSHIP CIRCLE RECEPTION SPONSOR

\$8,000

Hosted during the holiday season, the Leadership Circle Reception is United Way Blackhawk Region’s most prestigious and exclusive event. Attendance is by invitation-only, designed to thank top donors for their generosity with a “behind-the-scenes” glimpse into United Way’s work. The intimate gathering is typically held at an upscale venue and features heavy hors d’oeuvres, festive décor, professional photography, and special entertainment.

The exclusive sponsor of this event is invited to deliver opening remarks to share company news, tout their United Way partnership, or provide information about their services that might be of particular interest to our high-net-worth donors.

SPONSORSHIPS  
AVAILABLE

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### SPONSORSHIP BENEFITS INCLUDE:

\$8,000

Company logo on **450** mailed and **600** digital invitations



Company logo on signage and/or slides displayed at the event



Recognition of exclusive sponsorship in remarks by United Way leadership



Company invited to deliver opening remarks



Space dedicated for Company’s marketing collateral or table-top display



Company name and logo in feature article of E-newsletter



Company included in social media recognition





WE FIGHT FOR THE  
HEALTH, EDUCATION,  
AND FINANCIAL  
STABILITY OF EVERY  
PERSON IN EVERY  
COMMUNITY.

**\$2.6 Million**

invested in local health and  
human services programs

**50,000**

neighbors benefit from  
UWBR-funded services



*Thank you for your  
generous support!*





# SPONSORSHIP OPPORTUNITY FORM

## UNITED WAY BLACKHAWK REGION 2024 SPONSORSHIP OPPORTUNITIES

### PLEASE CHECK ALL THAT APPLY:

<input type="checkbox"/> Annual Marketing Sponsor	\$3,000
<input type="checkbox"/> Born Learning Trail	\$5,000
<input type="checkbox"/> Live United Celebration – Presenting Sponsor	\$3,000
<input type="checkbox"/> Live United Celebration – Corporate Table	\$400
<input type="checkbox"/> Day of Caring – Breakfast Sponsor	\$2,000
<input type="checkbox"/> Day of Caring – T-Shirt Sponsor	\$750
<input type="checkbox"/> GIVE & WIN Sweepstakes Top Prize	\$10,000
<input type="checkbox"/> GIVE & WIN Sweepstakes Level 2	\$5,000
<input type="checkbox"/> GIVE & WIN Sweepstakes Level 3	\$2,500
<input type="checkbox"/> GIVE & WIN Sweepstakes Level 4	\$500
<input type="checkbox"/> Exclusive Leadership Circle Reception Sponsor	\$8,000

**TOTAL 2024 Sponsorship Commitment:** \$

Contact Name:

Title:

Email:

Phone:

Organization:

Address:

City

State

Zip

☐ Logo (EPS file, vector format) has been submitted via email

☐ Please bill us

**Please make checks payable to:**

United Way Blackhawk Region

PO Box 8443

Janesville, WI 53547



*Thank you for your generous support!*



United Way  
Blackhawk Region



United Way Blackhawk Region  
205 N. Main St., Suite 101  
Janesville, WI 53545  
(608)757.3040  
[LiveUnitedBR.org](http://LiveUnitedBR.org)

Stay connected with United  
Way Blackhawk Region  
on our social media channels!

