

Lake Area United Way

2021 Sponsorship Packet



Our sponsors help offset the costs of advertising and events throughout the year. This ensures donations raised during the annual United Way campaign go toward programs and services that make our community stronger.

Your sponsorship of Lake Area United Way:

- Enhances your philanthropic image and visibility
- Reinforces your reputation as a good corporate citizen
- Develops closer relationships with current and prospective clients

2021 EVENTS	
Day of Caring	Sept. 24, 2021
United Way 5K	October 9, 2021
Celebration	End of Campaign

CAMPAIGN SPONSORSHIP PACKAGES

- | | | |
|---|--|---|
| <input type="checkbox"/> Premiere Campaign Sponsor
Price: \$2,500
Timeline: June 2021 - May 2022 | <input type="checkbox"/> Signature Campaign Sponsor
Price: \$2,000
Timeline: June 2021 - May 2022 | <input type="checkbox"/> Leadership Campaign Sponsor
Price: \$1,500
Timeline: June 2021 - May 2022 |
|---|--|---|

	Visibility	Advertising	United Way 5K	Day of Caring Shirt	Social Media	Campaign Banners
PREMIERE	Recognition at signature events and on Lake Area United Way website.	Company mentioned 1 day on "Start your day with United Way" radio spot on local Okie 101.7 One (1) full color ad in Muskogee Phoenix/Tahlequah Daily Press	3 Race Entries and company logo on course sign	Company logo on the back of shirt	Featured post of Impact Message of your choice and your company logo. Boosted social media post of Live United photo.	Company logo on one (1) of the 2021 Campaign Banners
SIGNATURE	Recognition at signature events and on Lake Area United Way website	One (1) full color ad in Muskogee Phoenix/Tahlequah Daily Press	2 Race Entries and company logo on course sign	Company name on the back of shirt	Social media posts of Live United photo.	Company name on one of the 2021 Campaign Banners.
LEADERSHIP	Recognition at signature events and on Lake Area United Way website	One (1) digital ad on Muskogee Phoenix/Tahlequah Daily Press website	1 Race Entry and company logo on course sign	Company name on the back of shirt	Social media posts of Live United photo.	Company name on one of the 2021 Campaign Banners.

I'm not interested in sponsoring at this time, but I'd like to know about other ways to help

- Employee Drive
 Corporate Gift
 In-Kind Gift
 Provide Virtual Auction Item
 Volunteer at Day of Caring

EVENT SPONSORSHIPS (All Event Sponsorships are Exclusive)

<p><input type="checkbox"/> Campaign Kickoff Workshop Presenting Sponsor</p> <p>\$1,000 SOLD to</p> <p>Benefits</p> <ul style="list-style-type: none"> Listed as Presenting Sponsor on invitations, at event and on Lake Area United Way website Social media posts recognizing your sponsorship Company CEO or representative to briefly address attendees during event VIP Seating Logo on table at event 	<p><input type="checkbox"/> United Way 5K Presenting Sponsor</p> <p>\$3,000 SOLD to</p> <p>Benefits</p> <ul style="list-style-type: none"> Listed as Presenting Sponsor on event invitations, event banner, press release and on Lake Area United Way website Social media posts recognizing your sponsorship Company recognized during awards Company recognized on course signs Five (5) race entries 	<p><input type="checkbox"/> Annual Award Celebration</p> <p>Presenting Sponsors \$2,000</p> <p>Benefits</p> <ul style="list-style-type: none"> Listed as Presenting Sponsor on invitations, at event and on Lake Area United Way Social media posts recognizing your sponsorship Company CEO or representative to briefly address attendees during event VIP Seating Logo on table at event 	<p><input type="checkbox"/> Campaign Prize Sponsor</p> <p>\$3,500 SOLD to</p> <p>Benefits</p> <ul style="list-style-type: none"> Listed as Campaign Prize Sponsor in campaign materials and on Lake Area United Way website Recognized as Campaign Prize Sponsor at Lake Area United Way campaign events Present Campaign Prize to winner at Celebration event Three (3) social media posts recognizing your sponsorship during campaign season
---	---	---	--

Life does not get better by chance, it gets better by change.

Giving changes everything.

Day of Caring Presenting Sponsor

\$2,500 **SOLD to** Georgia-Pacific

Benefits

- Listed as Presenting Sponsor on promotional materials, at event and on Lake Area United Way website
- Exclusive company logo on the front of the Day of Caring shirt
- Company CEO or representative to briefly address attendees during event
- Social media posts recognizing your sponsorship



Online Donors Prizes

\$500 **SOLD to**

Benefits

- Listed as Campaign Prizes Sponsor in campaign materials and on Lake Area United Way website
- Social media posts recognizing your sponsorship
- Recognized as Campaign Prizes Sponsor at Lake Area United Way campaign events
- Present Campaign Prizes to winners at Celebration event

SPONSORSHIP AGREEMENT

The sponsor agrees to pay Lake Area United Way the amount of: _____

\$ _____ Phone: _____ Email: _____

Contact Name/Title: _____ Address: _____

Company Name: _____ Date: _____ City: _____ State: _____ Zip: _____

Signature: _____

Billing Information:

Check enclosed Check #: _____ Bill me on the following date: _____