



**UNITED WAY**  
Mohawk Valley

# 2026 SPONSORSHIP OPPORTUNITIES GUIDE



# 2026 CALENDAR OF IMPACT

Join us throughout the year as we celebrate our partners, mobilize volunteers, and raise critical funds for Oneida and Herkimer Counties.

**MAY 6, 2026**

## 2ND ANNUAL HONOREE BREAKFAST

- Time: 8:00 AM – 10:00 AM
- Location: Vernon Downs Casino & Hotel

**JUNE 13, 2026**

## 2ND ANNUAL HONOREE BREAKFAST

- Time: 8:00 AM – 10:00 AM
- Location: TBD
- A community-wide cleanup event focused on restoring our local parks and spaces.

**AUGUST 2026**

## CAMPAIGN KICK-OFF: COMMUNITY PICNIC

- Time & Location TBD
- Family-friendly fun featuring a Kids Zone and an outdoor movie night.

*Note: This calendar represents our core annual initiatives; additional community events and partnership opportunities will be added as the year progresses.*



# 2026 CALENDAR OF IMPACT (CONTINUED)

## OCTOBER 2026

### CRAFT & BAKE SALE

- Time & Location TBD
- A community fundraising event supporting local impact programs.

## NOVEMBER 2026

### APPLEBEE'S FUNDRAISING BREAKFAST

- Time & Location TBD
- Supporting our holiday outreach for local seniors.

## DECEMBER 2026

### SENIOR HOLIDAY EVENT

- Time & Location TBD
- Bringing joy and connection to our aging neighbors across the Mohawk Valley.



**United Way of the Mohawk Valley** is pleased to offer a variety of sponsorship opportunities for many of our events, membership groups, and videos in 2026. Thanks to the continued generosity of wonderful supporters, our events are highly visible, fun opportunities to connect with business and community leaders who believe in our mission, while supporting the important work of our organization. Sponsorships include support above and beyond corporate and individual gifts made to United Way of the Mohawk Valley. We hope you will consider partnering with us. Thank you for supporting United Way!

## **BECOME A SPONSOR TODAY!**

**For more information, or to sponsor an event or project, contact:**

**Director of Development & Strategic Impact**

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**You can also email United Way of the Mohawk Valley at [finance@unitedwaymv.org](mailto:finance@unitedwaymv.org)**

# WORKPLACE CAMPAIGN SPONSORSHIP



Become a Campaign Sponsor to receive high-profile exposure to our extensive network of donors across the Mohawk Valley, including key individuals donating at the Leadership level. Campaign sponsorships allow us to broaden our appeal and deepen the community's understanding of our collective impact. When people understand the tangible difference their donation makes, they are more inspired to invest in the work of United Way.

Who will you reach with your corporate sponsorship? They are:

- **Consumers**
- **Customers**
- **Business Leaders**
- **Current & Potential Employees**
- **Policy Makers**
- **Friends & Associates**

## CAMPAIGN KICKOFF SPONSOR \$20,000

Sponsor the kickoff that recognizes the dedicated individuals leading workplace campaigns across the region.

- **Premium Brand Integration:** Company logo featured on all campaign promotional materials, invitations, event signage, newsletters, and printed publications.
- **Targeted Digital Presence:** Two dedicated social media spotlights annually, plus integrated tagging and recognition in all electronic communications and campaign posts.
- **Elite Event Access:** Opportunity to deliver brief remarks from the podium with verbal recognition at all general campaign-related events.
- **Exclusive Hosting:** Includes a reserved block for 10 guests to attend the event.

## LEAD VIDEO SPONSOR \$5,000

Sponsor the "United Way MV Impact" video, which highlights the broad reach of our mission and the thousands of lives changed across our region.

- **Executive Placement:** Logo featured in the opening and closing of our main campaign video.
- **Regional Reach:** Featured at all workplace presentations throughout Oneida and Herkimer counties.



**SEE 2025  
IMPACT STORY**



## STORIES OF IMPACT – VIDEO SPONSORSHIP

Sponsor the "Partner Success Stories" video series, a high-visibility project featuring in-depth interviews with our funded partners that showcase how your investment supports health, financial stability, and community responsiveness across the Mohawk Valley. The videos are shown at companies within our footprint, as well as social media channels throughout the year. This is one of our most visible projects.

### LEAD SPONSOR - \$10,000

- Logo included on all videos in this series.



SEE YMCA  
STORY



SEE EMPOWERED  
PATHWAYS STORY



# HONOREE RECOGNITION BREAKFAST

Vernon Downs Casino Hotel, May 6<sup>th</sup>, 2026 8-10 a.m.

Join 200 business and community leaders as we honor eight extraordinary local heroes. This is our premier networking and recognition event of the year.

## PRESENTING SPONSOR - \$15,000

- Premier Recognition: Exclusive event naming rights and top-tier logo placement on all digital and print materials.
- Podium Presence: Opportunity to provide brief welcome remarks and prominent banner placement near the stage.
- Lead Outreach: Featured recognition in press releases, social media, email campaigns, and event landing pages.
- Engagement: Opportunity to host an informational table at the event.
- Hosting: Reserved premier seating for 8 guests.

## GOLD SPONSOR - \$10,000

- Strategic Branding: Logo placement on all event materials, landing pages, and on-site banners.
- Digital Reach: Recognition in social media promotions, email campaigns, and mention in official press releases.
- Hosting: Reserved seating for 6 guests.

## SLIVER SPONSOR - \$7,500

- Visibility: Logo placement on the event landing page and recognition in select social media promotions.
- Media Mention: Inclusion in official press releases.
- Hosting: Reserved seating for 4 guests.

# OPPORTUNITIES CONTINUED



## HONOREE RECOGNITION BREAKFAST

Vernon Downs Casino Hotel, May 6<sup>th</sup>, 2026 8-10 a.m.

Join 200 business and community leaders as we honor eight extraordinary local heroes. This is our premier networking and recognition event of the year.

### BRONZE SPONSOR - \$5,000

- Community Recognition: Company name listed on the event landing page and a dedicated mention in the press release.
- Digital Spotlight: Recognition in a social media campaign post.
- Hosting: Reserved seating for 2 guests.

### COMMUNITY IMPACT SPONSOR - \$2,000

- Local Support: Company name listed on the event landing page and included in the event program.
- Social Mention: Recognition in a social media campaign post.
- Hosting: Reserved seating for 2 guests.

### IN-KIND SPONSOR - (MIN \$250)

- Essential Support: Company name listed on the event landing page and mentioned in the press release
- Value-Based Scaling: Additional recognition opportunities are available based on the value of the contribution.



*In 2025, MVHS, NBT Bank, NBT Insurance, Stewart's Shop, and Indium Corporation served as sponsors.*



# DAY OF ACTION

**Throughout the Mohawk Valley Region  
Wednesday, June 17, 2026 10 a.m. – 1:30 p.m.**

Sponsor our largest annual mobilization of volunteers, where hundreds of community members and local companies complete essential cleanup and support projects throughout Oneida and Herkimer counties.

## SPONSORSHIP LEVELS

### EXCLUSIVE LEAD SPONSORSHIP - \$15,000

- Company logo printed on 10-20 Day of Action T-shirts.
- Remarks at the kickoff event and exclusive media advisory recognition.
- Priority selection for your corporate volunteer team's project site.
- Recognition during the kickoff and listing on all volunteer invitations.
- Recognition as the lead sponsor for the volunteer kickoff event.

### ACTION KICKOFF SPONSOR - \$1,500

- Recognition during the kickoff and listing on all volunteer invitations.

### FOOD SPONSOR - (MIN \$250)

- Recognition as the official food provider for the volunteer kickoff event.

In 2025, The Hartford and Excellus BlueCross BlueShield served as sponsors for Day of Action.\*



# HOLIDAY SUPPORT FOR SENIORS

Throughout the Mohawk Valley Region  
During the Holidays, December

The holidays can be the loneliest time of year for our seniors, but your support ensures they are never forgotten. In 2025, we brought this mission to life at 50 Forward Mohawk Valley, hosting residents from the Jason Gwilt Senior Memorial for a festive celebration featuring a special performance by the Empire Center of Dance. Your sponsorship provides more than just resources; it gifts a reminder to our seniors that they are a seen, valued, and celebrated part of our community.

## SPONSORSHIP LEVELS: \$500 - \$7,500

- Holiday Joy Partner: Directly funds large-scale community celebrations, covering festive meals, gifts, and the invitation for your team to volunteer at our main event.
- Care Package Champion: Supports the assembly and delivery of essential winter care packages and includes a "Volunteer Day" for your team to help hand-deliver items.
- Senior Support Advocate: Provides the outreach and coordination needed to identify isolated seniors and includes recognition in our community impact reports.





**YEAR-ROUND  
SPONSORSHIP  
OPPORTUNITIES**



## VOLUNTEER PROJECTS

Empower your team through hands-on service. United Way of the Mohawk Valley provides high-impact volunteer projects directly at your workplace. Whether it's a diaper drive, hygiene kit assembly, or a back-to-school supply drive, these kits go directly to local families in our programs. It's a powerful way to foster team building while meeting our community's most urgent needs.

### GOLD SPONSOR - \$5,000

- Premier Branding: Company logo prominently featured on all project materials and integrated into our electronic communications.
- Custom Experience: A fully coordinated, on-site volunteer project for your team, with surplus supplies supporting additional community needs.
- Strategic Alignment: We work with you to select a project theme: Access to Health, Economic Stability, or Community Responsiveness.

### SLIVER SPONSOR - \$2,500

- Active Visibility: Company logo included on project materials and digital recognition.
- Team Engagement: A coordinated on-site volunteer project for your employees at your place of work.

### BRONZE SPONSOR - \$1,000

- Community Support: A coordinated on-site volunteer project for your company.
- Logo Recognition: Company logo included on project-specific materials.

Extra supplies will be utilized at other volunteer projects.\*

# A LIFELINE FOR EVERY SEASON



## 211 MIDYORK SERVICE

**Year-Round Sponsorship Available for United Way's 2026 Fiscal Year  
(July 1, 2026 - June 30, 2027)**

From the 2024 and 2025 tornadoes to extreme cold alerts, 211 MidYork is our community's first point of contact. This 24/7 lifeline serves as a critical hub for both major disasters and everyday emergencies. Your sponsorship ensures this vital bridge remains strong, connecting our neighbors to over 1,000 local programs for food, housing, and mental health support whenever they need it most.

### SPONSORSHIP LEVELS: \$1,000 - \$7,500

- **Answering the Call:** Help us manage the thousands of requests for assistance that come in from our neighbors every year.
- **Spreading the Word:** Fund the outreach that ensures every person in Oneida and Herkimer Counties knows they aren't alone and knows exactly where to turn.
- **Real-Time Navigation:** Support the efforts that help residents navigate complex systems to get the specific help they need, right when they need it.
- **Community Recognition:** Your support will be highlighted on 211 digital assets and in our community awareness materials, along with regular updates on the lives you are helping to change.



**LEARN MORE ABOUT 211**



# RIDE UNITED TRANSPORTATION PROGRAM

**Year-Round Sponsorship Available for United Way's 2026 Fiscal Year  
(July 1, 2026 - June 30, 2027)**

Removing barriers to essential services through free, reliable transportation. Lack of a vehicle should never prevent a neighbor from seeing a doctor, getting to a job interview, or reaching the grocery store. Ride United provides a lifeline to those who are "transportation-trapped," ensuring equitable access to the basics.

## SPONSORSHIP LEVELS: \$1,000 - \$10,000

- Rides for Families: Directly fund hundreds of life-changing trips for local residents.
- Monthly Underwriter: Become the official sponsor for an entire month of community transportation.
- Access Partnership: Lead the charge in bridging the transportation gap in the Mohawk Valley
- Recognition: Featured on program materials, social media spotlights, and integrated into our annual impact reporting.



**LEARN MORE  
ABOUT RUT**

# YOUTH FOOD INSECURITY

211

Mid-York



## BACKPACK PROGRAM

**Year-Round Sponsorship Available for United Way's 2026 Fiscal Year  
(July 1, 2026 - June 30, 2027)**

In partnership with the Food Bank of CNY, our program provides backpacks filled with non-perishables and essentials to students in high-need areas. After reaching 2,000 students in the Utica City School District in 2025, we are now expanding this proven model to Frankfort. Your sponsorship ensures stability for families during long winter and spring breaks when school meals aren't available. Together, we are closing the hunger gap and ensuring every child has the fuel they need to succeed.

**DISTRICT CHAMPION \$15,000**

**CLASSROOM PARTNER \$1,000**

**BREAK-PERIOD HERO \$1,000**

- Directly funds the expansion into an entire new school district, ensuring 250+ students are nourished all year.
- Provides a full break's worth of food and essentials for a grade level of approximately 80-100 students.
- Covers roughly 600-700 individual backpacks for the longest holiday breaks when families feel the most pressure.

We are looking for new champions to help us sustain and grow this impact for the 2026/27 school year.



# YOUTH LEADERSHIP SERIES

**Year-Round Sponsorship Available for United Way's 2026 Fiscal Year  
(July 1, 2026 - June 30, 2027)**

Empowering the next generation starts with giving them a seat at the table. This new series connects local students with hands-on leadership development and community service projects that spark real change. We launched this program to bridge the gap between young passion and the professional mentorship students need to lead. Your partnership provides the foundation for career exploration and a lifelong commitment to the Mohawk Valley.

## **SPONSORSHIP LEVELS: \$1,000 - \$5,000**

- Visionary Partner: Directly funds the development and launch of the inaugural series. This level includes premier logo placement on all program materials and the opportunity to serve as a keynote speaker for the cohort.
- Session Host: Support a specific leadership workshop or site visit. This level covers the logistics and materials for a single session, with recognition as the presenting sponsor for that day's activities.
- Impact Mentor: Provides the resources for student materials, transportation, and career exploration tools, ensuring every student has the access they need to fully participate.



# EMERGENCY PREPAREDNESS & COMMUNITY RESPONSE

**Year-Round Sponsorship Available for United Way's 2026 Fiscal Year  
(July 1, 2026 - June 30, 2027)**

Disasters aren't planned, and the call to help often comes at a moment's notice. Whether it's clearing debris after a storm, assembling care packages, or distributing emergency food when families lose power, our team is ready to hit the ground running. Your sponsorship provides the critical "backup" we need to make those last-minute responses possible. By funding the supplies and logistics ahead of time, you ensure that when our community is hit, the resources to help are already waiting and ready to go.

## **SPONSORSHIP LEVELS: \$2,500 - \$10,000**


- **Rapid Response Leader:** Directly funds the "go-bag" of resources needed for immediate mobilization, from emergency food supplies to volunteer cleanup gear.
- **Community Relief Partner:** Supports the rapid distribution of emergency funds and care packages to families in the hardest-hit areas of Oneida and Herkimer Counties.
- **Resilience Champion:** Ensures our coordination hub is always "on-call," providing the backend support needed to manage thousands of requests during a crisis.


**Recognition & Impact:**  
**Emergency Recognition:**  
**Public acknowledgment during disaster relief communications and community impact reports.**


**On-the-Ground Presence:**  
**Opportunity for your team to join our volunteer "strike teams" during scheduled recovery and cleanup days.**

The mission of United Way of the Mohawk Valley is to improve lives in Oneida and Herkimer counties by identifying and finding solutions to the most pressing community needs. We don't just fund programs; we create sustainable solutions and demonstrate exactly how these efforts are making a measurable difference for our neighbors.

## Connect with Us!

 @UnitedWayMV

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