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## 100 YEARS UNITED Sponsorship Menu July 2021 – June 2022

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United Way of the Mohawk Valley presents our 100<sup>th</sup> Birthday sponsorship opportunities, including special anniversary marketing opportunities and events and our annual events and projects. Special discounts are also available when bundling sponsorships!

United Way's mission is to create a thriving community in the Mohawk Valley. For 100 years we have been overcoming our area's toughest challenges. We could not do it without supporters like you. Together, we are celebrating "100 Years United!"

Sponsorships for our 100<sup>th</sup> Birthday Party will help further build United Way MV's endowment to be used to efficiently help those in need in times of crisis.

**Please contact Kristyn Bucciero Beckwith at [KristynB@unitedwaymv.org](mailto:KristynB@unitedwaymv.org) to secure your sponsorship.**

### 100 YEARS UNITED REMAINING SPONSORSHIPS SUMMARY

#### **100<sup>th</sup> Birthday Party: June 10, 2022**

*For full benefits secure by February 28, 2022*

Celebrate our 100<sup>th</sup> Birthday with hundreds of community members at our birthday party! Join us at Saranac Brewery's brand-new Biergarten for an evening to remember. With live music from local bands, in crowd entertainment, delicious food from several local restaurants, and more, this will be a night to remember. This event will be very different than your typical gala and calls for casual attire. For full benefits see below.

#### **Days of Action: June 20 – June 24, 2022**

*For full benefits, secure by April 1, 2022*

Roll up your sleeves and help us install our "Born Learning Trails" at local parks throughout the Mohawk Valley. Currently, our early education focused signs can be found at 6 local parks, and we intend to add 5 more to that list in 2022, increasing access to these helpful tips and fun activities for children to learn. For full benefits see below.

### **BUILD YOUR OWN PACKAGE**

We are offering a discount for companies that sponsor multiple items this year! Choose any combination of two or more equaling at least \$10,000 and get a **10% discount**.

## SPONSORSHIP OPPORTUNITIES DETAILS & BENEFITS

### 100<sup>TH</sup> BIRTHDAY PARTY – JUNE 10, 2022

#### LIVE UNITED SPONSOR | \$15,000 | ~~1-AVAILABLE~~ **SOLD!**

- 24 Tickets to the event, with 3 tables of seating (\$2,400 value)
- One Party Bus to pick up or drop off at one location (\$1,000 value)
- Logo prominently displayed on event signage
- Full page advertisement in program
- Verbal recognition at event and opportunity to speak during program
- Prominent mention or logo placement on all media and promotions including:
  - TV and radio interviews
  - Social media posts and paid ads
  - Marketing emails
  - Save the date, invite, flyer
- Mention in press release with opportunity to include a quote from company.
- Logo on banner image of event landing page on United Way's website.
- Logo included on registration sign up form and Facebook event page banner image.
- Seat on event planning committee.

#### INNOVATOR SPONSOR | \$10,000 | ~~2-AVAILABLE~~ **SOLD!**

- 16 tickets to the event, with 2 tables of seating (\$1,600 value)
- One party bus to pick up and drop off at one location (\$1,000 value)
- Logo on select event signage
- Logo on event landing page on United Way website
- ½ page advertisement in program
- Verbal recognition during event
- Mention by name on select media and promotions including:
  - Social media posts
  - Marketing emails
  - Save the date, invite, flyer
- Mention in press release
- Company Name on Facebook event page banner image

#### LEADER SPONSOR | \$5,000 | ~~4 AVAILABLE~~

- 8 tickets to the event, with 1 table of seating (\$800 value)
- ¼ page advertisement in program
- Mention by name on select media and promotions including digital print ads, social media pages, ads and posts and any printed materials.
- Company name on event landing page on United Way website
- Mention in press release

#### STATION SPONSOR | \$3,000 | ~~6-AVAILABLE~~ **3 AVAILABLE**

Stations available to sponsor: In Crowd Entertainment, Fireworks, Lawn Games, ~~Photo Booth,~~  
~~Dessert, Bar~~

- Signage at sponsored station
- Company name on event landing page of United Way's website.
- Mention on select event specific social media posts/ads (Facebook, Twitter, Instagram.)

- Company logo or individual name printed in program
- Company name included in event press release.
- 6 event tickets

**ADVOCATE OF UNITED WAY SPONSOR | \$1000 | ~~10 AVAILABLE~~ 8 AVAILABLE**

- Company name on event landing page of United Way's website.
- Company logo or individual name printed in program
- Mention in on one (1) event specific social media post
- 4 event tickets

**FRIEND OF UNITED WAY SPONSOR | \$500 | ~~15 AVAILABLE~~ 13 AVAILABLE**

- Company name on event landing page of United Way's website.
- Company name or individual name printed in program
- 2 event tickets

**IN-KIND SPONSORSHIPS AVAILABLE**

- Branding and benefits based on in-kind product and cost  
Examples –
  - Event signage printing
  - Family friendly product giveaways
  - Music/entertainment
  - Food/Drink
  - Silent auction items

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**DAYS OF ACTION: JUNE 2022**

**TRAIL SPONSOR | \$3,000 - ~~5 AVAILABLE~~ – 3 AVAILABLE**

- Logo on the event t-shirts.
- Logo on event landing page of United Way MV website.
- Verbal recognition during event.
- Company name on sponsor signage at project sites during volunteer day.
- Mention by name on select media and promotions including digital print ads, social media pages, ads and posts and any printed materials.
- Mention in press release,
- Purchase of one "Born Learning Trail" set to be installed in a local park. Company will receive first opportunity to fill volunteer spots for this project (6-10 volunteers spots.)

**PROJECT SPONSOR | \$1,500 - 8 AVAILABLE**

- Company name listed on event landing page United Way MV website.
- Company name on sponsor signage at project sites during volunteer day
- Mention in press release.

**MATERIAL SPONSOR | \$500**

- Company name on sponsor signage at project sites during volunteer day.
  - Company name on event landing page of United Way MV website.
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