

United, We Strengthen our Community.

United Way
of Larimer County



 **Sponsoring a United Way of Larimer County event is a win-win for organizations looking to enhance their image, increase sales and visibility, and double the impact of their charitable contribution.**

United Way of Larimer County engages thousands of individuals annually through its Days of Service, Generation United and WomenGive events and its State of the Community, which in 2018 will take the shape of our 60th Anniversary Celebration.

SPONSORSHIP OPPORTUNITIES

UNITED WAY OF LARIMER COUNTY 60TH ANNIVERSARY CELEBRATION In honor of our Diamond Anniversary, we'll be replacing our annual State of Community event with a celebration to honor our 60-year legacy of strengthening our community.	PRESENTING \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	TABLE \$750
An article about your organization's community involvement and / or charitable giving to be published on our website and distributed to 7,500+ contacts	X				
Opportunity to share information about your organization on stage and introduce a component of the program	X				
Recognition in printed newspaper advertisement	X	X			
Opportunity to distribute company promotional item to attendees at the event	X	X			
Receive all benefits for Days of Service Silver Level Sponsorship (\$2,500 value) if confirmed before April 1, 2018	X	X			
Recognized through social media channels, including Facebook, LinkedIn, Twitter and Instagram leading up to 60th Anniversary Celebration	THREE POSTS	TWO POSTS	ONE POST		
Inclusion on 5,000+ printed promotional materials distributed throughout the community	LARGE LOGO	LOGO	LOGO	NAME	
Inclusion on event website and in marketing emails, sent to 7,500+ contacts	X	X	X		
Verbal recognition at event	X	X	X		
Color advertisement / mention in event program	FULL PAGE 5"x7.5"	HALF PAGE 5"x3.75"	HALF PAGE 5"x3.75"	QUARTER PAGE 2.2"x3.7"	NAME LISTED
Inclusion in the video presentation at the beginning and end of the program	LOGO	LOGO	LOGO	NAME	NAME
Hosted table(s) with 10 seats at event	TWO TABLES	TWO TABLES	TWO TABLES	ONE TABLE	ONE TABLE
Receive a discount off any Bronze Level+ Days of Service Sponsorship			30% OFF	25% OFF	20% OFF

DAYS OF SERVICE United Way of Larimer County's Days of Service include Family Volunteer Day, held in conjunction with the City of Fort Collins in November, Make a Difference Day in October and National Volunteer Month in April.	PLATINUM \$5,000	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,000	PARTNER \$500
Inclusion on 1,500+ volunteer t-shirts	LARGE LOGO	LOGO	LOGO	NAME	
Inclusion on 3,000+ printed promotional materials distributed throughout the community	LARGE LOGO	LOGO	LOGO	NAME	NAME
Inclusion on event website and in marketing emails, sent to 7,500+ contacts	LARGE LOGO	LOGO	LOGO	NAME	NAME
Recognized through social media channels, including Facebook, LinkedIn, Twitter and Instagram leading up to Family Volunteer Day, Make a Difference Day and National Volunteer Month, tagging sponsor as appropriate	TWO POSTS PER EVENT	FOUR POSTS TOTAL	THREE POSTS TOTAL	TWO POSTS TOTAL	ONE POST TOTAL
Opportunity to speak at National Volunteer Month Pancake Breakfast, <i>tentatively scheduled for Saturday, April 28.</i>	GIVE OUT AWARD	X	X		
Advertisement in 5,000+ Volunteer Resource Guides <i>Sponsorship payment must be received by April 1, 2018 to receive this benefit</i>	COLOR FULL PAGE 5"x9.5"	B&W FULL PAGE 5"x9.5"	B&W FULL PAGE 5"x9.5"	B&W HALF PAGE 5"x4.75"	B&W QUARTER PAGE 5"x2.3"
Invitation to participate in the Volunteer Project Leader Program, coordinating a company exclusive, high-impact project	X	X	X	X	X
Ability to register employees for volunteer projects before registration opens publicly	X	X	X	X	
Receive a discount off any Bronze Level+ 60th Anniversary Celebration Sponsorship	30% OFF	25% OFF	15% OFF	10% OFF	

VOLUNTEER RESOURCE GUIDE In partnership with the Fort Collins Coloradoan, United Way of Larimer County compiles, prints and distributes 20,000 copies of the Volunteer Resource Guide throughout the community, connecting citizens with hundreds of local nonprofit organizations.	\$500	\$250	\$125
Full-page advertisement - 5 inches x 9.5 inches	X		
Half-page advertisement - 5 inches x 4.75 inches		X	
Quarter-page advertisement - 5 inches x 2.3 inches			X

ADDITIONAL OPPORTUNITIES

GENERATION UNITED AND WOMENGIVE

Sponsorship opportunities are also available through United Way of Larimer County's affinity groups—Generation United, a Young Professional's Society, and WomenGive. These sponsors, called Mission Sponsors, specifically underwrite the event costs of these programs so that membership dollars can be used to further United Way's work to strengthen the community. Mission sponsors receive benefits associated specifically with that program, including event recognition, logo inclusion online and through email invites, social media recognition and more. Custom proposals are available upon request for these opportunities.

CORNERSTONE PARTNERSHIP

Cornerstone Partners help underwrite United Way's operating costs so that employee contributions can go directly to the cause. Businesses that provide a corporate gift of \$5,000 receive year-round recognition for their efforts to help strengthen our community.

For more information on all sponsorship opportunities, please contact Beth Bunde at (970) 407-7064 or bbunde@uwaylc.org.