

Greater Ottawa County United Way LIVE UNITED SPONSORSHIP



Why partner with United Way?

To advance the common good, in your community and for your company.

When you partner with United Way as a sponsor of the annual community campaign, you join more than 200 Ottawa County employers, 10,000 donors, 8,000+ volunteers, and 50+ local nonprofit programs that improve the health, education and financial stability of more than one in four of our neighbors.

Your sponsorship dollars are leveraged all year long, on our website and in social media, in newspaper advertising, on radio, and in all of our print and electronic marketing communications — as well as at annual Day of Caring, Leadership Appreciation and Celebration events.

But, most importantly, we couldn't do it without you. United Way is creating long-lasting changes in our community that prevent problems from happening in the first place. With your generous support.

Ask about our "step up" and multi-year discounts!

SPONSORSHIP LEVELS:

Pinnacle Sponsorship \$10,000/yr.

A year-long LIVE UNITED partnership, including:

All the benefits of a platinum (\$5,000/yr.) sponsorship plus:

"How Our Company Lives United" media campaign featuring employees:
(includes professional photo shoot of employees in LIVE UNITED shirts)

- Billboard for one month during campaign \$1,800 value
- Radio spots on two stations \$800 value
- Print & electronic ads in two community newspapers \$800 value
- Table for eight at LIVE UNITED Celebration (March) \$320 value

Platinum Sponsorship \$5,000/yr.

Your full-color logo and platinum sponsorship recognition in our:

Print and Online Communications:

- Annual Report (10,000 reached countywide)
- Print newsletter (2,500+ copies 3x/year)
- E-newsletter (8,000+ recipients 12x/year)
- Sponsors page of our website (includes live link to your website)
- Campaign materials distributed to more than 200 local companies
- Social Media recognition: Facebook, Twitter, LinkedIn, Instagram, Google+

Lighthouse Leadership Circle Event (Sept): Logo on invitation & sponsor banner

Day of Caring (Sept): On project packet sent to companies and agencies; on Day of Caring t-shirts worn by 650+ volunteers, on banner at Day of Caring lunch, name in all news releases.

LIVE UNITED Celebration (March): On invitation and printed event program; sponsor banner at event; logo on screen throughout event; verbal recognition during event and company name in all media releases.

Gold Sponsorship \$2,500/yr.

Your company logo printed prominently (below and smaller than platinum sponsors and above silver) in our: Print and online communications, Lighthouse Leadership Circle Event, Day of Caring, and at LIVE UNITED Celebration (details as listed in the platinum sponsorship)

Silver Sponsorship \$1,000/yr.

Your company name printed in our: Print and online communications, Lighthouse Leadership Circle Event, Day of Caring (not on t-shirts), and at LIVE UNITED Celebration (details as listed in the platinum sponsorship)

For more information, contact Louann Werksma at 616.610.2661 or lwerksma@ottawaunitedway.org.

www.OttawaUnitedWay.org



**Greater Ottawa County
United Way**
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SAMPLE SPONSOR BANNER

This banner is featured in our annual report, print newsletters, e-newsletters, campaign materials, on our website, in event invitations and on display at campaign events.

2018-2019 CAMPAIGN SPONSORS

PINNACLE



PLATINUM



GOLD



SILVER

