

Greater Ottawa County United Way IN-KIND MEDIA 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, 7,000+ donors, 9,000+ 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.

SPONSORSHIP LEVELS:

Platinum Sponsorship

In-Kind Ratio 1:4 & up

› Your organization will receive **platinum LIVE UNITED** sponsorship recognition with your full color logo in the following:

• **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

• **Lighthouse Leadership Circle Event (Sept):** 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; verbal recognition during event and company name in media release.

Gold Sponsorship

In-Kind Ratio 1:2 & 1:3

› Your organization will receive **gold LIVE UNITED** sponsorship recognition with your full color logo (smaller and below the platinum sponsorship level) in the following:

• **Print/Online Communications** (as detailed in the platinum sponsorship)

• **Lighthouse Leadership Circle Event** (as detailed above)

• **Day of Caring** (as detailed above)

• **LIVE UNITED Celebration** (as detailed above)

Silver Sponsorship

In-Kind Ratio 1:1

› Your organization will receive **silver LIVE UNITED** sponsorship recognition with your name listed on: **Print/Online Communications, Lighthouse Leadership Circle Event, LIVE UNITED Celebration** (as detailed above)

For more information, contact Hillary Hovinga at 616.396.7811 x208 or hovinga@ottawaunitedway.org

www.OttawaUnitedWay.org



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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.

PINNACLE



PLATINUM



GOLD



SILVER

City Flats Hotel Fox 17 PADNOS
ITEX / West MI Barter Co., Inc. Varum Law