

# Greater Ottawa County United Way PROGRAM SPONSORSHIPS

## STUDENTS LIVE UNITED SPONSORSHIP

Program Sponsorship

\$1,000/yr.

### A year-long LIVE UNITED partnership:

- ✓ Group picture of Students LIVE UNITED students with sponsor sign
- ✓ Media Campaign including:
  - Radio interview on local radio station with UW Associate
  - Inclusion in Students Live United Program press release to 20+ media outlets throughout Ottawa County
  - Recognition on United Way's social media channels (Facebook, Instagram, Twitter, LinkedIn)
- ✓ Your logo included on:
  - Students LIVE UNITED page of United Way's website
  - E-Newsletter (SLU focus, 8,000+ recipients)
- ✓ Recognition at Day of Caring (community volunteer event in the fall) and Celebration (impact and awards event in the spring)



## GET CONNECTED (ONLINE VOLUNTEER CENTER) SPONSORSHIP (1 available)

Presenting Sponsorship

\$3,500/yr.

- ✓ Your logo included on:
  - Homepage of the Online Volunteer Center: [liveunited.ottawaunitedway.org/](http://liveunited.ottawaunitedway.org/)
  - Annual report (10,000 reached countywide)
  - Print newsletter (Volunteer issue, 2,500+ copies)
  - E-Newsletter (Get Connected focus, 8,000+ recipients)
- ✓ Public Recognition including:
  - Recognition through social media
  - Recognition at Day of Caring



[www.OttawaUnitedWay.org](http://www.OttawaUnitedWay.org)



Greater Ottawa County  
United Way  
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## LAKESHORE HOUSING ALLIANCE *(1 available)*

Presenting Sponsorship

\$10,000/yr.

 LAKESHORE  
HOUSING ALLIANCE



- ✓ **Your logo included on:**
  - Lakeshore Housing Alliance printed materials and Data Release
  - Annual report (10,000 reached countywide)
  - Print newsletter (Advocate issue, 2,500+ copies)
  - E-Newsletter (LHA focus, 8,000+ recipients)
  - LHA page on the United Way website
- ✓ **Public Recognition including:**
  - Podium recognition at LHA events
  - Podium recognition at LHA annual meeting
  - Recognition through social media
  - Recognition in LHA press releases/funding announcements
- ✓ **Media Opportunity:**
  - Representative on radio interview with LHA Program Director Lyn Raymond

## COMMUNITY INVESTMENT PROCESS *(1 available)*

Presenting Sponsorship

\$10,000/yr. for 2 yrs.

- ✓ **Your logo included on:**
  - Community Investment materials
  - Slide in presentations to nonprofit partners
  - Print newsletter (Advocate issue, 2,500+ copies)
  - E-Newsletter (Advocate issue, 8,000+ recipients)
  - Community Investment page on the United Way website
- ✓ **Public Recognition throughout the process (4 mos.) including:**
  - Podium recognition at CI presentations
  - Podium recognition at CI trainings
  - Recognition through social media
  - Recognition in CI press releases
- ✓ **Media Opportunity:**
  - Representative on radio interview with VP of Community Impact Liz DeLaLuz



## COMMUNITY ASSESSMENT *(1 available per industry, up to 5 investors)*

Presenting Sponsorship

\$10,000/yr. for 3 yrs.

- ✓ **Your logo included on:**
  - 2021 Community Assessment (print and online, used for three years)
  - Slide in the presentations to the community (10,000+ reached)
  - Print newsletter (CA Launch issue, 2,500+ copies)
  - E-Newsletter (CA Launch issue, 8,000+ recipients)
- ✓ **Public Recognition including:**
  - Podium recognition at CA presentations
  - Recognition through social media
  - Recognition in CA press releases

