

## CREATE IMPACT WITH IMPACKS AT DAY OF CARING



**August 20, 2026 | 1:00 – 3:00 pm | Madison Marriott West**

**United Way's Day of Caring** marks the start of the **2026 Community Fundraising Campaign** with corporate and family-friendly volunteer opportunities. Attendees learn about challenges facing our community and take action by creating **ImPacks** (*essential items requested by our nonprofit partners*) to support children and families. Your sponsorship helps provide the supplies that make these **ImPacks** possible, including paper products, healthy snacks, menstrual hygiene products and notes of encouragement created at the event.

### AUDIENCE & REACH

**Connect your brand to local impact.** Day of Caring attracts **800+ attendees** who are passionate about strengthening Dane County. Sponsorship visibility extends beyond the event through integrated communications reaching 25,000+ individuals, amplified through media, digital and print coverage.

### SPONSORSHIP LEVELS & BENEFITS

| ImPack Level \$3,000                                                                                                                                              | ImPack Level \$2,000                                                                                                                                            | ImPack Level \$1,000                                                                                                                                           | Recognition Benefits                                                                                                                                                                              |
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| <i>Supports:</i> <ul style="list-style-type: none"> <li>1300 Menstrual Hygiene ImPacks</li> <li>1090 Paper Product ImPacks</li> <li>2500 Snack ImPacks</li> </ul> | <i>Supports:</i> <ul style="list-style-type: none"> <li>850 Menstrual Hygiene ImPacks</li> <li>690 Paper Product ImPacks</li> <li>1600 Snack ImPacks</li> </ul> | <i>Supports:</i> <ul style="list-style-type: none"> <li>400 Menstrual Hygiene ImPacks</li> <li>350 Paper Product ImPacks</li> <li>700 Snack ImPacks</li> </ul> | <ul style="list-style-type: none"> <li>Name on digital and printed materials at the event.</li> <li>Live recognition by speakers at event.</li> <li>Tagged in post event social media.</li> </ul> |

### HOST A DONATION DRIVE: MENSTRUAL HYGIENE PRODUCTS

**Can't attend Day of Caring? You can still make an impact with ImPacks!** Host a menstrual hygiene supply donation drive to help support those in need in Dane County! When a person doesn't have access to menstrual hygiene products, they're more likely to miss school or work – making it harder for them to succeed in life. These items are rarely donated but always needed. Rally your co-workers by collecting supplies at your workplace or online (Amazon Wish List). For more information please contact: [volunteer@uwdc.org](mailto:volunteer@uwdc.org). Participating companies will be recognized across digital and printed event materials.

### ABOUT UNITED WAY OF DANE COUNTY

**United Way of Dane County mobilizes the caring power of our community so all can thrive.** From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility. With a mission to unite the community to achieve measurable results that change lives, we work collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to multiply impact and solve big-picture issues no one person or organization can address alone. **The Power of Caring. Working for All.**

### CONTACT

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