

Community Change Event Sponsorship Package

To leverage our corporate partnerships effectively, United Way of Dane County is offering a package “Community Change” event sponsorship opportunity for 2019. We are so appreciative of our event sponsors and want your dollars and your reach to go further! United Way hosts four large community-focused events each year. For many years, we have raised support for these events separately, and recognition was limited to just that event. **We see an opportunity to merge sponsorship of these events and launch a year-round recognition strategy that will include more than just logos or speaking opportunities.**

EVENTS:

- Community Leadership Launch** – New this year! We are combining our two February breakfasts, the Annual Meeting and Leadership Giving Breakfast, into one exciting event. This event will celebrate everything we accomplished in the previous year and give a preview of the year ahead! We’ll announce final campaign results, share what’s new and exciting, and recognize our committed Leadership Givers.
Date and Time: February 27, 2019, 7:30 – 9:30 am
Location: The Sylvee
Audience: 400+ United Way of Dane County Board members, internal volunteers, and Leadership Givers
- Community Volunteer Awards** – Dane County’s premier volunteer recognition event, featuring powerful testimonials from the volunteers who make our community a better place! At our Community Volunteer Awards, we celebrate the thousands of volunteers in our community and honor more than 100 nominees and award recipients.
Date and Time: April 30, 2019, 11:00 am – 1:00 pm
Location: Madison Concourse Hotel and Governor’s Club
Audience: 500+ volunteers, nonprofit organization representatives, and partner agency representatives
- Seasons of Caring: Community Kickoff** – The Power of Many, Working for All! This is our biggest single-day volunteer event of the year with hundreds of volunteer opportunities at the Madison Mallards Duck Pond, and the official kickoff to our annual campaign!
Date and Time: August 20, 2019, 4:00 – 6:30 pm
Location: Madison Mallards Duck Pond
Audience: 1,000+ community members, donors, and program participants. An additional 3,000+ community members participate in the volunteer projects across Dane County throughout the year
- Community Celebration** – Celebrating the caring power of our community! This annual event thanks everyone who participated in United Way’s campaign and gives an update on what their support makes possible.
Date and Time: February 27, 2020, 4:00 – 6:30 pm
Location: Monona Terrace
Audience: 600+ influential business professionals, community leaders and philanthropic donors

REACH:

More than 12,000 community members who believe that everyone in Dane County should succeed in school, work and life. Our attendees are community-minded people who are committed to the promise that Dane County should be the best place to live, for all.

MEDIA EXPOSURE:

In past years, these events garnered over 2,200,000 media impressions – both to a general and targeted audience of community-minded individuals. These events have consistently garnered media exposure from all major local news outlets. Additionally, we conduct a series of editorial visits leading up to Seasons of Caring: Community Kickoff.

ABOUT UNITED WAY OF DANE COUNTY:

United Way of Dane County fights for the education, financial stability, and health of everyone in Dane County. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground, develop a strategic architecture for change, and make measurable progress, while engaging organizations and individuals with the opportunity to give, advocate and volunteer to change lives in Dane County.

CONTACT:

Stefanie Herrick, Director of Events
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SPONSORSHIP LEVELS AND BENEFITS:

Our sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our Marketing staff.

Community Change Event Sponsorship Package

All event sponsorship levels include:

- Company logo and link to company website on United Way of Dane County sponsorship page
- Recognition in annual CEO letter sent to key corporate and community leaders across Dane County
- Company logo or name on online event registration forms and digital invitations, and featured monthly in United Way email newsletter, reaching 10,000+ residents
- Company logo or name on mailed invitations reaching more 6,000 donors, volunteers, business and community leaders, nonprofit agencies, and media
- Company logo or name on event signage, program booklets, pre-program PowerPoints and table
- Highlighted in event pre and post promotion emails
- Recognition in press releases and in Seasons of Caring: Community Kickoff media pitches to key television and print media outlets
- Invitation to a special reception at Community Celebration
- Live recognition by speakers in programs

Additional Recognition Benefits	Presenting \$15,000+	Supporting \$10,000+	Community \$5,000+	Partner \$2,500+
Recognition on 4,000+ Seasons of Caring t-shirts seen throughout the community	Company logo	Company logo	Company name	Company name
Featured on a variety of United Way social media platforms (11,500+ followers) throughout year	6 customized posts	4 customized posts	3 customized posts	2 customized posts
Reserved tables (8 seats), featuring premium seating, at each event	3 reserved tables	2 reserved tables	1 reserved table	1 reserved table
Seasons of Caring buttons customized with company logo and reserved volunteer spots at Community Kickoff	30 buttons and volunteer spots	20 buttons and volunteer spots	20 buttons and volunteer spots	10 buttons and volunteer spots
Featured on Facebook event page, reaching 2,800+ people	Logo in image and company tagged on event page	Company tagged on event page	Company tagged on event page	Company tagged on event page
Creative promotion in Community Volunteer Awards program booklet and in Celebration program booklet	1 full page	1 half page	1 quarter page	
Live speaking opportunity during program	Community Volunteer Awards and Celebration	Community Volunteer Awards or Celebration	Community Volunteer Awards or Celebration	

Please note: Event sponsors cannot self-nominate for the Community Volunteer Business Award given at the Community Volunteer Awards.

Table Sponsorships – starting at \$1,000

Sponsor at a table at any one event and receive the following benefits for that event:

- Company logo or name displayed on online event registration form, event signage, program booklet, pre-program PowerPoint and table
- Highlighted in event pre and post promotion emails
- Community Leadership Launch, Community Volunteer Awards and Community Celebration: 1 reserved table (8 seats), featuring premium seating
- Seasons of Caring: Community Kickoff: 10 Seasons of Caring buttons customized with company logo and a reserved table for up to 10 volunteers for a project at the Duck Pond

Media and In-Kind Promotional Sponsorships

Provide media or in-kind promotional sponsorship for any one event and receive the following benefits for that event:

- Company logo or name displayed on online event registration form, digital invitation, event signage, program booklet, pre-program PowerPoint and table
- Company name tagged in description on Facebook event page, reaching 2,800+ people
- Live recognition by speakers in program
- Highlighted in event pre and post promotion emails
- Community Leadership Launch, Community Volunteer Awards and Community Celebration: 1 reserved table (8 seats), featuring premium seating

In-Kind Sponsorships

Provide an in-kind sponsorship for any one event and receive the following benefits for that event:

- Company logo or name displayed on online event registration form, digital invitation, event signage, program booklet, pre-program PowerPoint and table
- Live recognition by speakers in program
- Highlighted in event pre and post promotion emails
- Community Leadership Launch, Community Volunteer Awards and Community Celebration: 2 reserved seats, featuring premium seating