



United Way of Southwest Minnesota Sponsorship Program 2024-2025

If you want to reach new audiences, increase your company's year-round marketing presence, and support your community mission, you can become a sponsor of United Way of Southwest Minnesota. By sponsoring United Way, you raise awareness about its work and position yourself as a community leader.

United Way offers flexible sponsorship opportunities tailored to meet your marketing goals. You can choose from year-round or single-event sponsorships that provide multiple touchpoints to reach your target audiences. Sponsorships are vital to United Way's community presence, allowing the organization to do things it otherwise wouldn't be able to.



If the sponsorship opportunities listed here do not fit your business or philanthropic objectives, we are happy to customize a package or develop new and innovative partnership ideas. We understand that each company or organization is different.

To learn more about becoming a sponsor, please contact our CEO, Meg Louwagie, at 507-929-2273 or Meg.Louwagie@UnitedWayswmn.org.

SPONSORSHIP OPPORTUNITIES



UNITED IS THE WAY

Brau Brothers Brewing Company Beer Pairing Dinner Friday January 17th

The Brau Brothers Beer Pairing dinner is held on Friday January 17, 2025. This event features a five-course meal, and each course will be paired with a different Brau Brothers beer that perfectly complements the food. Dusty Brau will discuss the unique traits of each beer served and share fascinating insights into the brewing process.

The event draws up to 125 adults and raises more than \$14,000 for United Way's Community Impact Grants.



UNITED IS THE WAY

Power of the Purse Thursday May 1st

The Power of the Purse 2025 will be held on Thursday May 1, 2025. This is an exciting event that brings together women from throughout southwest Minnesota with a commitment to our youngest learners. Proceeds from this event support programs such as Imagination Library, Stuff the Bus school supply distribution, Born Learning Trails, and more. All money raised will support local initiatives that help prepare young children in our area for kindergarten.

The event draws up to 200 adults and raises more than \$18,000 for United Way's early childhood education and literacy investment programs.

SPONSORSHIP OPPORTUNITIES



UNITED IS THE WAY

Stuff the Bus August 2025

Our Stuff the Bus initiative aims to provide K-12 students with the basic school supplies needed to learn and be successful, thereby allowing them (and their parents) to focus on their academic goals. When students have the tools, they need to succeed in school, it eases many burdens. Children can focus on their studies without worrying about having a pencil or a notebook, and parents have some of the financial burden lifted off their shoulders. When UWSWMN provides these supplies through Stuff the Bus, we make an impact that goes much further than school supplies. We're alleviating stress, building confidence, and helping students thrive.



UNITED IS THE WAY

New Event! Culinary Experience with Chef Ronnie Walker Coming in 2025

UWSWMN is excited to announce a partnership with Chef Ronnie Walker, the owner and chef of Atlantic Place, for an exciting new event. This event will showcase a 5-course chef's table pairing of exquisite food and cocktails/mocktails. Join us for this elegant evening of culinary surprises, marking the beginning of a wonderful partnership with Chef Walker.

This inaugural event will be open to 100 fortunate attendees and will help support the local efforts of UWSWMN.

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SPONSORSHIP OPPORTUNITIES



UNITED IS THE WAY

Sponsorship packages

FEATURES	RED \$500	YELLOW \$1000	BLUE \$2500
Business name on all flyers, email, social media, website, and electronic marketing.	✓	✓	✓
Business listed in partnership with the event on all social media advertising before and after the event.		✓	✓
Business LOGO on all email communications.		✓	✓
LOGO/Name with website link on UWSWMN webpage.			✓
Business listed as Presents Event and prominent placement on UWSWMN social media advertising.			✓

Red Sponsorship

- Recognition as RED level Sponsor.
- Promoted on all flyers, email, social media, website, and electronic marketing.

Value: \$500

Yellow Sponsorship

- Recognition as YELLOW level Sponsor.
- Promoted on all flyers, email, social media, website, and electronic marketing.
- Business listed in partnership with the event on all social media advertising before and after the event.
- Business LOGO on all email communications.

Value \$1000

Blue Sponsorship

- Recognition as BLUE level Sponsor.
- Promoted on all flyers, email, social media, website, and electronic marketing.
- Business listed in partnership with the event on all social media advertising before and after the event.
- Business LOGO on all email communications.
- LOGO/Name with website link on UWSWMN website for event
- Business listed as Presents UWSWMN Event and prominent placement on UWSWMN social media advertising.

Value \$2500

SPONSORSHIP OPPORTUNITIES



UNITED IS THE WAY

New Event! Radio-a-thon February 19

UWSWMN is thrilled to announce a partnership with Marshall Radio to host the RADIO-A-THON, reminiscent of the United Way Tele-a-thon from years past. This event will occur on February 19th from 7:00 AM to 4:00 PM, and community partners, board members, and special guests will inspire and uplift listeners throughout the day.

This inaugural event will provide opportunities for 9 fortunate sponsors, who will receive extensive promotional advertising 2-3 weeks before the event, ensuring maximum visibility. They will also be recognized on UWSWMN's website and social media platforms, further enhancing their visibility. Each sponsor will also have a designated "star hour" during the Radio-a-thon.

Red Sponsorship

- Recognition as **RED** level Sponsor.
- Promoted on all flyers, email, social media, website, and electronic marketing.
- Promotional advertising 2-3 weeks across all stations before the event (over 900 promotional spots)
- Star sponsor for one hour during the event.
 - We will try to accommodate your time slot request between 7 AM and 4 PM, but it's not guaranteed. _____

Value: \$500

Yellow Sponsorship

- Recognition as **YELLOW** level Sponsor.
 - All items listed in **Red** level Sponsor Plus the option to
 - Be on the air live during your Star hour
- Or
- Match all donations up to \$500 for the hour.

Value: \$1000

Blue Sponsorship

- Recognition as **BLUE** level Sponsor.
- All items listed in **Red** and **Yellow** level Sponsor
- Listed as **Yellow** level Sponsor for one of the following events
 - Brau Brothers Beer Pairing Dinner
 - Power of the Purse

Value \$2000

United Way of Southwest Minnesota Sponsorship Levels



UNITED IS THE WAY

List Sponsorship Name/Company as it should appear in the event publications and social media.

Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

I will sponsor the event(s) at level(s) indicated below:

Power of the Purse – 5/1/25

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2500 Blue Level

Brau Brothers Beer Pairing Dinner 1/17/25

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2500 Blue level

Stuff the Bus – August 2025

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2500 Blue Level

Radio-a-thon 2/19/25

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2000 Blue level
 - ☐ Beer Pairing Dinner
 - ☐ Power of the Purse

New Event with Chef Walker TBA

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2500 Blue level

Payment Method:

- ☐ Payment is enclosed.
- ☐ Please invoice me at the address listed above

Signature: _____ Date: _____

Payment can be sent to:
UWSWMN
PO Box 41
Marshall MN 56258

For more information contact:
Kate Bingen at 507-929-2273 or
Kate.Bingen@unitedwayswmn.org

We consider in-kind donations related to sponsorship levels and their values on a case-by-case basis.
All sponsorships received will support the local initiatives of the United Way of Southwest Minnesota.