

**Boost your brand. Reach new audiences.
Strengthen your community. Lead with purpose.**



Sponsor United Way of Southwest Minnesota

Partnering with United Way positions your business as a community leader while expanding your marketing reach. Our flexible sponsorship options—ranging from year-round visibility to single-event impact—are designed to align with your goals and values.

Your support helps United Way of Southwest Minnesota do more for our community — creating opportunities and driving change that wouldn't be possible without you.

Let's create a partnership that works for you.

If our current packages don't meet your needs, we'll tailor one that does.

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



UNITED IS THE WAY



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

Brau Brothers Brewing Company Beer Pairing Dinner Friday January 16th

Join us for a lively and engaging evening featuring a five-course gourmet meal, each paired with a perfectly matched Brau Brothers beer. Brewmaster Dusty Brau will guide guests through each pairing, sharing expert insights and behind-the-scenes stories from the brewing process.

This signature event draws up to **128 adult guests** and raises over **\$14,000** to support United Way's **Community Impact Grants**—funding vital programs across Southwest Minnesota.

Don't miss your chance to be part of this impactful and well-loved experience.



UNITED IS THE WAY

Power of the Purse Thursday May 7th

Hosted by **United Way of Southwest Minnesota's Women United affinity group**, Power of the Purse is a dynamic gathering of women united in support of early childhood education. Proceeds benefit local programs like Imagination Library, Stuff the Bus, Born Learning Trails, and more—helping prepare young children for kindergarten success.

This impactful event can welcome up to **300 guests** and raises over **\$18,000** for United Way's early learning and literacy initiatives.

SPONSORSHIP OPPORTUNITIES



UNITED IS THE WAY

Stuff the Bus August 2026

United Way of Southwest Minnesota's **Stuff the Bus** initiative ensures K–12 students have the essential school supplies they need to succeed—so they can focus on learning, not what they're missing.

By providing these tools, we do more than fill backpacks—we **ease financial stress for families**, **build student confidence**, and **create a stronger foundation for academic success**.



**CULINARY EXPERIENCE
WITH
CHEF RONNIE WALKER**

UNITED IS THE WAY

Culinary Experience with Chef Ronnie Walker Saturday March 14, 2026

An elevated evening of bold flavors and creative pairings, featuring a **4-course chef's table experience** by Chef Ronnie Walker of Atlantic Place. Each course is paired with handcrafted cocktails or mocktails, creating a refined and memorable culinary experience.

This exclusive event is open to **100 guests**, with proceeds directly supporting United Way's local initiatives across Southwest Minnesota.

The previous dinner raised over **\$4,000** to fight food insecurity in our community—join us to help make an even greater impact.

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

SPONSORSHIP OPPORTUNITIES



GiveMN – Give to the Max Day November 20, 2025

Give to the Max Day is coming—and we need your help to make every dollar go further.

United Way of Southwest Minnesota is seeking **Matching Fund donors** to amplify giving on this powerful day of generosity. Matching gifts inspire others to give, knowing their donation will be doubled—creating a greater impact for our community.

Your commitment as a Matching Fund donor helps support vital programs like:

- Early childhood education & literacy
- Food security initiatives
- Health and wellness resources
- Crisis and emergency support

Will you step up as a Matching Fund donor?

Your early pledge can motivate dozens of others to give—and together, we can make a bigger difference.

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

SPONSORSHIP OPPORTUNITIES



Wednesday February 18, 2026

Radio-a-thon

Hosted by United Way of Southwest Minnesota in partnership with Marshall Radio.

United Way of Southwest Minnesota is thrilled to announce the second annual RADIO-A-THON, a modern take on the beloved United Way Tele-a-thon from years past. From **7:00 AM to 4:00 PM**, community partners, board members, and special guests will take to the airwaves to inspire and uplift listeners throughout the day.

This event features nine exclusive sponsorships, each with a “**star hour**” during the broadcast. Sponsors will be part of **over 900 promotional ads** in the weeks leading up to the event and receive recognition on UWSWMN’s website and social media.

Proceeds support programs that fight food insecurity, expand early childhood education, distribute school supplies, and provide emergency assistance—ensuring individuals and households across Southwest Minnesota have the resources they need to thrive.

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.

Value: \$500

o We will try to accommodate your time slot request between 7 AM and 4 PM, but it's not guaranteed. _____

Yellow Sponsorship

- Recognition as **YELLOW** level Sponsor.
- All items listed in Red level Sponsor, **plus** the option to:

o Be on the air live during your Star hour

Or

o 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
 - o Brau Brothers Beer Pairing Dinner
 - o Culinary Dinner
 - o Power of the Purse
 - o Give to the Max

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:

Brau Brothers Beer Pairing Dinner - 1/16/26

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

Power of the Purse - 5/7/26

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

GIVEMN - 11/20/26

- ☐ Matching Sponsorship

Stuff the Bus - August 2026

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

Radio-a-thon - 2/18/26

- ☐ \$500 Red Level
- ☐ \$1000 Yellow Level
- ☐ \$2000 Blue level
- ☐ Beer Pairing Dinner
- ☐ Power of the Purse
- ☐ Give to the Max
- ☐ Culinary Experience

Culinary Dinner - 3/14/26

With Chef Ronnie Walker

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

Payment Method:

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

Signature: _____ Date: _____

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

For more information contact:
UWSWMN at 507-929-2273 or
UnitedWay@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.