



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



Brau Brothers Brewing Company Beer Pairing Dinner Friday January 26th

The Brau Brothers Beer Pairing dinner is held on Friday January 26, 2024. 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.



Power of the Purse Thursday May 9th

The Power of the Purse 2024 will be held on Thursday May 9, 2024. 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 \$12,000 for United Way's early childhood education and literacy investment programs.

SPONSORSHIP OPPORTUNITIES



Experience Auction June 2024

The 2024 Experience will be held in June. This first time ever online auction had many family-friendly fun last summer. There was a variety of 38 inviting experience items available, including tickets to the Minnesota State Fair, Valley Fair, Taylors Falls Scenic Boat Tour, Children's museums, and Zoos, to list just a few.

This first-time event raised more than \$1,000 for United Way's Kindness Investment Program and Community Impact Grants.



Stuff the Bus August 2024

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.

SPONSORSHIP OPPORTUNITIES



UWSWMN Event Sponsor

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 UWSWMN 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



UWSWMN Event Sponsor

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 – May 9, 2024

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

Stuff the Bus – August 2024

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

Experience Auction – June 2024

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

Brau Brothers Beer Pairing Dinner 2025

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

Payment Method:

Please invoice me at the address listed above

Payment is enclosed.

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.