



UNITED WAY OF KENNEBEC VALLEY'S 2023 SPONSORSHIP OPPORTUNITIES GUIDE



United Way
of Kennebec Valley

For more information, please contact
Michelle Tibbetts at (207) 626-3400 or mtibbetts@uwkv.org



United Way of Kennebec Valley (UWKV) is pleased to offer a variety of sponsorship opportunities for many of our events, membership groups and initiatives throughout 2023. Thanks to the continued generosity of wonderful supporters, our events are highly visible and fun opportunities to connect with businesses and community leaders who believe in our mission, while supporting the important work of our organization.

Sponsorships include support above-and-beyond corporate and individual gifts made to UWKV. Sponsorship of events and initiatives allows UWKV to direct all fundraised dollars to the Community Care Fund, which supports more than 49 programs throughout Kennebec County focused on improving the health, education and financial stability of our friends and neighbors.

We hope you will consider partnering with us. Thank you for supporting United Way of Kennebec Valley!

BECOME A SPONSOR TODAY!

For more information on any of our events, memberships, initiatives or projects, contact: Michelle Tibbetts, Director of Marketing, (207) 626-3400, mtibbetts@uwkv.org

All sponsorship commitments should be received by March 6, 2023.

30,000	Kennebec Journal & Morning Sentinel Subscribers	6,780+	E-newsletter Subscribers	2,527	Social Media Followers	1,000	Leadership Book Recipients
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Corporate Champions Circle

The Corporate Champions Circle (CCC) is a new and unique opportunity to positively impact our community and promote your business through event sponsorship. By joining the CCC, you are allowing UWKV to decide where your sponsorship dollars will make the largest impact for our organization. UWKV will direct sponsorship dollars toward one to three events depending on sponsorship level – CCC will receive the benefits applied to each of those events as well as the benefits listed below.

PLATINUM - \$5,000

- 🏆 Recognition as a top sponsor at three events or initiatives of UWKV's choosing
- 🏆 Quarterly "Corporate Champions Circle Profile" at Platinum Level in UWKV social media posts
- 🏆 Corporate Platinum Level logo in every UWKV monthly e-newsletter
- 🏆 One business-featured article in a United Way e-newsletter
- 🏆 Logo on UWKV campaign material – if received before printing deadlines – at Platinum Level
- 🏆 Business name and logo on UWKV's website with hyperlink to business website
- 🏆 Company logo listed as a Platinum Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 🏆 Company logo listed in UWKV Leadership Book as a Platinum Level Corporate Champion
- 🏆 Company logo on UWKV's CCC signage

GOLD - \$3,000

- 🏆 Recognition as a top sponsor at two events or initiatives of UWKV's choosing
- 🏆 Bi-annual "Corporate Champions Circle Profile" at Gold Level in UWKV social media posts
- 🏆 Business name listed as a Corporate Gold Level sponsor in every UWKV monthly e-newsletter
- 🏆 Business name and logo on UWKV's website with hyperlink to business website
- 🏆 Business name listed as a Gold Level sponsor in a quarter-page Kennebec Journal ad and Morning Sentinel ad
- 🏆 Company logo listed in UWKV Leadership Book as a Gold Level Corporate Champion
- 🏆 Company logo on UWKV's CCC signage

SILVER - \$1,500

- 🏆 Recognition as a top sponsor at one event or initiative of UWKV's choosing
- 🏆 Annual "Corporate Champions Circle Profile" at Silver Level in UWKV social media posts
- 🏆 Silver Level logo in monthly e-newsletter advertising for event
- 🏆 Business name listed on UWKV's website as an CCC member
- 🏆 Business name listed as a Silver Level sponsor in a quarter-page Kennebec Journal ad and Morning Sentinel ad
- 🏆 Company name listed in UWKV Leadership Book as a Silver Level Corporate Champion
- 🏆 Company logo on UWKV's CCC signage



Impact2032 Initiative

Impact2032 is a driving movement that unites community members to accelerate change across Kennebec County over the next 10 years. It is a deeply coordinated and collaborative effort, led by United Way of Kennebec Valley, to improve the health, education and financial stability of Kennebec County residents. Financial backing of Impact2032 through annual sponsorship will allow United Way to continue to advance and monitor this movement over the next decade. For more information, visit impact2032.org.

PLATINUM - \$10,000

- 📍 Recognition as a Platinum Level sponsor on Impact2032 website with logo and hyperlink to company website
- 📍 Recognition with logo as a Platinum Level sponsor through social media and on "Biggest IMPACT of the Month" stories in UWKV e-newsletter
- 📍 Company logo on Impact2032 marketing materials
- 📍 Company logo listed as a Platinum Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Company able to provide giveaway item in "Welcome Kits" for new endorsers
- 📍 Recognition as Platinum Level sponsor at all Impact2032 events and committee meetings
- 📍 Recognition with logo as Platinum Level sponsor in all Impact2032-associated press releases
- 📍 Company logo on Impact2032 "Guide for Businesses" as a Platinum Level Sponsor

GOLD - \$5,000

- 📍 Recognition as a Gold Level sponsor on Impact2032 website with logo
- 📍 Company listed as a Gold Level sponsor through UWKV's social media and on "Biggest IMPACT of the Month" stories in UWKV e-newsletter
- 📍 Company listed on Impact2032 marketing materials as a Gold Level sponsor
- 📍 Company logo listed as a Gold Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as a Gold Level sponsor at all Impact2032 events
- 📍 Company listed on Impact2032 "Guide for Businesses" as a Gold Level Sponsor

SILVER - \$2,500

- 📍 Company listed as a Silver Level sponsor on Impact2032 website
- 📍 Recognition as a Silver Level sponsor through UWKV's social media
- 📍 Company listed as a Silver Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as a Silver Level sponsor at all Impact2032 events
- 📍 Company listed on Impact2032 "Guide for Businesses" as a Silver Level Sponsor





Emerging Leaders Society

United Way's Emerging Leaders Society (ELS) leverages the power of United Way to help young leaders become not only donors but the next generation of do-gooders. ELS strives to combat community issues through hands-on volunteerism; professional networking events; and educational and leadership opportunities.

Every year, new members join the Society while other members "Emerge," which means they are now donating at the Leadership level. Currently, there are 15 young professionals that make up UWKV's Emerging Leaders Society and, last year, 12 members "Emerged."

PLATINUM — \$1,500

- 🏆 Recognition with logo as a Platinum Level sponsor in all electronic communications
- 🏆 Logo listed in quarter-page ad in Kennebec Journal and Morning Sentinel
- 🏆 Logo and hyperlink on UWKV's ELS web page
- 🏆 Logo in Leadership Book and other ELS marketing materials
- 🏆 Invitations to all ELS events

GOLD — \$750

- 🏆 Recognition as a Gold Level sponsor in all electronic communications
- 🏆 Business listing in quarter-page ad in Kennebec Journal and Morning Sentinel
- 🏆 Business listing and hyperlink on UWKV's ELS web page
- 🏆 Business listing in Leadership Book and other ELS marketing materials
- 🏆 Invitations to all ELS events





ANNUAL GOLF SCRAMBLE

Augusta Country Club
Monday, August 7, 2023
10am Shotgun Start

For over 52 years, United Way of Kennebec Valley has been bringing together more than 120 Kennebec County golfers a year at the Augusta County Club for the organization's largest fundraising event. There are many sponsorship opportunities available – please see below, as well as the next page, for more details on benefits.

EXCLUSIVE CART – \$1,500

- 🏆 Logo/sponsor bag in every golf cart
- 🏆 Logo in quarter-page Kennebec Journal and Morning Sentinel ad
- 🏆 Twosome in tournament
- 🏆 Logo in e-newsletter
- 🏆 Logo in event program
- 🏆 Logo and hyperlink on event web page
- 🏆 Listed on event web page
- 🏆 Logo on large sign at hole one
- 🏆 Business feature in e-newsletter
- 🏆 Company rep greets players at one hole
- 🏆 Mention in press releases
- 🏆 Logo/tag on UWKV social media handles
- 🏆 Recognition during Awards Banquet

LUNCH – \$1,000

- 🏆 Mention in Kennebec Journal and Morning Sentinel ad
- 🏆 Logo in e-newsletter
- 🏆 Mention in event program
- 🏆 Listed on event web page
- 🏆 Mention in press releases
- 🏆 Logo/tag on UWKV social media handles
- 🏆 Recognition during Awards Banquet

BANQUET – \$1,250

- 🏆 Logo in quarter-page Kennebec Journal and Morning Sentinel ad
- 🏆 Logo in e-newsletter
- 🏆 Mention in event program
- 🏆 Listed on event web page
- 🏆 Business feature in e-newsletter
- 🏆 Display banner at Awards Banquet
- 🏆 Mention in press releases
- 🏆 Logo/tag on UWKV social media handles
- 🏆 Recognition during Awards Banquet

AIR CANNON – \$600

- 🏆 Mention in Kennebec Journal and Morning Sentinel ad
- 🏆 Listed in e-newsletter
- 🏆 Mention in event program
- 🏆 Listed on event web page
- 🏆 Company rep greets players at one hole
- 🏆 Business name at assigned hole

ANNUAL GOLF SCRAMBLE

Augusta Country Club
Monday, August 7, 2023
10am Shotgun Start

CLOSEST TO THE PIN — \$500

- 📍 Mention in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

PUTTING CONTEST— \$500

- 📍 Mention in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

STRAIGHTEST DRIVE — \$500

- 📍 Mention in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

PROSHOP— \$350

- 📍 Mention in Kennebec Journal and Morning Sentinel ad
- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

* HOLE — \$200

- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

**If you typically register a foursome through the Deluxe Package, which includes a Hole Sponsorship, please check "Hole Sponsor" on the form at the end of this packet. We will apply the benefits and dollars to the Deluxe Package when the Golf Team Registration Packet is sent out.*





Campaign Kickoff & Campaign Celebration

Location & Date TBD

Location and Date TBD

With more than 200 attendees annually, the Campaign Kickoff marks the official start of the fundraising season for United Way, with the majority of workplace campaigns launching at this event. This event is a public event, typically with no attendee maximum and greatly publicized as such. The Campaign Celebration marks the completion of the fundraising season. During the Campaign Celebration, which attracts 130+ attendees each year, fundraising results are announced and awards are presented to outstanding business partners. Sponsorship levels include your support of both events.

PLATINUM — \$2,000

- 📍 Company name included on general signage at events
- 📍 Company logo is printed on invitations, programs and registration forms
- 📍 Company can provide one giveaway item to attendees
- 📍 Company recognized during events and in UWKV's electronic communications
- 📍 Company can display sign/banner at events
- 📍 Eight complimentary tickets to each event, if UWKV charges admission fees

GOLD — \$1,000

- 📍 Company name is included on general signage at events
- 📍 Company logo is printed on invitations, programs and registration forms
- 📍 Company is recognized during events and in UWKV's electronic communications
- 📍 Company can display sign at events
- 📍 Four complimentary tickets to both events, if UWKV charges admission fees

SILVER — \$500

- 📍 Company name is included on general signage at events
- 📍 Company logo is printed on event program for both events
- 📍 Company name is listed as an event sponsor on registration form
- 📍 Company is recognized during events and in UWKV's electronic communications
- 📍 Two complimentary tickets to each event, if UWKV charges admission fees





Day of Caring Events

Multiple dates and locations in spring and fall

Every spring and fall, United Way partners with 18+ local schools and programs, as well as many area businesses, to sponsor student Days of Caring. This annual event matches student volunteers with work projects at local sites across Kennebec County. Our newest schools include Waterville High School, Winslow High School and Lincoln Elementary.

The Day of Caring program demonstrates that volunteering truly brings out the best in all of us.

PLATINUM — \$1,500

- 📍 Prominent logo on the back of 6,000+ event t-shirts
- 📍 Logo in print newspaper ad in the Kennebec Journal, running in October 2023
- 📍 Prominent logo on Day of Caring web page
- 📍 Business feature in UWKV's e-newsletter
- 📍 Mention in all Day of Caring press releases as a Platinum Level Sponsor
- 📍 Mention on social media as a Platinum Level Sponsor, with logo

GOLD — \$1,000

- 📍 Business logo on the back of 6,000+ event t-shirts
- 📍 Mention in print newspaper ad in the Kennebec Journal, running in October 2023
- 📍 Business listing on Day of Caring web page
- 📍 Mention in United Way's spring and fall e-newsletters
- 📍 Mention on social media as a Gold Level Sponsor

SILVER — \$500

- 📍 Business logo on the back of 6,000+ event t-shirts
- 📍 Business listing on web page

COMMUNITY SPONSOR — In-kind Donation

- 📍 Please reach out to discuss options and recognition

Please make Day of Caring sponsorship commitments no later than 2/28.



Movie in the Park

TBD, Waterville
Friday, Sep. 22
6pm

This year will mark the 3rd Annual Movie in the Park. Between the first and second year, UWKV doubled event attendance — creating more visibility for sponsors. In 2023, the Movie in the Park will be hosted in Waterville.

DIRECTOR — \$750

- 📺 Individual business slide on loop during pre-show
- 📺 Logo on event registration page
- 📺 Mention in event press releases and e-newsletter
- 📺 Mention in opening remarks
- 📺 VIP seating area
- 📺 Two complimentary “snack packs”

PRODUCER — \$400

- 📺 Logo on slide of Producer-level sponsors, played on loop during pre-show
- 📺 Mention in press release
- 📺 Mention in opening remarks
- 📺 One complimentary “snack pack”



Thank you for supporting United Way of Kennebec Valley. Please complete and return the following form to Michelle Tibbetts (contact information below) by March 6, 2023.

Business Name: _____

Sponsor Contact: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

How would you like to sponsor United Way of Kennebec Valley in 2023?

_____ Corporate Champions Circle

☐ Platinum — \$5,000 ☐ Gold — \$3,000 ☐ Silver — \$1,500

_____ Impact2032 Initiative

☐ Platinum — \$10,000 ☐ Gold — \$5,000 ☐ Silver — \$2,500

_____ Emerging Leaders Society

☐ Platinum — \$1,500 ☐ Gold — \$750

_____ Golf Scramble

☐ Exclusive Cart — \$1,500 ☐ Banquet — \$1,250 ☐ Lunch — \$1,000 ☐ Air Cannon — \$600
☐ Closest to the Pin — \$500 ☐ Putting Contest — \$500 ☐ Straightest Drive — \$500
☐ ProShop — \$350 ☐ Hole — \$200

_____ Campaign Kickoff and Campaign Celebration

☐ Platinum — \$2,000 ☐ Gold — \$1,000 ☐ Silver — \$500

_____ Day of Caring Events

☐ Platinum — \$1,500 ☐ Gold — \$1,000 ☐ Silver — \$500 ☐ In-Kind Donation

_____ Movie in the Park

☐ Director — \$750 ☐ Producer — \$400

How would you like to pay?

Total annual sponsorship amount: \$ _____

- _____ Payment enclosed
_____ Please send a one-time invoice
_____ Please send quarterly invoices

The mission of United Way of Kennebec Valley is to unite people and resources to improve lives in our community.

Connect with Us!



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company/unitedwaykv

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