



UNITED WAY OF KENNEBEC VALLEY'S 2025 SPONSORSHIP OPPORTUNITIES

Help us celebrate our 70th year!

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





BECOME A SPONSOR TODAY!

United Way of Kennebec Valley (UWKV) is excited to celebrate its **70th anniversary** in 2025 by offering a range of sponsorship opportunities across our events, membership groups, and initiatives. Over the past seven decades, the generous support of businesses and individuals has made UWKV's work highly visible and impactful. Sponsoring one of our events provides a unique chance to engage with community leaders who are dedicated to advancing health, education, and financial stability in Kennebec County.

Sponsorships go beyond corporate and individual campaign contributions by helping ensure that every dollar raised through the annual campaign and events can be directed toward the Community Care Fund, supporting 59 essential programs throughout the region. We invite you to join us in making a lasting impact on our community as we continue this important work into our 70th year and beyond.

For more information on becoming a sponsor, please contact us today!
Thank you for helping build a brighter future with United Way of Kennebec Valley.

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 January 24, 2025.

30,000+

Kennebec Journal &
Morning Sentinel
Subscribers

4,445+

E-newsletter
Subscribers

9,395

Event attendees
annually

2,741

Social Media
Followers

2,000

Leadership Book
Recipients

Corporate Champions Circle

Year-round

The Corporate Champions Circle (CCC) is a 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 sponsors will receive the benefits applied to each of those events as well as the benefits listed below.

PLATINUM - \$5,000

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

GOLD - \$2,500

- 🏆 Recognition as a high-level sponsor at two events or initiatives of UWKV's choosing
- 🏆 Annual "Corporate Champions Circle Profile" at Gold Level in UWKV social media posts
- 🏆 Business name listed as a 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
- 🏆 Business logo listed in UWKV Leadership Book as a Gold Level Corporate Champion

SILVER - \$1,500

- 🏆 Recognition as a high-level sponsor at one event or initiative of UWKV's choosing
- 🏆 Annual Silver Level sponsor recognition in UWKV social media posts with logo
- 🏆 Business name listed as a Silver Level sponsor in UWKV monthly e-newsletter advertising for event
- 🏆 Business name listed on UWKV's website
- 🏆 Business name listed as a Silver Level sponsor in a quarter-page Kennebec Journal ad and Morning Sentinel ad
- 🏆 Business name listed in UWKV Leadership Book as a Silver Level Corporate Champion

Impact2032 Initiative

Year-round

Impact2032 is a driving movement that unites community members to accelerate change across Kennebec County over the course of 10 years. It is a deeply coordinated and collaborative effort, led by UWKV, 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 this movement over the next decade. For more information, visit impact2032.org.

PLATINUM - \$7,500

- 📍 Recognition as a Platinum Level sponsor on home page of Impact2032 website with logo and hyperlink to company website
- 📍 Recognition as a Platinum Level sponsor with logo through UWKV's social media and in bimonthly Impact2032 e-newsletter
- 📍 Company logo listed as a Platinum Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as Platinum Level sponsor at all Impact2032 events and committee meetings
- 📍 Company logo on Impact2032 "Guide for Businesses" as a Platinum Level sponsor
- 📍 Company logo on Impact2032 marketing materials
- 📍 Chance to have a company representative hold a seat on an Impact2032 committee of choice
- 📍 Recognition as a top-level sponsor for the annual Impact2032 Summit
- 📍 Recognition with logo as Platinum Level sponsor in all Impact2032-associated press releases

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 in bimonthly Impact2032 e-newsletter
- 📍 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
- 📍 Company listed on Impact2032 marketing materials 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

Emerging Leaders Society

Year-round

United Way's Emerging Leaders Society (ELS) is for anyone interested in growing their philanthropic involvement in Kennebec County. ELS members receive special opportunities to experience the impact of their generosity firsthand, work closely with UWKV as we improve the lives of local people, and develop a deeper connection to Kennebec County, its needs, and its heroes.

Every year, new members join the Society while other members "Emerge," which means they are now donating at the Leadership level. Currently, there are 24 young professionals who make up UWKV's Emerging Leaders Society. Additionally, ELS hosts one educational opportunity and one volunteer opportunity every quarter.

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
- 🖼️ Logo on poster-sized sign at all 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
- 🖼️ Business name on poster-sized sign at all events



55th ANNUAL GOLF SCRAMBLE

Augusta Country Club
Monday, August 11, 2025 | 10 am

For 55 years, UWKV has been bringing together more than 120 Kennebec County golfers annually 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 PRESENTING:



BANQUET – \$1,500

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

PUTTING CONTEST – \$750

- 👤 Recognition during Awards Banquet
- 👤 Logo sign at putting contest hole
- 👤 Listed in Kennebec Journal and Morning Sentinel ad
- 👤 Listed in e-newsletter
- 👤 Listed in event program
- 👤 Listed on event web page

EXCLUSIVE CART – \$2,500

- 👤 Logo in every golf cart
- 👤 Logo in quarter-page Kennebec Journal and Morning Sentinel ad
- 👤 50% off foursome in tournament
- 👤 Logo in e-newsletter advertising event
- 👤 Logo in event program
- 👤 Logo and hyperlink on event web page
- 👤 Logo on large sign near carts
- 👤 Listed in press releases
- 👤 Logo/tag on UWKV social media handles
- 👤 Recognition during Awards Banquet

LUNCH – \$1,000

- 👤 Logo displayed on large sign near the deck
- 👤 Recognition during Awards Banquet
- 👤 Listed in Kennebec Journal and Morning Sentinel ad
- 👤 Logo in e-newsletter
- 👤 Listed in event program
- 👤 Listed on event web page
- 👤 Listed in press releases
- 👤 Logo/tag on UWKV social media handles

AIR CANNON – \$750

- 👤 Recognition during Awards Banquet
- 👤 Logo sign at air cannon hole
- 👤 Listed in Kennebec Journal and Morning Sentinel ad
- 👤 Listed in e-newsletter
- 👤 Listed in event program
- 👤 Listed on event web page

ANNUAL GOLF SCRAMBLE

Augusta Country Club
Monday, August 11, 2025 | 10 am

CLOSEST TO THE PIN – \$500

- 🏆 Recognition at Awards Banquet
- 🏆 Business name at assigned hole
- 🏆 Listed in Kennebec Journal and Morning Sentinel ad
- 🏆 Listed in e-newsletter
- 🏆 Listed in event program
- 🏆 Listed on event web page

STRAIGHTEST DRIVE – \$500

- 🏆 Recognition at Awards Banquet
- 🏆 Business name at assigned hole
- 🏆 Listed in Kennebec Journal and Morning Sentinel ad
- 🏆 Listed in e-newsletter
- 🏆 Listed in event program
- 🏆 Listed on event web page

ON THE GREEN – \$500

- 🏆 Recognition at Awards Banquet
- 🏆 Business name at assigned hole
- 🏆 Listed in Kennebec Journal and Morning Sentinel ad
- 🏆 Listed in e-newsletter
- 🏆 Listed in event program
- 🏆 Listed on event web page

PROSHOP – \$350

- 🏆 Business name at ProShop
- 🏆 Listed in Kennebec Journal and Morning Sentinel ad
- 🏆 Listed in event program
- 🏆 Listed on event web page

* HOLE – \$200

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

*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.



25th Annual Day of Caring Events

Recognition
on at least
8,600 shirts!

Multiple dates and locations in spring and fall

Every spring and fall, United Way partners with 25+ local schools and programs, as well as many area businesses, to sponsor student Days of Caring. This annual event matches 8,600 student and faculty volunteers with work projects at local sites across Kennebec County. As the program continues to grow, rising costs, such as those for t-shirts, highlight the importance of community support to sustain its impact.

Day of Caring demonstrates that volunteering is essential to developing Kennebec County's leaders of tomorrow, and the program typically expands to new schools each year.

HEADLINE SPONSORS – \$10,000

- 🌐 Company logo as a Headline sponsor on the back of 8,600+ event t-shirts
- 📰 Company logo in a quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2025
- 🌐 Prominent, clickable logo on Day of Caring web page
- 🗣️ Mention in all Day of Caring press releases as a Headline sponsor
- 📱 Social media business feature as a Headline sponsor, with logo
- 📧 Annual business feature in e-newsletter as a Headline sponsor
- 📺 Company logo featured as a Headline sponsor in marketing materials

PRESENTING – \$7,500

- 🌐 Company logo as a Presenting sponsor on the back of 8,600+ event t-shirts
- 📰 Company logo in a quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2025
- 🌐 Prominent logo on Day of Caring web page
- 🗣️ Mention in all Day of Caring press releases as a Presenting sponsor
- 📱 Social media business feature as a Presenting sponsor, with logo
- 📧 Annual business feature in e-newsletter as a Presenting sponsor
- 📺 Company logo featured as a Presenting sponsor in marketing materials

DIAMOND – \$5,000

- 🌐 Company logo as a Diamond sponsor on the back of 8,600+ event t-shirts
- 📰 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2025
- 🌐 Prominent logo on Day of Caring web page
- 🗣️ Mention in all Day of Caring press releases as a Diamond sponsor
- 📱 Logo featured on social media and in UWKV e-newsletter in October 2025 as a Diamond sponsor

2025 Participating Schools*

Boys & Girls Clubs of Kennebec Valley
Cony High School
Cony Middle School
Erskine Academy
Farrington Elementary School
Gardiner High School
Hall-Dale Elementary School
Hall-Dale High School
Hall-Dale Middle School
Hussey Elementary School
Lincoln Elementary School
Maine Arts Academy
Maranacook Community High
Maranacook Community Middle
Marcia Buker Elementary School
Messalonskee High School
Monmouth Academy
Monmouth Memorial
Richmond High School
Richmond Middle School
St. Michael School
Waterville High School
Whitefield Elementary School
Winthrop High School
Winthrop Middle School

*Subject to minor modifications

25th Annual Day of Caring Events

Multiple dates and locations in spring and fall

PLATINUM – \$2,500

- 📍 Company listed as a Platinum sponsor on the back of 8,600+ event t-shirts
- 📍 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2025
- 📍 Business listing on Day of Caring web page
- 📍 Mention in United Way's October 2025 e-newsletter

GOLD – \$1,000

- 📍 Company listed as a Gold sponsor on the back of 8,600+ event t-shirts
- 📍 Business listing on web page

COMMUNITY SPONSOR – In-kind Donation

- 📍 Please reach out to discuss options and recognition



Campaign Events

Pacesetter, Kickoff & Celebration Location & Dates TBD

The **Pacesetter Breakfast** is an early campaign launch event for business partners, bringing together 100 people and 20+ businesses, who want to complete their workplace campaign before mid-September. Pacesetter businesses typically raise over 50% of UWKV's annual campaign and wrap-up by the Campaign Kickoff.

With close to 300 attendees annually, the **Campaign Kickoff** marks the official start of the fundraising season for UWKV, with the majority of workplace campaigns launching at this event. This event is a public event and the largest event of the year.

The **Campaign Celebration** marks the completion of the fundraising season. During the Campaign Celebration, which attracts 150+ attendees, UWKV announces fundraising results and presents awards to outstanding business partners. **Sponsorship levels include your support of all three events.**

PLATINUM – \$2,000

- 🍷 Company logo displayed on sign/banner at events
- 🍷 Company logo on registration forms and programs
- 🍷 Company recognized during events and in UWKV's electronic communications
- 🍷 Up to eight complimentary tickets to each event and a reserved table*

GOLD – \$1,000

- 🍷 Company name included on general signage at events
- 🍷 Company logo on registration forms and programs
- 🍷 Company recognized during events and in UWKV's electronic communications
- 🍷 Up to four complimentary tickets to each event*

SILVER – \$500

- 🍷 Company name included on general signage at events
- 🍷 Company name on event program for each event
- 🍷 Company is recognized during events and in UWKV's electronic communications
- 🍷 Up to two complimentary tickets to each event*



*Company is responsible for attendee RSVPs

Impact2032 Summit

October 2025

UWKV's Impact2032 Summit invites partners from across business, nonprofit and government sectors to come together, learn from each other, and work together toward common goals. The summit provides partners with the opportunity to learn from experts in their field, participate in discussions with other leaders in the community, and provide meaningful contributions toward realizing the visions of Impact2032. As of October 2024, 112 organizations have endorsed Impact2032. 2025 will mark the second annual Impact2032 Summit.

PLATINUM – \$2,000

- 👤 Company logo displayed on sign/banner at event
- 👤 Company logo on registration form and program
- 👤 Company recognized during event and in Impact2032's electronic communications
- 👤 Business feature in Impact2032's e-newsletter when advertising for event
- 👤 Table for company marketing material at event and opportunity to distribute materials at event
- 👤 Up to four free attendees
- 👤 Chance to speak to attendees during opening remarks at conference

GOLD – \$1,000

- 👤 Company name included on general signage at event
- 👤 Company name on registration form and program
- 👤 Company recognized during event and in Impact2032's electronic communications
- 👤 Mentioned as a Gold sponsor in Impact2032's e-newsletter
- 👤 Opportunity to distribute materials at event
- 👤 Up to two free attendees

Thank you for supporting United Way of Kennebec Valley. Please complete and return the following form to Michelle Tibbetts (contact information below) by Jan. 24, 2025.

Business Name: _____

Sponsor Contact: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

How would you like to sponsor United Way of Kennebec Valley in 2025?

___ Corporate Champions Circle

Platinum – \$5,000

Gold – \$2,500

Silver – \$1,500

___ Impact2032 Initiative

Platinum – \$7,500

Gold – \$5,000

Silver – \$2,500

___ Emerging Leaders Society

Platinum – \$1,500

Gold – \$750

___ Golf Scramble

Exclusive Cart – \$2,500

Banquet – \$1,500

Lunch – \$1,000

Putting Contest – \$750

Air Cannon – \$750

Closest to the Pin – \$500

Straightest Drive – \$500

On the Green – \$500

ProShop – \$350

Hole – \$200

___ Campaign Events

Platinum – \$2,000

Gold – \$1,000

Silver – \$500

___ Day of Caring Events

Headline – \$10,000

Diamond – \$5,000

Gold – \$1,000

Presenting – \$7,500

Platinum – \$2,500

In-Kind Donation

___ Impact2032 Summit

Platinum – \$2,000

Gold – \$1,000

Define your in-kind donation.

Please do not include in sponsorship total below.

How would you like to pay?

Total annual sponsorship amount*: \$ _____

___ Payment enclosed

___ Please send a one-time invoice

___ Please send quarterly invoices

___ Pay with credit card by calling UWKV at (207) 626-3400

___ Check sent via mail

*If you make your commitment before Dec. 31, 2024, you will receive an invoice before that date. You may pay the invoice after Jan. 1, 2025, if you choose.





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

Connect with Us!

 [@UnitedWayKV](#)

 [@UnitedWayKV](#)

 [company/unitedwaykv](#)

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