



**UNITED WAY OF KENNEBEC VALLEY'S
2026 SPONSORSHIP OPPORTUNITIES**

BECOME A SPONSOR TODAY!

United Way of Kennebec Valley (UWKV) is pleased to present our comprehensive 2026 Sponsorship Packet, detailing a range of impactful opportunities across our events and initiatives. By partnering with us, you join a community of generous supporters at highly visible events, connecting with business and community leaders who share our commitment to making a tangible difference in Kennebec County.

Over the past seven decades, the generous support of businesses and individuals has made UWKV's profoundly impactful work possible. Your sponsorship fuels our efforts, providing a chance to engage with community leaders who are dedicated to bolstering health, education, and financial security in Kennebec County.

Sponsoring us goes beyond corporate and individual campaigns; it's about making a tangible difference that every dollar reinvested through our annual campaign and events can be felt across the entire community. Your donations to UWKV empower our community impact work, including the support of 62 vital nonprofit and school-based programs, directly transforming the lives of Kennebec County residents. We invite you to join us in making a lasting impact on our communities.

Thank you for helping build a brighter future with United Way of Kennebec Valley.

For more information, please contact
Isabelle Cheung at (207) 626-3400 or icheung@uwkv.org

All sponsorship commitments should be received by January 23, 2026.

30,000+

Kennebec Journal &
Morning Sentinel
Subscribers

4,890

E-newsletter
Subscribers

9,395

Event Attendees
Annually

2,906

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

56th Annual Golf Scramble

Augusta Country Club
Monday, August 10, 2026

For 56 years, UWKV has been bringing together more than 120 golfers annually at the Augusta Country 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 – \$5,000



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
- 📍 One complimentary golfer or \$140 off a foursome

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 10, 2026

ON THE GREEN, STRAIGHTEST DRIVE, OR CLOSEST TO THE PIN – \$500

Choose one of the above

- 🏆 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
- 🏆 Social media mention

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.



26th Annual Day of Caring Events

Multiple dates and locations in spring and fall

Recognition
on at least
8,300 shirts!

Every spring and fall, United Way partners with 26+ local schools and programs, as well as many area businesses, to sponsor student Days of Caring. This annual event matches 8,300 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 – \$10,000

- 👤 Company logo as a Headline sponsor on the back of 8,300+ event t-shirts
- 👤 Company logo in a quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2026
- 👤 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 8,300+ event t-shirts
- 👤 Company logo in a quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2026
- 👤 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 8,300+ event t-shirts
- 👤 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2026
- 👤 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 2026 as a Diamond sponsor

2026 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
Vassalboro Community School
Waterville High School
Whitefield Elementary School
Winthrop High School
Winthrop Middle School

*Subject to minor modifications

26th 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 8,300+ event t-shirts
- 📣 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2026
- 📣 Business listing on Day of Caring web page
- 📣 Mention in United Way's October 2026 e-newsletter

GOLD – \$1,000

- 📣 Company listed as a Gold sponsor on the back of 8,300+ event t-shirts
- 📣 Business name listing on web page

COMMUNITY SPONSOR – In-kind Donation

- 📣 Please reach out to discuss options and recognition



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 landing 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

Campaign Events

Kickoff & Celebration Location & Dates TBD

With nearly 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 both of these 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 logo 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*

ADD ON'S

First come, first serve; includes both events

- 🏢 1 6' sponsor table - **\$750**
- 🏢 1 "swag" item per person - **\$400**
- 🏢 Logo on table tents - **\$250**
- 🏢 Slide in scrolling slideshow (content approved by UWKV) - **\$150**



*Company is responsible for attendee RSVPs

Thank you for supporting United Way of Kennebec Valley. Please complete and return the following form to Isabelle Cheung (contact information below) by Jan. 23, 2026.

Business Name: _____

Sponsor Contact: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

How would you like to sponsor United Way of Kennebec Valley in 2026?

____ Corporate Champions Circle

☐ Platinum – \$5,000

☐ Gold – \$2,500

☐ Silver – \$1,500

____ Golf Scramble

☐ Exclusive Cart – \$2,500

☐ Banquet – \$1,500

☐ Lunch – \$1,000

☐ Air Cannon – \$750

☐ Putting Contest – \$750

☐ On the Green,
Straightest Drive,
or Closest to the Pin – \$500

☐ ProShop – \$350

☐ Hole – \$200

____ Day of Caring Events

☐ Headline – \$10,000

☐ Diamond – \$5,000

☐ Gold – \$1,000

☐ Presenting – \$7,500

☐ Platinum – \$2,500

____ Impact2032 Initiative

☐ Platinum – \$7,500

☐ Gold – \$5,000

☐ Silver – \$2,500

____ Campaign Events

☐ Platinum – \$2,000

☐ Gold – \$1,000

☐ Silver – \$500

Add On's

☐ Sponsor table – \$750

☐ Slide in scrolling slideshow – \$150

☐ Swag item per person – \$400

☐ Logo on table tents – \$250

How would you like to pay?

Total annual sponsorship amount*: \$ _____

____ Payment enclosed or make online payment: <https://uwkv.org/donate/>

____ Please send a one-time invoice

____ Please send quarterly invoices

*If you make your commitment before Dec. 31, 2025, you will receive an invoice before that date. You may pay the invoice after Jan. 1, 2026, 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

121 Commercial Street
Augusta, ME 04330

(207) 626-3400

50 Elm Street
Waterville, ME 04330

uwkv.org