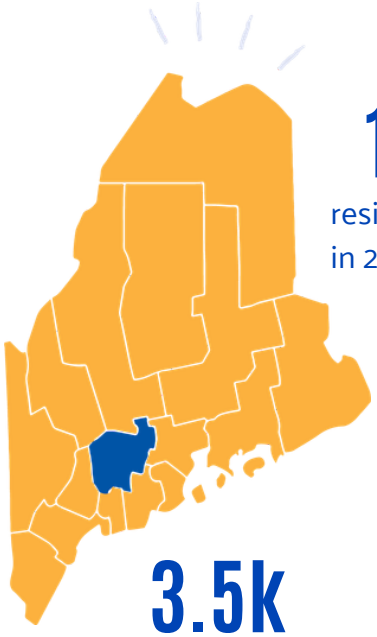
UNITED WAY
Kennebec Valley

United Way of Kennebec Valley Sponsorship Opportunities



Help Us Build A Strong Kennebec Valley



1 in 3
residents impacted in 2025

58
non-profit and school-based programs funded in 2025

3.5k
local donors giving back annually

A United Way sponsorship is an investment in the long-term strength of Kennebec Valley. Your support helps expand opportunities for young people, strengthen financial stability, and improve the health of our neighbors. United Way combines local data and expertise with the collective resources of businesses, schools, nonprofit partners, and community members to address community needs and make a measurable difference.

As a sponsor, your business puts its values into action while gaining visibility and building connections with customers, community partners, and fellow local leaders. It's a meaningful way to invest in the community where your employees and customers live and work–and help build a stronger Kennebec Valley for everyone.

All sponsorship commitments should be received by February 5, 2027.

What You're Helping Support

Community Investment Process We fund 58 high-impact nonprofit and school-based programs, carefully reviewed and selected by community volunteers.	**Day of Caring** We mobilize 9,000 volunteers from 26+ schools and programs to serve Kennebec County each year.	**211 Maine** We help power this free, confidential service that connects people to local support 24/7 by phone, text, or online.
Impact2032 We manage this community-driven movement to improve the health, education, and financial stability of all Kennebec County residents by 2032.	**VolunteerME** We host an online portal connecting community members to volunteer opportunities.	**Emergency Resource Coordination** We help administer and coordinate resources through efforts like the Emergency Food & Shelter Program, Keep ME Warm, and emergency funds.

For more information, please contact Shannon Ferran at (207) 626-3400 or sferran@uwkv.org.

AT A GLANCE

1

Corporate Champions Circle (CCC)

Year-round

A flexible way to support one to three of UWKV's highest-impact events while receiving CCC benefits and the benefits associated with each event.

2

Golf Scramble

August 9, 2027

Our largest fundraising event, bringing together more than 120 golfers annually.

3

Day of Caring Events

Multiple dates & locations in spring and fall

Each spring and fall, UWKV partners with 26+ local schools, programs, and businesses to connect over 9,000 student and faculty volunteers with community service projects across Kennebec County.

4

Campaign Events

September 2027 & January 2028

UWKV's two largest annual gatherings: the Campaign Kickoff, which launches the fundraising season with nearly 300 attendees, and the Campaign Celebration, which brings together 200+ partners to celebrate results and honor outstanding supporters.

5

Impact2032 Initiative

Year-round

Impact2032 is a 10-year, UWKV-led movement uniting the community to improve health, education, and financial stability across Kennebec County.

6

Pledge Sheet

Make your commitment here!

1 Corporate Champions Circle

Year-round



The Corporate Champions Circle (CCC) gives your business a flexible way to support United Way of Kennebec Valley (UWKV) while gaining **visibility throughout the year**. Rather than choosing a sponsorship package for a specific event during the year, you make one investment, and UWKV assigns your business with top-tier sponsorship opportunities at one to three community events, depending on your giving level.

Your business receives all the benefits of its assigned event sponsorships, plus the exclusive Corporate Champions Circle benefits outlined below.

Benefit	Platinum $10,000	Gold $7,500	Silver $5,000
High-level sponsor recognition at select events and/or initiatives of UWKV's choosing	Assigned to **THREE** events	Assigned to **TWO** events	Assigned to **ONE** event
Leadership Book – business featured in booklet mailed to 450+ people and used by UWKV at numerous events	Logo listed	Logo listed	Name listed
Digital & physical copy of CCC logo (displayed above) to demonstrate your values to the community	Included	Included	Included
UWKV website - business posted on web page	Name and logo with hyperlink to business website	Name and logo with hyperlink to business website	Name listed
E-newsletter - recognition at sponsor level in UWKV's monthly newsletter	Logo in every e-newsletter PLUS one business-featured article	Logo in every monthly e-newsletter	Logo listed as a Silver level sponsor in UWKV event advertising
Social Media - "Corporate Champions Circle Profile" at sponsor level on UWKV's Instagram, Facebook, and LinkedIn	Bi-annual post	Annual post	Annual post

2

Annual Golf Scramble

Augusta Country Club | Monday, August 9, 2027

For 57 years, United Way of Kennebec Valley has brought together **more than 120 golfers** at Augusta Country Club for our **largest fundraising event of the year**, kicking off our annual campaign with its first dollars raised.

Exclusive Presenting - $5,000

Charlie's
FAMILY OF DEALERSHIPS

Exclusive Cart - $2,500

- **Golf Carts** - logo displayed in every cart & on a sign near cart pickup
- **50% off a foursome** in the tournament
- **E-newsletter advertising** of the event, including logo placement
- **Event program -** prominent logo placement
- **Event registration page** - logo recognition with hyperlink to business website
- **Press Release** - business name recognition
- **Social Media** - logo/tag on UWKV social media posts
- **Awards Banquet** - recognition

Banquet- $1,500

- **Award's Banquet** - recognition during awards & logo displayed on the awards banquet banner
- **25% off a foursome** in the tournament
- **E-newsletter advertising** of the event, including logo placement
- **Event program** - prominent logo placement
- **Event registration page** - logo recognition with hyperlink to business website
- **Press Release** - business name recognition
- **Social Media** - logo/tag on UWKV social handles

Lunch- $1,000

- **Lunch deck signage** - logo displayed
- **E-newsletter advertising** of the event, including logo placement
- **Event program** - business name listed
- **Event registration page** - business name listed
- **Press Release** - business name listed
- **Social Media** - logo/tag on UWKV social handles
- **Awards Banquet** - recognition

Additional Golf Scramble opportunities →

2

Annual Golf Scramble

Augusta Country Club | Monday, August 9, 2027



Putting Contest - $750

- **Putting contest hole** - logo on the sign
- **E-newsletter** - business name listed
- **Event program** - business name listed
- **Event registration page** - business name listed
- **Awards Banquet** - recognition

Air Cannon - $750

- **Air cannon contest hole** - logo on the sign
- **E-newsletter** - business name listed
- **Event program** - business name listed
- **Event registration page** - business name listed
- **Awards Banquet** - recognition

ProShop - $350

- **ProShop signage**- logo on the sign
- **Event program** - business name listed
- **Event registration page** - business name listed

Games- $500

Game options: On the Green, Straightest Drive, Longest Drive, or Closest to the Pin

- **Assigned hole** - logo on the hole sign
- **E-newsletter** - business name listed
- **Event program** - business name listed
- **Event registration page** - business name listed
- **Awards Banquet -** recognition

Hole - $200

- **Assigned hole** - logo on hole sign
- **Event program** - business name listed
- **Event registration page** - business name listed

*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 form is sent out.

3

Day of Caring Events

Multiple dates & locations in spring and fall

Every spring and fall, United Way **partners with 26+ local schools and programs**, as well as many area businesses, to host Day of Caring events. These annual events **match 9,000 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.

Benefit	Headline $10,000	Presenting $7,500	Diamond $5,000	Platinum $2,500	Gold $1,000
Event t-shirt - business logo/name on the back of 9,000+ shirts	Logo	Logo	Logo	Name listed	Name listed
Day of caring web page - business recognition on web page	Prominent logo with hyperlink to your website	Prominent logo	Prominent logo	Listed on page	Listed on page
E-newsletter business feature	Annual business feature	Annual business feature	Business mentioned in spring and fall communication	Business mentioned in spring and fall communication	
Press releases - recognition as a Day of Caring sponsor	Included	Included	Included		
Social media - business feature as sponsor level with logo	Included	Included	Included		
Marketing materials - featured as a sponsor with business logo	Included	Included			

Additional Day of Caring information →

3

Day of Caring Events

Multiple dates & locations in spring and fall

Community Sponsor

In-Kind

Reach out to discuss options

2027 Participating Schools & Organizations

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 School
Maranacook Community Middle School
Marcia Buker Elementary School
Messalonskee High School
Monmouth Academy
Monmouth Memorial School
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)

Recognition on at least 9,000 shirts!



4

Campaign Events

September 2027 & January 2028

The Campaign Kickoff marks the official start of UWKV's fundraising season, **bringing together nearly 300 attendees** annually and launching the majority of workplace campaigns. This event is a public event and the **largest event of the year**.

The Campaign Celebration marks the close of UWKV's fundraising season, bringing together 150+ attendees to celebrate fundraising results and recognize outstanding community supporters with awards.

All sponsorship levels include benefits at both events.

Benefit	Platinum $2,000	Gold $1,000	Silver $500
Event signage	Logo prominently displayed on sign/banner	Logo included on general signage	Logo included on general signage
Featured in **UWKV's press release & e-newsletter**	Logo	Logo	Listed
Event Program - logo recognition	Included	Included	Included
Recognized during **opening remarks**	Included	Included	Included
Complimentary **tickets**	Up to **EIGHT** with a reserved table	Up to **FOUR**	Up to **TWO**
Registration Form - logo recognition	Included	Included	

Additional Add-Ons

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

5

Impact2032 Initiative

Year-round

Impact2032 is a community-driven movement to improve the health, education, and financial stability of all Kennebec County residents by 2032. Led by UWKV and powered by local partners and supporters, it advances shared goals through collaboration, connection, and collective progress tracking.



Benefit	Platinum $5,000	Gold $2,500	Silver $1,000
Website Recognition - sponsor level recognition on UWKV website	Logo with hyperlink to company website	Logo	Listed
Impact2032 Quarterly Events - recognition as a sponsor in all event materials for each of our quarterly events	Included	Included	Included
Social media - recognition at sponsor level	Logo	Listed	Listed
Monthly **e-newsletter** recognition	Logo	Listed	
Marketing Materials - included in all materials	Logo	Listed	
"Guide for Businesses" - recognition at sponsor level	Logo	Listed	
Press Releases - recognition as sponsor	Included		
Chance to have a company representative hold a **seat on an Impact2032 committee** of choice	Included		

United Way of Kennebec Valley Sponsorship Pledge Form

Thank you for supporting United Way of Kennebec Valley. Please complete and return the following form by Feb. 5, 2027 to Shannon Ferran (sferran@uwkv.org or mail to 121 Commercial St., Augusta, ME 04330).

Business Name: _____

Billing Address: _____

City/State/Zip code: _____

Sponsor Contact: _____ **Phone:** _____

Email: _____

Check off your sponsorship commitment:

1 Corporate Champions Circle

- ☐ Platinum - $10,000
- ☐ Gold - $7,500
- ☐ Silver - $5,000

2 Golf Scramble

- ☐ Exclusive Cart - $2,500
- ☐ Banquet - $1,500
- ☐ Lunch - $1,000
- ☐ Putting Contest - $750
- ☐ Air Cannon - $750
- ☐ ProShop - $350
- ☐ Hole - $200
- ☐ Closest to the Pin - $500
- ☐ Longest Drive - $500
- ☐ Straightest Drive - $500
- ☐ On the Green- $500

3 Day of Caring Events

- ☐ Headline - $10,000
- ☐ Diamond - $5,000
- ☐ Gold - $1,000
- ☐ Presenting - $7,500
- ☐ Platinum - $2,500
- ☐ In-Kind Donation

_____

Define your in-kind donation.
Please do not include in sponsorship total below.

4 Campaign Events

- ☐ Platinum - $2,000
- ☐ Gold - $1,000
- ☐ Silver - $500

5 Impact2032 Initiatives

- ☐ Platinum - $5,000
- ☐ Gold - $2,500
- ☐ Silver - $1,000

How would you like to pay?

Total Annual Sponsorship Amount*: $ _____

- ☐ Payment Enclosed
- ☐ Please send a one-time invoice
- ☐ Please send a quarterly invoice
- ☐ Pay with credit card by calling UWKV at (207) 626-3400
- ☐ Check sent via mail

*If you make your commitment before Dec. 31, 2026, you will receive an invoice before that date. You may pay the invoice after Jan. 1, 2027 if you choose.

Contact Us

Have any questions about sponsorship opportunities or need to submit your form? Contact Shannon Ferran, Director of Development:



Shannon Ferran (she/her/hers)
Director of Development
United Way of Kennebec Valley
121 Commercial St. | 50 Elm St.
Augusta, ME 04330 | Waterville, ME 04901
Office: (207) 626-3400 **Cell:** (207) 458-1794
www.uwkv.org

If your sponsorship benefit includes logo recognition and/or a business feature, please send the relevant materials to Mary-Kate Murphy, Marketing and Events Coordinator, at mmurphy@uwkv.org.

Connect with Us!

@unitedwayKV

Sign up for our monthly e-newsletter!

UNITED WAY
Kennebec Valley