

MSA United Way's Women United Little Black Dress Campaign September 11-14



What is the Little Black Dress Campaign? The last three years, United Way's Women United has raised over \$170,000 through the Little Black Dress Campaign. Funds support United Way's Education Initiative helping women and children to overcome the barriers of poverty so they are successful in school and in life.

During the week of Sept. 11-14, Women United and friends will again lead a poverty awareness campaign with more than 200 women who will each wear a black dress or outfit for four days with a team goal of raising a minimum of \$1,500. Individuals are also able to participate and encouraged to raise \$500.

What impact do the funds have on our community? Provides tutoring to struggling readers • Ensures children get designated mentors • Helps case workers address the barriers to a good education and a stable family, caused by poverty, mental illness, unemployment, homelessness, and more



Involvement Opportunities

SPONSOR

- Community, Caring & Cocktails Event Sponsor** – Sept. 14 (Open to Public) - ~~\$1,000~~
 - Exclusive Sponsorship Opportunity
 - 8 free tickets to Community, Caring & Cocktails Event on Sept. 14
 - Inclusion of company logo on event signage, event program and sponsorship banner
 - Company logo and name listed in Annual Report
 - Promoted as Event Sponsor in publicity materials such as mass emails, press releases, website, etc.
 - Inclusion of company name/logo on MSA United Way's social media outlets
- Celebration Entertainment Sponsor** - Sept. 14 (Open to Public) - ~~\$1,000~~
 - Items previously listed above in the Community, Caring & Cocktails Sponsor
 - Company logo prominently displayed by the entertainment
 - Company thanked verbally at the event
- Campaign Kick-off Luncheon Sponsor** – Sept. 11 (Participants Only) - ~~\$1,000~~
 - Items previously listed above in the Community, Caring & Cocktails Sponsor
 - Company logo prominently displayed at the kick-off luncheon
- Event Sponsor** - \$500
 - 6 free tickets to Community, Caring & Cocktails Event on Sept. 14
 - Inclusion of company logo on event signage, event program and sponsorship banner
 - Promoted as Event Sponsor in publicity materials such as mass emails, press releases, website, etc.
 - Inclusion of company name/logo on MSA United Way's social media outlets

DONATE - SILENT AUCTION

- Silent Auction Donation** - Donate items for the silent auction taking place at the closing event on Sept. 14.

Purse/Bag(s): _____ Value: \$ _____

Other Auction Item(s): _____ Value: \$ _____

- Inclusion of company logo on silent auction signage
- Company logo prominently displayed on silent auction banner
- Inclusion of company name/logo on MSA United Way's social media outlets

PARTICIPATE

- I'm interested in participating in Little Black Dress! Send me more information.

Thank you for your partnership! We will be contacting you soon regarding your sponsorship. If you have questions, please call our office at 255.3601 or email marketing@msaunitedway.org.

Contact Name: _____ Date: _____

Company Name: _____ Phone: _____

Address: _____ Check Enclosed

City/State/Zip: _____ Please bill company

Email: _____ If so, when? _____