



2023

**Missouri Slope Areawide United Way
CORPORATE SPONSORSHIP OPPORTUNITIES**



MSA United Way unites people and resources to build a better community.

SPONSORSHIP OPPORTUNITIES



LIVE UNITED

Why partner with MSA United Way?

When you co-brand with United Way, you stand beside one of the strongest and most recognizable brands in the world.

MSA United Way offers an efficient, effective, and convenient way to meet your philanthropic goals within your company and community. We are local. When you give to MSA United Way you can be assured that 99% of your contribution will go to work right here in our community.

How does sponsorship help us LIVE UNITED?

Sponsorship is not only a viable promotional opportunity for your company, it can also work to position your company as a compassionate community leader and builder. By supporting MSA United Way marketing efforts with a Premiere or Presenting sponsorship, you're helping to unite people from all walks of life in an effort to provide solutions to our community's most pressing needs.

When sponsoring an event or activity, your sponsorship dollars enable MSA United Way to continue our mission without incurring additional costs. Sponsorships help to keep the focus on solutions and not event expenses, ultimately putting more money, more resources, and more volunteers into our community.

What are MSA United Way's Annual Events?

- » Online Auction - April 24 - 28, 2023
- » May Day Baskets - May 1, 2023
- » NA Coal Imagination Library Golf Classic - June 2023
- » Day of Action - Community Baby Shower - June 21, 2023
- » Campaign Kick-Off/Day of Caring - Aug. 9, 2023
- » Women United's Little Black Dress Campaign - Sept. 18 - 21, 2023
- » Coins for a Cause - Oct. 2023
- » Annual Luncheon and Meeting - March 21, 2024



Premiere Sponsor— \$5,000

Premiere Sponsors are businesses who make a commitment to sponsor the marketing efforts of United Way by co-branding with the organization. Premiere Sponsors will receive event sponsorship benefits for all MSA United Way events.

Premiere Sponsors will receive:

- » One billboard featuring your business co-branded with LIVE UNITED and United Way promotion. Valued at \$1,920.
- » LIVE UNITED radio ads for 4 weeks spotlighting the impact your company makes in partnership with MSA United Way. Valued at \$2,400.
- » Company logo in exclusive Premiere Sponsor section of Annual Report.
- » Company logo in Premiere Sponsor section of MSA United Way's website.
- » Company logo prominently displayed on sponsorship banner. *
- » All the benefits of annual event sponsors (see annual sponsorship opportunities).
- » Recognition at Annual Meeting and Table of 8.
- » Prominent recognition as Premiere Sponsor throughout the year.
- » Inclusion of company name/logo on MSA United Way's social media outlets.

Presenting Sponsor – \$2,500

Presenting Sponsors are businesses who make a commitment to supplement United Way's marketing efforts by co-branding with the organization and sharing why they LIVE UNITED. Presenting Sponsors will receive event sponsorship benefits for Day of Caring and the Annual Luncheon and Meeting.

Presenting Sponsors will receive:

- » LIVE UNITED radio ads for 3 weeks spotlighting your employees and the impact the company makes in partnership with MSA United Way. Valued at \$1,800.
- » LIVE UNITED online advertising highlighting your company's involvement with MSA United Way. Valued at \$500.
- » Company logo in exclusive Presenting Sponsor section of Annual Report.
- » Company logo in Presenting Sponsor section of MSA United Way's website.
- » Company logo prominently displayed on sponsorship banner.*
- » Prominent recognition as Presenting Sponsor throughout the year.
- » All the benefits of a Day of Caring & Annual Luncheon and Meeting Event Sponsor (see annual sponsorship opportunities).
- » Table of 8 at the United Way Annual Luncheon and Meeting.

Annual Sponsorship Opportunities

MSA United Way is able to host events throughout the year because of sponsors like you. For each of our events, there are sponsorship levels available with unique benefits. Simply choose which event(s) you would like to sponsor and what level you would like to sponsor the event(s). If you have questions about the event(s) or sponsorship benefits, please contact marketing@msaunitedway.org or call 701.255.3601.

Event Sponsor - \$500

- » Company logo and name listed in Annual Report.
- » Inclusion of company logo on event signage and T-shirts.*
- » Company logo and name in event program.*
- » Company logo prominently displayed on sponsorship banner.*
- » Promoted as Event Sponsor in publicity materials such as mass emails, press releases, etc.
- » Inclusion of company name/logo on MSA United Way's social media outlets.

Supporting Sponsor - \$350

- » Inclusion of company name on event signage and T-shirts.*
- » Company name in event program.*
- » Company name prominently displayed on sponsorship banner.*
- » Inclusion of company name on MSA United Way's social media outlets.

Billboard Sponsor - \$750

- » One billboard featuring your business co-branded with LIVE UNITED and United Way promotion.
- » Posted in Bismarck-Mandan for 30 days with company logo and United Way logo.
- » Photo up to 2 employees in LIVE UNITED T-shirts.

LIVE UNITED T-shirt Sponsor

- » Minimum order of 100 LIVE UNITED T-shirts with your company's logo located on the shirt.
(price range varies on quantity & T-shirt style)



One in four children in Bismarck-Mandan live in low-income families. At Capital Credit Union, we LIVE UNITED against poverty in our community. And we know that supporting United Way is the best way to ensure that every family in the Bismarck-Mandan area has the tools they need to not just survive, but thrive.

What community issue do you LIVE UNITED against? Together we can fight for the health, education, and financial stability of every person in our community. United Way and Capital Credit Union invite you to join the movement at MSAUnitedWay.org.



Sample online advertisement



(*Note: Benefits apply when applicable)

SPONSORSHIP OPPORTUNITIES



LIVE UNITED

Please indicate your desired level of sponsorship, complete the form, and return to Missouri Slope Areawide United Way. Thank you for your commitment to our community.

- | | |
|---|--|
| <input type="checkbox"/> Premiere Sponsor \$5,000 | <input type="checkbox"/> Presenting Sponsor \$2,500 |
| Sponsorship Packages: | |
| <input type="checkbox"/> 3 Event Sponsorships (select below) \$1,400 | <input type="checkbox"/> 3 Supporting Sponsorships (select below) \$1,000 |

Online Auction - April 24-28, 2023

☐ Donate an Item: _____

May Day Baskets - May 1, 2023

☐ Basket Sponsor **\$250**

NA Coal Imagination Library Golf Classic - June 2023

☐ Hole Sponsor + Team **\$800**

Day of Action - Community Baby Shower - June 21, 2023

☐ Event Sponsor **\$500**

☐ Supporting Sponsor **\$350**

☐ Basket Sponsor **\$150**

☐ Diaper Sponsor **\$50**

LIVE UNITED T-shirt Sponsor (min. 100 shirts)

☐ Quantity _____ (price range varies on quantity)

Day of Caring/Campaign Kick-Off - August 9, 2023

☐ Breakfast Sponsor **\$1,000**

☐ Event Sponsor **\$500**

☐ Volunteer Social Sponsor **\$500**

☐ Supporting Sponsor **\$350**

Little Black Dress Campaign Event (WU) September 18-21, 2023

☐ Campaign Celebration Social Sponsor **\$1,000**

☐ Campaign Celebration Entertainment Sponsor **\$1,000**

☐ Campaign Kick-off Luncheon Sponsor **\$1,000**

☐ Event Sponsor **\$500**

☐ Happy Hour Sponsor **\$500**

☐ Supporting Sponsor **\$350**

☐ Heads or Tails Sponsor **\$250**

Annual Luncheon and Meeting - March 21, 2024

☐ Event Sponsor (logo & in event program) **\$500**

☐ Table Sponsor **\$350**

Billboard Sponsor

☐ Quantity _____ x \$750

Thank you for your partnership. Premiere and Presenting Sponsors will be contacted by United Way to schedule. If you have questions, please call our office at 701.255.3601 or email marketing@msaunitedway.org.

Contact Name: _____ Date: _____

Company Name: _____ Phone: _____

Address: _____ ☐ Check enclosed

City/State/Zip: _____ ☐ Please bill company
If so, when? _____

Email: _____