

# SPONSORSHIP GUIDE

## YOUR GUIDE TO SPONSORSHIP OPPORTUNITIES

At United Way of Northern Utah, we work to create meaningful, lasting change for every individual in Northern Utah. Our programs and services focus on the health, education and financial stability of our community members. We take action by preparing children to learn, helping kids succeed in school, and supporting families in need, all while connecting these individuals with the resources they need to have a chance for a better life. Our mission is not simply to feed one person for a night, but to open doors for every individual to have an opportunity for success. By supporting our volunteer efforts and committing to be a sponsor, we know your goals are aligned with ours.

Change doesn't just happen. It's created together. Together, we can make a difference.









# 2023 YEAR OF ACTION

The Year of Action is United Way of Northern Utah's yearly calendar that transforms volunteers' passions into actions. This program changes and pivots each year based on community needs and mobilizes thousands of volunteers each year.

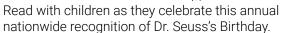
## **FEBRUARY**

### BOOK DRIVE



## MARCH

#### READ ACROSS AMERICA



#### ANNUAL STAKEHOLDER MEETING 🍖

Community individuals and organizations come together to help envision our future.

#### **VOLUNTEER APPRECIATION WEEK**

Celebrate those who have chosen to give of their time and Show Up United!

#### COMMUNITY BABY SHOWER 🧇

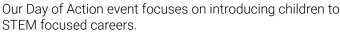


Collect new baby essentials to provide a strong start for new moms and their babies.

### BRAVO NIGHT

A premier event to honor our donors, community partners, and all who go above and beyond to better our communities in Northern Utah.

### STEM ACTION DAY 🖐



#### STUFF THE BUS SCHOOL SUPPLIES DRIVE 🧇



Help us stuff the bus with new school supplies and set children in Northern Utah up for success in school.

### SEPTEMBER

## DAYS OF CARING **W**



An annual volunteer event that brings the community together to create a positive impact on the nonprofits that help those in need.

### OCTOBER

### PROJECT BLUEPRINT



Prepares emerging leaders for leadership roles on nonprofit, public sector boards, and committees.

### NOVEMBER

### GIVE WHERE YOU LIVE 🧇



Build healthier communities by donating warm clothing items and food to those who are without during the winter

## **DECEMBER**

### GIVE WHERE YOU LIVE 🏶



Build healthier communities by donating warm clothing items and food to those who are without during the winter season.

#### **EVENT TYPE**









# 2023 YEAR OF ACTION

## WHY BECOME A SPONSOR?







## **TYPES OF EVENTS**

### **COMMUNITY DRIVES**

By becoming a Year of Action sponsor, your logo will be placed on all marketing materials for our community drives that benefit our schools and nonprofit agencies. Our four community drives include: Book Drive, Community Baby Shower, Stuff the Bus School Supplies Drive, and Give Where You Live.

SHARE YOUR BRAND WITH OVER



#### **VOLUNTEER INITIATIVES**

Become a problem solver and achieve your corporate citizenship goals by sponsoring volunteer events that bring together volunteers to directly impact individuals, families, and communities. Our Volunteer Initiatives include: Read Across America, STEM Action Day, and Day of Caring.

CONNECT WITH OVER

### **COMMUNITY AWARENESS AND ADVOCACY EVENTS**

Help our donors, volunteers, and stakeholders learn more about United Way's work and bring to light the most important issues our community faces. Our Community Awareness and Advocacy Events include: Annual Stakeholder Meeting, Volunteer Appreciation Week, BRAVO Night, and Project Blueprint.



# SPONSORSHIP FORM

HOW YOUR E	BRAND W	ILL BE P	ROMOTED			\$7,500 GOLD	\$5,000 SILVER	\$2,500 Bronze
Logo recognition on all marketing materials for all Year of Action Community Drives					1	1	/	
Logo recognition on all marketing materials for all Year of Action Volunteer Events.  Opportunity to include bag inserts in volunteer SWAG bags (provided by sponsor)  Logo recognition on all marketing materials for all Year of Action Community  Awareness Events  Podium recognition at all Community Awareness Events					/	/		
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Please submit your completed sponsorship request form to **Tayler Campbell** at tcampbell@uwnu.org or 2955 Harrison Blvd. Suite 201, Ogden, UT 84403.

