



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.



UWNU.ORG



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

Increase accessibility to age-appropriate books and help a new generation of children in Northern Utah discover their favorite book.

MARCH

READ ACROSS AMERICA

Read with children as they celebrate this annual nationwide recognition of Dr. Seuss's Birthday.

ANNUAL STAKEHOLDER MEETING

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

APRIL

VOLUNTEER APPRECIATION WEEK

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

MAY

COMMUNITY BABY SHOWER

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

JUNE

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

Our Day of Action event focuses on introducing children to STEM focused careers.

JULY

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

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 season.

DECEMBER

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EVENT TYPE



DRIVES



COMMUNITY AWARENESS
& ADVOCACY EVENTS



VOLUNTEER
INITIATIVE



2023 YEAR OF ACTION

WHY BECOME A SPONSOR?



INCREASE EXPOSURE

Get exposure through

80,000+

DIGITAL VIEWS



IMPROVE EMPLOYEE RETENTION

Over **HALF** of employees would choose to work for a socially responsible company, even if it meant a lower salary.



STRENGTHEN YOUR BRAND

85% OF CUSTOMERS respond more favorably to businesses that support causes they care about.

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



4,000
DONORS

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



2,000
VOLUNTEERS

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.



175+
ORGANIZATIONS
TO DRIVE CHANGE IN
YOUR COMMUNITY.

For more information, contact Tayler Campbell at tcampbell@wnu.org

SPONSORSHIP FORM

HOW YOUR BRAND WILL BE PROMOTED	\$7,500 GOLD	\$5,000 SILVER	\$2,500 BRONZE
Logo recognition on all marketing materials for all Year of Action Community Drives	✓	✓	✓
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	✓		

SPONSORSHIP FORM

SPONSORSHIP LEVEL:

- ☐ Gold Partner (\$7,500) ☐ Silver Partner (\$5,000) ☐ Bronze Partner (\$2,500)
☐ Single Event Sponsorship (\$1,000) List Event Here _____

Contact Name _____ Company _____

Contact Phone _____ Contact Email _____

☐ Please invoice ☐ Check enclosed ☐ Credit Card (please complete information below)

Card Type: ☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX ☐ Other _____

Cardholder Name (as shown on card) _____

Card Number _____ Expiration Date _____

Cardholder ZIP Code (from credit card billing address) _____

I, _____, authorize United Way of Northern Utah to charge my credit card above for the agreed upon sponsorship listed above.

Signature

Date

Please submit your completed sponsorship request form to **Tayler Campbell** at tcampbell@uwnu.org or 2955 Harrison Blvd. Suite 201, Ogden, UT 84403.