



SPONSORSHIP GUIDE

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 align with ours.

Change doesn't just happen.
It's created **together.**



UWNU.ORG

United Way
of Northern Utah

2024 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 ACCROSS 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 EVENT

Celebrate those who have chosen to give of their time and LIVE UNITED!

MAY

COMMUNITY BABY SHOWER

Collect new baby essentials to provide a strong start for new parents 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

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

90 YEARS UNITED PARADE FLOAT

Join us in parades throughout Northern Utah where every step you take paints a colorful stroke in the masterpiece of community spirit.

SEPTEMBER

DAY OF CARING

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

NOVEMBER

SEASON OF SERVICE

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

LEGACY BREAKFAST

Celebrating the past, present, and future United Way stakeholders.

DECEMBER

SEASON OF SERVICE

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

HOLIDAY ELECTRIC LIGHT PARADE FLOAT

Our July float will be upgraded to lighting up the winter night with electric delight.

PLATINUM SPONSORSHIP \$10,000

90th Birthday Events plus everything included in Gold level

We are excited to celebrate our 90th anniversary by honoring the past and looking toward our community's future.

This special year of celebration has opportunities to pair your brand with United Way of Northern Utah's largest events including:

- 90 Years United Parade Float - **July 2024**
- Legacy Breakfast - **November 2024**
- Holiday Electric Light Parade Float - **December 2024**

It is a unique opportunity to celebrate the legacy of impact and contribute to a brighter future. Your support will not only showcase your commitment to community welfare but also inspire others to join in, ensuring that the next chapter continues to uplift lives and communities.

Recognition Benefits:

- Invitation to publicity stunts throughout the year
- Speaking time at the podium at the Legacy Breakfast
- Logo recognition on all event materials and signage
- Banner on the floats with your logo
- Invitation for staff to walk in parades with United Way
- Featured listing on 90th Birthday website
- Recognition at the United Way building
- Plus, Gold, Silver & Bronze sponsor benefits



GOLD SPONSORSHIP \$7,500

Sponsored United Way Events

plus everything included in Silver level

Help our donors, volunteers, and stakeholders learn more about United Way's work and bring to light the most important issues our community faces.

Three sponsored United Way Events are:

- Annual Stakeholder Meeting - March 2024
- Volunteer Appreciation Week - April 2024
- BRAVO Night - June 2024

Recognition Benefits:

- Engages over 300 notable people who are leading the change in Northern Utah
- 2 tickets to each event
- Logo recognition on all event materials and signage
- Recognition from podium at each event
- Plus Silver & Bronze sponsor benefits



SILVER SPONSORSHIP \$5,000

Sponsored Volunteer Events

plus everything included in Bronze level

By supporting these events, you're enabling passionate individuals to come together and address critical issues firsthand. Change is created from compassion and generosity in a moment when we choose to help...to show up...to reach out...to raise our hand. What we each do to create change doesn't have to be big or amplified because one action United with another multiplies.

Our volunteer events include:

- Read Across America - March 2024
- STEM Action Day - June 2024
- Day of Caring - September 2024

Recognition Benefits:

- Over 400 of volunteers
- Logo recognition on all event materials and signage
- Opportunity to give promotional items to volunteers - provided by sponsor
- Plus Bronze sponsor benefits



BRONZE SPONSORSHIP \$2,500

Sponsored Community Drives

Community drives provide direct assistance to those in need and help alleviate financial strain for families. You contribute directly to the well-being of those in need, creating a lasting change within our communities.

By becoming a bronze sponsor, your logo will be placed on all marketing materials for our community drives that benefit our schools and nonprofit partners.

Our four community drives include:

- Book Drive - February 2024
- Community Baby Shower - May 2024
- Stuff the Bus School Supplies Drive - July 2024
- Season of Service - Coats & Turkeys - November & December 2024

Recognition Benefits:

- Supports over \$90,000 of in-kind donations that are distributed to over 60 nonprofits and programs in Northern Utah
- Logo recognition on all drive materials and signage



SPONSORSHIP FORM

WAYS TO SPONSOR:

1. Fill out the form below
2. Sign up online at www.uwnu.org/sponsor.html or by scanning the QR code



SPONSORSHIP LEVEL:

- ☐ Platinum Partner (\$10,000) ☐ Gold Partner (\$7,500)
☐ Silver Partner (\$5,000) ☐ Bronze Partner (\$2,500)
☐ Single Event Sponsorship (\$1,000) List Event Here _____

Company _____ Contact Name _____

Address Line _____ City _____

State _____ Postal Code _____ 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.