



United Way  
of the Lakeshore

# SPONSORSHIP OPPORTUNITIES

Uniting to inspire change and build thriving communities.

GOAL: 10,000 more working families meet their basic needs by 2025.

## ANNUAL SIGNATURE SPONSORSHIP - \$3,000

- Logo on Annual Report (report distributed at Annual Meeting, to over 500 company leaders, 1,000 leadership donors, and posted on website)
- Logo in E-News (up to 20x per year to 9,000+ United Way of the Lakeshore supporters)
- Annual Meeting Recognition (logo displayed during presentation and on sponsor board)
- Logo on home and sponsor pages of website
- Signature sponsor recognition at United Way of the Lakeshore events
- Eight complimentary reservations at Annual Meeting.

## EVENT SPONSORSHIP

### RIDE UNITED - third Saturday in June

Beautiful 6, 25, 50, or 100 mile routes along the lakeshore offer participants a healthy way to raise funds for United Way.

- **Lead, \$5,000:** Lead sponsor billing on finish line, promotional materials and event web pages; logo on banners, signage and finish line; logo on rider jerseys, speaking opportunity at event. Includes two teams of four riders.
- **Century, \$3,000:** Logo on rider jerseys, promotional materials, and event web pages; may display banner at event. Includes one team of four riders.
- **Finish Line, \$1,500:** Name on promotional materials, and event web pages; may display banner at event.
- **In-kind Donation of Goods/Services:** Receive recognition for supplying rider nourishment, registration bag items, or various event supplies.

### MUSKEGON COUNTY DAY OF CARING - September

Bringing volunteers together for a day of service to build a thriving community.

- **\$5,000:** Speaking opportunity at event, organization listed as lead sponsor of event in all media; logo on promotional and informational materials; mention in event program; opportunity to place organization banner at event.
- **\$3,000:** Organization listed as sponsor of event in all media; your logo on promotional and informational materials; mention in event program; opportunity to place organization's banner at event.
- **\$1,500:** Organization listed as sponsor of event in all media; your logo on promotional materials.
- **In-kind Donation of Goods/Services:** Receive recognition for volunteer nourishment or program supplies.





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## Oceana County Events

### GOLF UNITED - third Saturday in August

*This fun golfing event supports Oceana County programming.*

- **\$100: Hole Sponsor** - sign with your logo placed near one of the holes.
- **\$200: Beverage Sponsor** - sign with your logo placed near the beverage area.
- **\$300: Team Sponsor** - sponsor a team of four.
- **In-kind Donation of Goods/Services:** Program recognition for supplying auction items, registration bag items, or contest prizes.



### DAY OF CARING

*Bringing volunteers together for a day of service to build a thriving Oceana County community.*

- **\$500:** Organization listed as sponsor of event in all media; your logo on promotional and informational materials; mention in event program; opportunity to place organization's banner at event.
- **In-kind Donation of Goods/Services:** Receive recognition for supplying volunteer snacks or supplies.





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## Newaygo County Events

### MISTLETOE & MUSIC - first Wednesday in December

*This holiday luncheon celebrates the season while raising funds for Newaygo County programming.*



- **\$500:** Event Sponsor—Logo on event materials, mention in event program; signage on your table with eight tickets.
- **\$300:** Table Sponsor - Signage on your table with eight tickets .

### DAY OF CARING - September

*Bringing volunteers together for a day of service to build a thriving Newaygo County community.*

- **\$500:** Organization listed as sponsor of event in all media; your logo on promotional and informational materials; mention in event program; opportunity to place organization's banner at event.
- **In-kind Donation of Goods/Services:** Receive recognition for providing program supplies.

