

United Way of the Lakeshore

SUPPORTING YOUR COMMUNITY!

Sponsorship Opportunities 2021



Questions about how to get involved in your community?

CONTACT US TODAY!
(231) 332-4000

Show that your business cares and have fun doing it!



ANNUAL SIGNATURE SPONSORSHIP - \$3,000

- Logo in Annual Report (report distributed at Annual Celebration, 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 Celebration.



RIDE UNITED - June 19, 2021

Ride United is a health initiative and fundraiser that gets people moving! Teams and individuals ride for a cause to support their community and have fun doing it.

Lead, \$5,000: Logo on all promotional materials and event web pages; logo on banners displayed at starting line; logo on rider jerseys, speaking opportunity about event on radio. Includes registration for eight. Includes four jerseys and four wicking shirts.

Century, \$3,000: Logo on rider jerseys, promotional materials, and event web pages; banner displayed at event. Includes registration for four riders with wicking shirts.

Finish Line, \$1,500: Name on promotional materials, and event web pages; may display banner at event. Includes registration for two riders with wicking shirts.

Aid Station, \$500: While our riders cycle around the lakeshore, they need to refuel! Sponsor an aid station to help cover the cost of the healthy snack, Gatorade, and water for our riders. Volunteers at that aid station will wear your company shirt and a yard sign with your logo will be placed at each station. Only 6 aid stations are available for sponsorship.

Swag Bag: Show support for our riders and rep your business by supplying items and deals in our swag bags! Items that have gone in the swag bags in the past have included free appetizers, 50% of item vouchers, pens, water bottles, coupons, and more!

FILL THE TRUCK - QUARTERLY DRIVES

\$500: Logo on all boxes, flyers, website and other media for the drive. Boxes and other media materials are placed in over 40 locations across Muskegon, Newaygo and Oceana Counties.

1st Quarter Collection Items: *Coat Drive* | **2nd Quarter Collection Items:** *Baby Products*
3rd Quarter Collection Items: *School Supplies* | **4th Quarter Collection Items:** *Coat Drive*

BILLBOARD SPONSOR

\$1,000: Billboard Sponsors will receive ONE Billboard:
Posted in their choice of *Muskegon, Newaygo or Oceana Counties* for 30 days

- **Billboard will feature:**
 - Company Logo
 - United Way of the Lakeshore Logo
 - Photo of Employees Wearing Live United T-Shirts
 - LIVE UNITED Message (Determined with sponsor)
- **United Way Will Provide:**
 - Coordination with Photo Shoot
 - Live United T-Shirts (White or Colored)
 - Billboard Concept Design (with input from company)



GOLF UNITED MUSKEGON - July 19, 2021

Eagle Sponsor \$5,000: Logo and name recognition on all materials for the day of event, includes all social media advertising and website. Banner displayed on the clubhouse (company can provide or United Way will have one made). Tee sign on driving range and one hole. Logo and name recognition prominently displayed at registration. Includes 3 teams for the event.

Birdie Sponsor \$2,500: Logo and name recognition on all materials for the day of event, includes all social media advertising and website. Banner displayed on the clubhouse (company can provide or United Way will have one made). Tee sign on putting green. Includes 2 teams for the event.

Par Sponsor \$1,000: Logo and name recognition on all materials for the day of event, includes all social media advertising and website. Tee sign on one hole. Includes 1 team for the event.

Hole Sponsor \$200: Tee sign on one hole for the event.

Swag Bag and Raffle Prizes donations are welcome too.



MEMORIAL DAY CEMETERY CLEAN UP - May 21 & 22

\$5,000: Speaking opportunity at the event, the organization listed as lead sponsor of the event in all media; logo on promotional and informational materials; mention in the event program; live stream media interview.

\$3,000: Organization listed as sponsor of event in all media; your logo on promotional and informational materials; mention in event program.

\$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.



DAY OF CARING MUSKEGON - September 10, 2021

\$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.

ADOPT A WORKING FAMILY HOLIDAY PROGRAM

\$2,500 Title Sponsor: Organization listed as lead sponsor of the Holiday program; logo on all promotional and informational materials; designated radio interview and live stream.





2021 SPONSORSHIP COMMITMENT - MUSKEGON

United Way
of the Lakeshore

Organization/Company: _____

CEO First & Last Name: _____

CEO Email: _____ CEO Phone: _____

Address/City/Zip: _____

Contact First & Last Name: _____

Contact Email: _____ Contact Phone: _____

Authorized Signature: _____

2021 Sponsorship Opportunities (please check all that apply):

Annual Signature Sponsorship: \$3,000 Commitment: 1 Year | 2 Years | 3 Years

Fill the Truck Quarterly Drives: \$500 Q1 | \$500 Q2 | \$500 Q3 | \$500 Q4

Billboard Sponsor: \$1,000 Muskegon | \$1,000 Newaygo | \$1,000 Oceana

Ride United (June 21, 2021): \$5,000 Lead | \$3,000 Century | \$1,500 Finish Line | \$500 Aid Station

Golf United – Muskegon (July 19, 2021): \$5,000 Eagle | \$2,500 Birdie | \$1,000 Par | \$200 Hole

Memorial Day Cemetery Clean Up (May 21 & 22, 2021): \$5,000 | \$3,000 | \$1,500

Day of Caring – Muskegon (September 10, 2021): \$5,000 | \$3,000 | \$1,500

Holiday Adopt a Working Family Program (November-December): \$2,500 Event Sponsor

In-Kind Donation of Goods/Services, please list value here: \$ _____

List Event/Opportunity (from list above): _____

List Good/Service providing: _____

Payment Options:

Return this form to Stephanie Ladegast, United Way of the Lakeshore:

Mail: PO Box 207, Muskegon MI 49443 | Email: Stephanie@unitedwaylakeshore.org | Fax: (231) 722-3137

Total Amount Due: \$ _____

Check Enclosed # _____

Invoice us on _____ (date)

Paying Online at unitedwaylakeshore.org/donate

*When paying online please use the **special notes** section to indicate what you are paying/sponsoring.*

Please complete this form and return to United Way of the Lakeshore by Friday, March 29, 2021. Thank You!