



United Way  
of the Lakeshore

# 2024

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# SPONSORSHIP PACKAGE

United Way  
of the Lakeshore



## THANK YOU for being a supporter of United Way of the Lakeshore!

Because of organizations like yours, we can invest in what matters most to our communities - helping working families succeed through the attainment of healthy families, childhood success, youth success, and economic mobility. United Way of the Lakeshore has been in existence for more than 100 years - building a better community for all in partnership with everyone in our community.

This packet highlights our sponsorship opportunities for 2024. We hope that you notice the great promotion and recognition your company will receive through your sponsorship support. Social causes are an important business strategy for companies of all sizes. Your philanthropy and community engagement signal your commitment to the local area that sustains your business, and social responsibility matters now more than ever.

### When you partner with United Way of the Lakeshore:

- Your sponsorship will be shared with more than 500 companies and their employees, more than 8,000 individual donors, and thousands of volunteers.
- You will create strong visibility and recognition for your brand.
- You will lift employee morale by rallying around a shared cause.
- You will increase employee engagement through meaningful team-building volunteerism.
- New customer candidates who care about social causes will take notice!
- You will forge valuable connections with other business leaders in the community, which could open doors for business development.

We are Better Together when we Live United! I look forward to working with you as a sponsor of United Way of the Lakeshore this year and in the years to come! Feel free to contact me at (231) 332-4007 or at james@unitedwaylakeshore.org to talk through our sponsorship opportunities and to secure your sponsorship for 2024. Ready to sponsor? Scan the QR Code below to complete our Sponsorship Commitment Form. Thank you again for all you do to build a better Lakeshore!

Living United with You,

J.J. Lewis, M.Ed., CFFS, CFRE  
Chief Development Officer



*Your United Way recieved a Gold Star from GuideStar, a leading charity watchdog organization. We are also certified by the Better Business Bureau and United Way Worldwide. In addition, Forbes ranks United Way Worldwide #1 and a Top 5 pick for financial efficiency.*



# SPONSORSHIP PACKAGES



## COMMUNITY CHAMPION SPONSOR

**\$7,500 Investment!**

Community Champion Sponsors receive the following in recognition of their support for United Way of the Lakeshore:

- Logo recognition on the United Way of the Lakeshore homepage for the year
- Logo recognition in United Way of the Lakeshore eNewsletters for the year
- Company recognition at all United Way of the Lakeshore events
- Rotating logo recognition at the United Way Center for Human Services
- Golf United (choice of Muskegon or Oceana)
  - Promotion PLUS team of four (4)
- Live United Heroes Celebration
  - Promotion PLUS four (4) tickets

**NEW!** Upgrade your package by \$500 to include your company name on Dolly Parton's Imagination Library book labels for one (1) month! Receive exposure to over 6,000 families across Muskegon and Oceana counties!



## BETTER TOGETHER SPONSOR

**\$5,000 Investment!**

Better Together Sponsors receive the following in recognition of their support for United Way of the Lakeshore:

- Logo recognition on the United Way of the Lakeshore homepage for the year
- Logo recognition in United Way of the Lakeshore eNewsletters for the year
- Live United Heroes Celebration
  - Promotion PLUS four (4) tickets





# WORKPLACE CHAMPION APPRECIATION BREAKFAST

February 14, 2024 | United Way

All sponsors will be recognized in event communication and promotion. Projected attendance: 50 workplace champions

## SPONSORSHIPS

### \$1,500 Presenting Sponsor - EXCLUSIVE

- Two (2) minutes to open the program
- Two (2) tickets to the breakfast
- Opportunity to have a stand-up banner at the breakfast



### \$750 Engaged Sponsor

- Two (2) tickets to the breakfast
- Opportunity to have a stand-up banner at the breakfast

### \$500 Connected Sponsor

- Two (2) tickets to the breakfast



# BEARDS FOR BOOKS

March 2024

All sponsors will be recognized in event communication and promotion.

**All dollars raised from Beards for Books support Dolly Parton's Imagination Library program!**

## SPONSORSHIPS

### \$1,500 Presenting Sponsor - EXCLUSIVE

- Two (2) minutes to speak at the Beards for Books Shave Off (Friday, March 22)
- Opportunity to announce and present the awards
- Opportunity to have a stand-up banner at the Shave Off

### \$750 Engaged Sponsor

- Opportunity to have a stand-up banner at the Shave Off



# LIVE UNITED HEROES CELEBRATION

**April 16, 2024 | VanDyk Mortgage Convention Center**

All sponsors will be recognized in event communication and promotion. Projected attendance: 300+ business and community leaders and volunteers.

## SPONSORSHIPS

### \$5,000 Boardwalk Sponsor - EXCLUSIVE

- Two (2) minutes to open the program
- Four (4) tickets to the celebration
- Opportunity to have a stand-up banner at the celebration

### \$2,500 Top Hat Sponsor

- Four (4) tickets to the celebration
- Opportunity to have a stand-up banner at the celebration

### \$1,250 Park Place - Hero Reception Sponsor

- Four (4) tickets to the celebration
- Opportunity to have a stand-up banner at the reception

### \$1,000 Award Sponsor (Six (6) Available)

*AmeriCorps Seniors RSVP Member of the Year, Community Builders, Community Impact Awards, Legacy of Caring, Spirit of the Lakeshore, Volunteers of the Year*

- Opportunity to announce and present the award to the recipient(s)
- Two (2) tickets to the celebration

### \$750 Free Parking Sponsor

- Reserved table of eight (8)

### \$400 Community Chest Sponsor

- Four (4) seats donated to Everyday Hero honorees





# RIDE UNITED

**May 17 & 18, 2024**

All sponsors will be recognized in event communication and promotion, and have the opportunity to donate raffle items. Projected attendance: 300 riders

## SPONSORSHIPS

### \$10,000 Presenting Sponsor - EXCLUSIVE



- Two (2) minutes to open Christine D’Ercole’s community workshop, co-hosted by the Muskegon Area District Library on Friday, May 17
- Two (2) minutes to open the Donor Recognition Dinner on Friday, May 17 with Christine D’Ercole
- Four (4) VIP tickets to the Donor Recognition Dinner
- Company logo on rider jersey
- Opportunity to have a stand-up banner at the start/finish lines
- 10 entries for riders
- Five (5) entries donated to children to ride

### \$2,500 Community Ride Sponsor

- Company logo on rider shirt
- Opportunity to have a stand-up banner at select ride stops
- Five (5) entries for riders
- Five (5) entries donated to children to ride

### \$1,000 Gear Sponsor

- Company logo on rider shirt
- Five (5) entries for riders

### \$500 Aid Station Sponsor

- Organization display at an aid station location

### \$5,000 Handle Bar Sponsor

- Four (4) VIP tickets to the Donor Recognition Dinner
- Company logo on rider shirt
- Opportunity to have a stand-up banner at the start/finish lines
- Five (5) entries for riders
- Five (5) entries donated to children to ride



**All dollars raised from Ride United support Mental Health programming!**



# GOLF UNITED MUSKEGON

**July 15, 2024 | Muskegon Country Club**

All sponsors will be recognized in event communication and promotion, and have the opportunity to donate raffle items. Projected attendance: 200 golfers

## SPONSORSHIPS

### **\$5,000 Hole in One Sponsor - EXCLUSIVE**



- Two (2) foursomes
- Exclusive signage on driving range and putting green

### **\$2,500 Eagle Sponsor (Two (2) Available)**

- One (1) foursome
- Exclusive signage in the lounge or beverage cart

### **\$1,000 Birdie Sponsor (18 Available)**

- One (1) foursome
- Signage on tee and green of one (1) hole

### **\$850 Par Sponsor**

- One (1) foursome
- Signage on tee or green

### **\$500 Club Pro Sponsor - EXCLUSIVE**

- Hang out for the day at our Club Pro hole and network with our 200+ golfers
- Options to hand out swag and/or play games with golfers at the hole

### **\$200 Hole Sponsor**

- Signage on tee or green





# STUFF THE BUS

## Summer 2024

All sponsors will be recognized in event communication and promotion. Projected attendance: 21 classrooms across the Lakeshore (**Muskegon** – 12 classrooms, **Newaygo** – 5 classrooms, **Oceana** – 4 classrooms)

## SPONSORSHIPS

### \$1,500 Presenting Sponsor – EXCLUSIVE

- Company logo on classroom gift set



### \$500 County Sponsor - EXCLUSIVE (Three (3) - Muskegon, Newaygo, Oceana)

- Company logo on Free Little Library Plate in selected county

### \$100 Distinguished Lakeshore Educators - EXCLUSIVE (21 Classrooms)

- Company logo on classroom certificates
- Opportunity to present collected donations to the classroom

**In-Kind Donation(s) are accepted to support our back-to-school drive!**







# GOLF UNITED OCEANA

**August 17, 2024 | Oceana Golf Club**

All sponsors will be recognized in event communication and promotion, and have the opportunity to donate raffle items. Projected attendance: 100 golfers

## *SPONSORSHIPS*

### **\$2,500 Hole in One Sponsor - EXCLUSIVE**

- Two (2) foursomes
- Exclusive signage on driving range and putting green

### **\$1,000 Eagle Sponsor (Two (2) Available)**

- One (1) foursome
- Exclusive signage in lunch tent

### **\$750 Birdie Sponsor (18 Available)**

- One (1) foursome
- Signage on tee and green of one (1) hole

### **\$500 Par Sponsor**

- One (1) foursome
- Signage on tee or green

### **\$350 Club Pro Sponsor - EXCLUSIVE**

- Hang out for the day at our Club Pro hole and network with our 100+ golfers
- Options to hand out swag and/or play games with golfers at the hole

### **\$100 Hole Sponsor**

- Signage on tee or green





# LEADERSHIP CIRCLE DONOR APPRECIATION RECEPTION

**Summer 2024**

All sponsors will be recognized in event communication and promotion. Projected attendance: 100 Leadership Circle donors (\$500+ donation)

## ***SPONSORSHIPS***

### **\$2,500 Presenting Sponsor - EXCLUSIVE**



- Two (2) minutes to open the program
- Four (4) tickets to the reception
- Opportunity to have a stand-up banner at the reception

### **\$1,500 Engaged Sponsor**

- Two (2) tickets to the reception
- Opportunity to have a stand-up banner at the reception

### **\$500 Connected Sponsor**

- Two (2) tickets to the reception





# DAY OF CARING

**September 6, 2024**

All sponsors will be recognized in event communication and promotion. Projected attendance: 600 community volunteers (Muskegon - 500, Newaygo - 60, Oceana - 40)

## SPONSORSHIPS

### \$5,000 Presenting Sponsor - EXCLUSIVE



- Two (2) minutes to open each kick-off breakfast
- Company logo at each Day of Caring location
- Opportunity to have a stand up banner at each kick-off breakfast

### \$2,500 County Sponsor - EXCLUSIVE (Three (3) - Muskegon, Newaygo, Oceana)

- Two (2) minutes to open the kick-off breakfast of selected county
- Opportunity to have a stand up banner at the selected breakfast

### \$1,500 Engaged Sponsor

- Company name at each Day of Caring location

**In-Kind Donation(s) are accepted to support this day of community impact!**





# COFFEE & CONVERSATION

All sponsors will be recognized in event communication and promotion. Projected attendance: 50 business and community leaders

Dates: March 1, May 1, July 1, October 1

Topics: Childhood Success (March), Youth Success (May), Healthy Families (July), and Housing (October)

## SPONSORSHIPS

### \$5,000 Presenting Series Sponsor - EXCLUSIVE

- Two (2) minutes to open each program
- Four (4) tickets to each breakfast
- Opportunity to have a stand-up banner at each breakfast



### \$2,500 Presenting Breakfast Sponsor - EXCLUSIVE (Four (4) Available)

- Two (2) minutes to open the program
- Four (4) tickets to the breakfast
- Opportunity to have a stand-up banner at the breakfast



### \$1,500 Engaged Sponsor

- Two (2) tickets to the breakfast
- Opportunity to have a stand-up banner at the breakfast



### \$500 Connected Sponsor

- Two (2) tickets to the breakfast





## QUARTERLY SUPPLY DRIVES

All sponsors will be recognized in event communication and promotion.

Dates: February, April, October

Drives: Laundry & Linens Drive (February), Baby Product Drive (April), Cold Weather Drive (October)

## SPONSORSHIPS

### \$1,500 Bold Sponsor

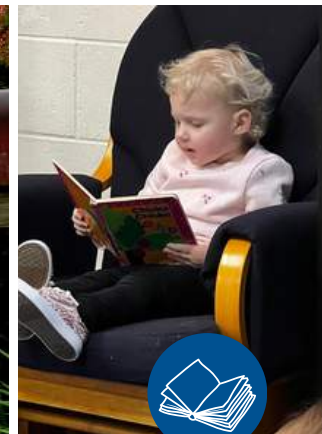
- Logo on landing page
- Logo on collection containers
- Opportunity to provide handouts at sort-a-thon

### \$750 Engaged Sponsor

- Logo on landing page
- Opportunity to provide handouts at sort-a-thon

### \$500 Connected Sponsor

- Name on landing page
- Opportunity to provide handouts at sort-a-thon



## DOLLY PARTON'S IMAGINATION LIBRARY

Dolly Parton's Imagination Library provides FREE age-appropriate, high-quality books each month to registered children from birth to age five. Through Dolly Parton's Imagination Library, United Way of the Lakeshore helps ensure that all children in Muskegon and Oceana Counties have books at home, regardless of the environment in which they grow up.

**All sponsorships and donations to Dolly Parton's Imagination Library are being matched, dollar for dollar up to \$50,000, by Kay and Mike Olthoff!**

All sponsors will be recognized in event communication and promotion. Projected exposure: Over 6,000 households in Muskegon and Oceana Counties

## SPONSORSHIPS

### \$1,000 Inspiration Sponsor (12 Available)

- Name on book mailing labels for selected month(s)
- Logo on website banner for selected month(s)



**Our Mission: Uniting to inspire change and build thriving communities.**

**BECOME A SPONSOR TODAY!**



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