

2024

Corporate Sponsorship Opportunities



United Way
of Marathon County





When you partner with United Way of Marathon County, you create opportunities for your employees to engage more deeply in their communities.

You make meaningful, positive change. And you connect your brand to a trusted nonprofit with a **BOLD goal to lift 10,000 community members to financial stability by 2033.**

Corporate sponsorships allow your brand visibility year-round. We are proud to partner with many businesses committed to working together and Uniting to Thrive.

Employees contribute through volunteer time, in-kind support, workplace campaigns, and volunteer engagement opportunities.

We are all uniting to thrive!

**Any unused sponsorship dollars will be used for other events and programs associated with the department being sponsored.*



United Way
of Marathon County



ENCOURAGE
GENEROSITY

Summit League Event

Recognize our leadership donors and celebrate everything that was accomplished through their generosity. Our leadership donors make up 50 percent of all donations and we could not accomplish our BOLD goal without them.

\$3000 Summit League Event Sponsorship (2 available)

- Logo on invitations and all printed materials
- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees

\$1500 Summit League Event Sponsorship (4 available)

- Logo on slideshow at event
- Logo on registration page
- Logo on webpage





United Way
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ENCOURAGE
GENEROSITY

Campaign Sweepstakes

These prizes are a huge incentive for donors and highly encourage new donors and increased donations. It is a key part of the success of the campaign! It also supports local businesses.

\$3500 (4 available)

- Logo printed on every giving brochure (25,000)
- Logo printed on sweepstakes inserts (25,000)
- Logo on all sweepstakes posters and table tents
- Company recognition when the prize is awarded
- Logo on slideshow at the End of the Year Celebration





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ENCOURAGE
GENEROSITY

Campaign Kickoff Event

Celebrate the start of the United Way Campaign with all the local companies' representatives. Everyone will receive their campaign supplies, learn more about campaign resources, and participate in a volunteer project.

\$3000 Campaign Kickoff Event Sponsor (1 available)

- Logo on invitations and all printed materials
- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees
- Four registration tickets





United Way
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ENCOURAGE
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End Of The Year Celebration!

Excitement fills the room at the end of the year celebration! Sweepstakes winners are announced, company awards are presented, and individual accomplishments are recognized.

\$1500 End of the Year Celebration Sponsor (2 available)

- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees





United Way
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COMMUNITY
IMPACT

Turkey Trot

The annual Turkey Trot has become a family tradition over the years. About 2,000 participants flood the downtown Wausau area during the 5k run/walk. Funds raised from this event help feed those in need during the holiday season and throughout the year.

\$4000 Turkey Trot 2024 Sponsorship (2 available)

- Largest, most prominent logo on event t-shirts
- Logo on Turkey Trot printed materials
- Booth opportunity at Turkey Trot
- Social media recognition
- Webpage recognition
- Logo on banner at the event
- Four registration tickets

\$2500 Turkey Trot 2024 Sponsorship (2 available)

- Second tier logo on event t-shirts
- Logo on Turkey Trot printed materials
- Social media recognition
- Webpage recognition
- Logo on mile marker sign
- Two registration tickets

\$1500 Turkey Trot 2024 Sponsorship (3 available)

- Third tier logo on event t-shirts
- Social media recognition
- Webpage recognition
- Two registration tickets



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COMMUNITY
IMPACT

Farm to Family

Once a week, for 22 weeks, more than 100 fresh produce boxes are secured by United Way's Hunger Coalition from local farms, and delivered to families and seniors who need it most. This program continues to grow year after year!

\$2000 Farm to Family Produce Program Sponsorship (22 available)

- Social media recognition
- Webpage recognition
- Logo on all the boxes that are distributed





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COMMUNITY
IMPACT

Community Demonstration Garden

Space has been donated to United Way of Marathon County to create a community garden that can be used to teach others how to plant and grow their own produce.

\$1000 Community Demonstration Garden Sponsorship (2 available)

- Sign located at the garden space
- Webpage recognition





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COMMUNITY
IMPACT

Mobile Food Pantry

Our Mobile Food Pantry pops up twice a month for seven months in neighborhoods where it is needed most, including rural communities, schools, and city neighborhoods.

\$2,500 Mobile Food Pantry Sponsorship (14 available)

- Social media recognition
- Webpage recognition
- Banner at the mobile food pantry. (provided by company)
- Employees can be the first to volunteer to help distribute!





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COMMUNITY
IMPACT

Career Fair

High school students from all greater Wausau area high schools are bused to and from the event to learn more about career opportunities, higher education, and secure a local summer job.

\$3000 Career Fair Sponsorship (2 available)

- Social media recognition
- Webpage recognition
- Logo on registration page
- Logo at registration table
- Logo on all printed materials





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COMMUNITY
ENGAGEMENT



COMMUNITY CLOSET
United Way of Marathon County

\$5000 Utilities Sponsorship (1 available)

Cover the cost of utilities in the Community Closet for an entire year allowing more dollars to be spent on clothing for families and individuals.

- Logo decal on Closet entrance
- Logo on the wall of the Closet
- Social media recognition
- Webpage recognition
- Banner in the closet for a month (provided by company)

\$1500 Supplemental Clothing Sponsorship (3 available)

Donations will not be able to meet the needs of all our families. There are high demand items that are not always easily available. Help us purchase the clothing essentials for the entire family.

- Logo on the wall of the closets
- Webpage recognition
- Social media recognition

\$1500 Shelving, Storage, and Supplies Sponsorship (2 available)

- Logo on the wall of the closets
- Webpage recognition

Help keep our Community Closet as organized and efficient as possible for the families and individuals we serve.



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COMMUNITY
ENGAGEMENT

Local Business Chamber Event

United Way employees and volunteers spend the day sharing the mission and bold goal with the community, publicizing volunteer opportunities, and engaging everyone in a kit activity to benefit those in need.

\$2500 Local Business Chamber Event Sponsor (2 available)

- Banner at the event
- Logo on printed materials
- Logo on all kit bags
- Social media recognition
- Opportunity to volunteer at the booth





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COMMUNITY
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Volunteer Appreciation

Help us thank the hundreds of volunteers that spend countless hours making the community a better place.

\$2500 Volunteer Appreciation Sponsorship (1 available)

- Social media recognition
- Webpage recognition
- Banner at volunteer event
- Logo on printed material
- Logo on registration page





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COMMUNITY
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Community Bus Tour

An opportunity for the community to visit non-profit partners to learn how they are helping United Way achieve the bold goal and participate in a volunteer opportunity.

\$1000 Community Bus Tour Sponsorship (1 available)

- Social media recognition
- Webpage recognition
- Banner at the event. (provided by company)
- Logo on printed material
- Logo on event registration page
- Four registration tickets to the event



\$500 Community Bus Tour Sponsorship (2 available)

- Social media recognition
- Webpage recognition
- Logo at the event
- Logo on printed material
- Logo on registration page
- Two registration tickets to the event





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COMMUNITY
ENGAGEMENT

Make a Difference Day

Make a Difference Day!

A community-wide volunteer event where hundreds of volunteers rake more than 130 yards for elderly or disabled homeowners.

Leaf removal presents a significant financial challenge for this population.

We are working to lift that burden by coordinating volunteers to rake these yards - allowing people to care for and remain in their homes without taking on an additional household expense.

\$1500 Sponsorship (1 available)

- Social media recognition
- Webpage recognition
- Logo at the registration table
- Logo on printed material
- Logo on registration page





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COMMUNITY
ENGAGEMENT

Lunch, Learn & Do

Lunch, Learn, and Do

Participants learn about a topic impacting our community, have lunch, and participate in a volunteer activity.

\$2000 Lunch, Learn, & Do Sponsorship (4 available)

- Social media recognition
- Webpage recognition
- Logo at the event
- Logo on printed material
- Logo on registration page
- Two registration tickets to the event





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AFFINITY GROUP



Power of the Purse

Wausau's premier annual fundraiser, Power of the Purse! This Women United event features a raffle and silent auctions to benefit community organizations serving women and children.

\$1500 (4 available)

- Logo on printed materials
- Logo on registration and event webpage
- Logo on event slideshow
- Four registration tickets
- Logo on Women United newsletters

\$750 (4 available)

- Logo on registration and event webpage
- Logo on event slideshow
- Two registration tickets





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AFFINITY GROUP



Volunteer Projects

Women United participates in several volunteer projects per year to help improve the lives of women and children in the community.

\$750 (4 available)

- Social media recognition
- Webpage recognition
- Logo on Women United newsletters

Leadership and Education

Women United host events to gain new leadership skills and educate members on ways to advance in their careers.

\$1500 (2 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Four registration tickets
- Logo on slideshow and printed materials at the event.



**United Way
of Marathon County**



AFFINITY GROUP

 **United Way
Emerging Leaders**

Volunteer Projects

Emerging Leaders participates in several volunteer projects per year to help lift 10,000 community members to financial stability by 2033.

\$750 (4 available)

- Social media recognition
- Webpage recognition
- Logo on Emerging Leaders newsletters
- Logo on slideshow and printed materials at the event

Leadership and Education

Emerging Leaders host events to gain new leadership skills and educate members on ways to advance in their careers.

\$750 (4 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Logo on slideshow and printed materials at the event

Recruitment Events

Emerging Leaders hosts several networking events to gain new members and allow for current members to create positive professional collaborations.

\$1500 (4 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Logo on slideshow and printed materials at the event
- Logo on Emerging Leaders newsletters
- Six registration tickets to the event of your choice



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AFFINITY GROUP

RETIRE UNITED

Volunteer projects

Retire United members participate in several volunteer projects per year to help lift 10,000 community members to financial stability by 2033.

Projects include financial literacy classes for kids, welcome home baskets for families moving into stable housing, and one-pot meal kits for families struggling with food insecurity.

\$1500 (4 available)

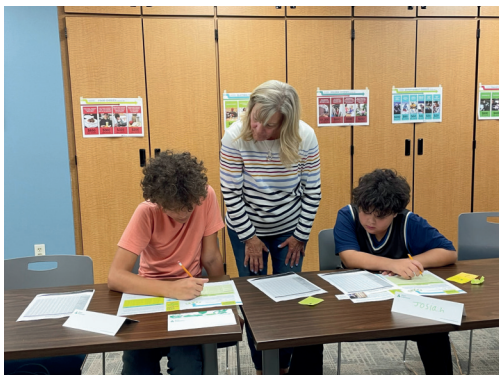
- Social media recognition
- Webpage recognition
- Logo on printed event materials
- Logo on slideshow and printed materials

Educational programs

Retire United hosts events to help members transition to life outside the workplace.

\$750 (4 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Logo on slideshow and printed materials at the event



Sponsor Levels

United Way
of Marathon County



If your company has chosen to support multiple sponsorships and the total dollar value of the sponsorships are equal, or more than the levels listed below, then your company will be identified as one of these top sponsors!

For example, if your company has a total of \$7,000 in multiple sponsorships, your company will be recognized as a Gold Sponsor.

Platinum
\$9,000

Annual Report recognition
Social media recognition
Webpage recognition
Table at the end of the year celebration
Certificate of recognition

Gold
\$7,000

Annual Report recognition
Social media recognition
Webpage recognition
Certificate of recognition

Silver
\$5,000

Annual Report recognition
Webpage recognition
Certificate of recognition

Bronze
\$3,000

Annual Report recognition
Certificate of recognition