



UNITED WAY
Marathon County

Corporate Sponsorship Opportunities 2026

BOLD GOAL
To Lift 10,000 Community Members
to Financial Stability by 2033.



Benefits of Corporate Sponsorship

Partnering with United Way of Marathon County through a corporate sponsorship is more than a marketing opportunity—it's an investment in the well-being of our community. Your support demonstrates leadership, strengthens your company's reputation, and directly improves lives in Marathon County.

Employees take pride in working for a company that gives back. Sponsorship can include volunteer opportunities, event participation, and visibility that fosters a stronger, more connected workplace culture.

Your business will be showcased through United Way events, communications, and social media channels, reaching thousands of community members, business leaders, and potential customers.

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



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.

\$3,000 Summit League Event Sponsorship (1 left)

- 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



\$1,500 Summit League Event Sponsorship (no longer available)

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





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.

\$3,500 (1 left)

- 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

GRAND PRIZE \$7,000 CASH			
2ND PLACE \$3,000 CASH		3RD PLACE \$1,000 CASH	
4TH PLACE \$500 GIFT CARD	GRAND THEATER WAUSAU	5TH PLACE \$500 GIFT CARD	Country Fresh Meats From Our Farms to You
6TH PLACE \$500 GIFT CARD	Kwik Trip	7TH PLACE \$500 GIFT CARD	festival
8TH PLACE \$100 GIFT CARDS TO EACH OF THE FOLLOWING	→	TINE & CELLAR CLEAN SLATE COFFEE HOUSE SCONNIE'S ALEHOUSE & EATERY	PATRON RESTAURANT DALE'S WESTON LANES
9TH PLACE \$100 GIFT CARDS TO EACH OF THE FOLLOWING	→	SAM'S PIZZA THE MILK MERCHANT THE LOCAL	EVOLUTIONS IN DESIGN CHOCOLATE CAFE





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.

\$3,000 Campaign Kickoff Event Sponsor (no longer 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





ENCOURAGE GENEROSITY

END-OF-YEAR CELEBRATION!

Excitement fills the room at the end-of- year celebration!

Sweepstakes winners are announced, company awards are presented, and individual accomplishments are recognized.

\$1,500 End of the Year Celebration Sponsor (1 left)

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




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 throughout the year.

\$4,000 Turkey Trot 2026 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
- Six registration tickets

\$2,500 Turkey Trot 2026 Sponsorship (2 left)

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



\$1,500 Turkey Trot 2026 Sponsorship (2 left)

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





COMMUNITY IMPACT

CARROT BEDS

Sponsor a carrot bed and help reduce barriers to fresh produce. Our Hunger Coalition teams up with local farmers to grow mouthwatering carrots. The carrots are distributed to local food pantries and service organizations.

\$2,100 Carrot Sponsor - Full Bed (2 available)

- Social media recognition
- Webpage recognition

\$1,100 Carrot Sponsor - Half Bed (4 available)

- Social media recognition
- Webpage recognition





COMMUNITY IMPACT

OUR GARDEN

With space that was donated to United Way of Marathon County, we created a community garden that can be used to teach others how to plant and grow their own produce. We call it “Our Garden.”

\$1,000 Community Demonstration Garden Sponsorship (2 left)

- Sign located at the garden space
- Webpage recognition
- Social media recognition
- Employees can be the first to volunteer!




COMMUNITY IMPACT

MOBILE MARKET

Our Mobile Market pops up at least once a month for seven months in neighborhoods where it is needed most, including rural communities, schools, and city neighborhoods. To promote healthier eating options, our Hunger Coalition purchases all product locally from three Marathon County farms.

\$2,500 Mobile Market Sponsorship (8 left)

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





COMMUNITY ENGAGEMENT

COMMUNITY CLOSET & MOBILE CLOSET

\$2,500 Socks & Underwear (1 left)

Socks and underwear are some of our most in-demand items for all ages and ones we cannot obtain via used donations. Help us ensure the basics are stocked for shoppers at our Community Closet!

- Logo on wall of closet
- Logo on sock/underwear packaging
- Webpage recognition
- Opportunity for up to 20 people to package bulk socks/underwear as a volunteer activity.



\$2,500 Back-to-School (None Left)

While we rely primarily on donations of gently used clothing to fill our racks for our guests, there are times that we cannot keep up with specific items. This sponsorship will help us react quickly to unmet needs in our Community Closet and ensure all kids have what they need to return to school.

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



\$1,500 Community Closet & Mobile Closet Supplies (3 left)

Shopping bags for guests, clothes tags and all the basic supplies needed to run a successful closet.

- Webpage recognition
- Social media recognition





COMMUNITY ENGAGEMENT

VOLUNTEER APPRECIATION

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

\$2,500 Volunteer Appreciation Sponsorship (1 available)

- Social media recognition
- Webpage recognition
- Logo on printed material





COMMUNITY ENGAGEMENT

MAKE A DIFFERENCE DAY

Make a Difference Day!

A community-wide volunteer event where hundreds of volunteers rake 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.



\$1,000 Sponsorship (No longer available)

- Social media recognition
- Webpage recognition
- Logo on printed material
- Logo on registration page



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.

\$2,000 Lunch, Learn, & Do 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



AFFINTY GROUP
WOMEN UNITED



POWER OF THE PURSE

Power of the Purse

Wausau's premier annual fundraiser, Power of the Purse! This Women United event features a raffle, silent auction, and a highly-engaging live auction.

\$1,500 (1 left)

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



\$750 (2 left)

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





AFFINTY GROUP

WOMEN UNITED

Impact Events

Women United is a circle of women committed to creating positive change for women, families, and our community. Through their impact projects and events, they help increase the self-sufficiency of women to improve their lives, the lives of their families, and the community as a whole.

\$1,500 (2 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Four registration tickets to event of your choice (excluding Power of the Purse)
- Logo on slideshow and printed materials at the event

\$750 (4 available)

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



AFFINITY GROUP

EMERGING LEADERS

Impact Events

Emerging Leaders is a network of purpose-driven professionals and community builders who unite to help our community thrive. They spark and sustain leadership by creating opportunities to grow, connect, and give back, so together, we strengthen our community and ourselves.

\$1,500 (2 available)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Four registration tickets to event of your choice (excluding Compete for a Cause)
- Logo on slideshow and printed materials at the event

\$750 (2 left)

- Social media recognition
- Webpage recognition
- Logo on Emerging Leaders newsletters





AFFINITY GROUP
EMERGING LEADERS

CAREER
FEST

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

\$1,000 Career Fest Transportation Sponsor (2 available)

- Table at event
- Company banner at event (provided by sponsor)
- Social media recognition
- Webpage recognition
- Logo on all printed materials





AFFINITY GROUP
EMERGING LEADERS

COMPETE FOR A CAUSE

Compete for a Cause

Emerging Leaders hosts this energetic signature fundraiser annually to help achieve United Way's bold goal to lift 10,000 community members to financial stability. Get ready for a lot of laughter and friendly competition!

\$3,000 Presenting Sponsor (one available)

- Registration for two teams.
- Eight spectator tickets
- Social media recognition
- Webpage recognition
- Printed materials at event, on event materials, and the Emerging Leaders newsletter
- Banner at event (banner supplied by sponsor)

\$1,500 Game Sponsor (3 left)

- Registration for one team
- Four spectator registration tickets
- Social media recognition
- Webpage recognition





AFFINITY GROUP
RETIRE UNITED

RETIREE SUMMIT



Retiree Summit \$2,500 (2 available)

A free event that brings together retirees and those nearing retirement. Attendees learn about volunteer opportunities, receive tips from retirees on how to transition into a successful retirement, and participate in breakout sessions.

- Social media recognition
- Recognition in monthly newsletter
- Webpage recognition
- Logo on event registration page
- Logo on printed materials





211

Powered by United Way of Marathon County

COMMUNITY RESILIENCY

211

211 Services

United Way's 211 is our community's information and referral service. We help eliminate barriers by connecting people with services.

United Way of Marathon County 211 serves eight total counties.

In 2024, United Way's 211 answered 4,134 requests for help from Marathon County residents, providing 10,025 referrals to community resources.

\$1,500 (4 available)

- Website recognition
- Social media recognition
- Logo printed in 211 informational brochure



Sponsor Levels



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

Gold
\$7,000
Annual Report recognition
Social media recognition
Webpage recognition

Silver
\$5,000

Annual Report recognition
Webpage recognition

Bronze
\$3,000
Annual Report recognition