UNITED WAY
Marathon County

CORPORATE SPONSORSHIP OPPORTUNITIES

2027

UNITED WAY
Marathon County

WHY PARTNER WITH UNITED WAY OF MARATHON COUNTY?

When you sponsor United Way of Marathon County, you do more than support an event or program–you **invest in lasting change** for local individuals and families.

Your partnership helps create opportunities for Basic Needs, Employment and Income, Childcare, and Behavioral Health throughout Marathon County.

BENEFITS OF SPONSORSHIP

Increase Brand Visibility
Gain recognition through event promotions, social media, digital communications, website listings, print materials, and community outreach efforts.

Enhance Corporate Social Responsibility
Align your organization with a trusted nonprofit dedicated to creating measurable, lasting impact in our community.

Engage Employees
Provide meaningful opportunities for employees to connect with local causes and take pride in your organization's community involvement.

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

UNITED WAY
Marathon County

ENCOURAGE GENEROSITY

SUMMIT LEAGUE EVENT

The Summit League Celebration is United Way of Marathon County's premier donor recognition event, honoring leadership donors whose investments help create lasting change in our community.

The event provides an opportunity to celebrate the achievements made possible through their generosity while highlighting the collective impact of working together to improve lives across Marathon County.

As part of their membership, Summit League members also select a nonprofit program to fund at this event.

$3,000 Summit League Event Sponsorship (1 available)

- Table for company attendees.
- Logo on mailed invitations and all printed materials.
- Logo displayed at the event and on event registration page.
- Logo on mailed quarterly newsletter.
- Social media recognition.
- Banner at event (provided by company).

$1,500 Summit League Event Sponsorship (6 available)

- Logo displayed at the event.
- Logo on event registration page.
- Social media recognition.
- Logo on mailed quarterly newsletter.

ENCOURAGE GENEROSITY

CAMPAIGN SWEEPSTAKES

The United Way Campaign Sweepstakes is a highly anticipated feature of our annual campaign, **designed to encourage participation, inspire generosity, and engage donors** throughout the campaign season. The opportunity to win exciting prizes helps attract new donors, encourages increased giving, and builds enthusiasm around supporting our community.
The Sweepstakes prizes are made possible through the generosity of sponsors. **All prizes are purchased locally with sponsor dollars**, highlighting the important role local businesses play in strengthening Marathon County.

Prize winners are announced and recognized during our Year-End Celebration creating an exciting conclusion to the campaign and an opportunity to celebrate the collective impact of our donors, sponsors, and community partners.

By sponsoring a Sweepstakes prize, your business helps motivate generosity while making a lasting impact on the lives of individuals and families throughout Marathon County.

$3,500 (Campaign Sweepstakes 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.
- Social media recognition.
- 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

Join local businesses and community members as we launch the annual giving campaign. Attendees will receive campaign resources, gain valuable insights, and participate in an interactive activity that builds enthusiasm for making a local impact.

$3,000 Campaign Kickoff Event Sponsor (1 available)

- Table for company attendees.
- Eight registration tickets.
- Logo on registration page.
- Social media recognition.
- Logo displayed at the event.
- Banner at event (provided by company).

UNITED WAY
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ENCOURAGE GENEROSITY

YEAR-END CELEBRATION!

Celebrate the success of the campaign season at our Year-End Celebration. This signature event recognizes outstanding workplace campaigns, honors individual achievements, presents company awards, volunteer appreciation awards and recognition, and announces sweepstakes winners. Sponsors gain visibility while joining community leaders and partners in celebrating the collective impact made throughout the year.

$1,500 Year-End Celebration Sponsor (4 available)

- Table for company attendees.
- Logo displayed at the event and on the slideshow at event.
- Logo on event registration page.
- Social media recognition.
- Banner at event (provided by company).

COMMUNITY IMPACT

TURKEY TROT

The annual Turkey Trot has become a **cherished Thanksgiving tradition for families** across Marathon County. Each year, approximately 2,000 participants gather in downtown Wausau for a festive 5K run/walk that promotes community, health, and giving back.

Proceeds from the event help **support the United Way Hunger Coalition's work** to provide fresh produce and food staples to those in need throughout the year. Sponsoring the Turkey Trot offers a unique opportunity to align your brand with a beloved community event while making a meaningful impact by providing access to food.

$4,000 Turkey Trot 2027 Sponsorship (1 available)

- Eight registration tickets.
- Largest, most prominent logo on event t-shirts.
- Logo on Turkey Trot printed materials.
- Booth opportunity at Turkey Trot.
- Social media recognition.
- Logo on digital marquee at Grand Theater.

$2,500 Turkey Trot 2027 Sponsorship (5 available)

- Four registration tickets.
- Second tier logo on event t-shirts.
- Logo on Turkey Trot printed materials.
- Social media recognition.
- Logo on digital marquee at Grand Theater.

$1,500 Turkey Trot 2027 Sponsorship (5 available)

- Two registration tickets.
- Third tier logo on event t-shirts.
- Social media recognition.
- Webpage recognition.
- Logo on digital marquee at Grand Theater.

UNITED WAY Marathon County | HUNGER COALITION

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.
- Logo on Carrot Harvest registration page.
- First-priority volunteer opportunities.

$1,100 Carrot Sponsor - Half Bed (3 available)

- Social media recognition.
- Logo on Carrot Harvest registration page.
- First-priority volunteer opportunities.

COMMUNITY IMPACT

OUR GARDEN

Our Garden is a community space where **individuals and families are welcome to harvest fresh produce.** The garden is open to everyone, and community members are encouraged to harvest fresh fruits and vegetables whenever they need them. By combining education with access to healthy food, **Our Garden helps families reduce grocery costs while building skills that support long-term self-sufficiency**.

$1,000 Community Demonstration Garden Sponsorship (3 available)

- Branded banner located at the garden space.
- Social media recognition.
- First-priority volunteer opportunities.

UNITED WAY Marathon County | HUNGER COALITION

COMMUNITY IMPACT

MOBILE MARKET

The Mobile Market **brings fresh, locally grown produce directly to neighborhoods** where access to healthy food is limited. Operating at least once a month for seven months each year, the Mobile Market serves rural communities, schools, and city neighborhoods throughout Marathon County. Guests are also offered referrals to community resources.

To promote healthy eating and support the local economy, all produce is purchased from Marathon County farms. Sponsoring the Mobile Market demonstrates your commitment to improving food access, supporting local agriculture, and building a healthier community for all.

$2,500 Mobile Market Sponsorship (10 available))

- Social media recognition.
- Sponsor signage at Mobile Market event.
- First-priority volunteer opportunities.

UNITED WAY
Marathon County

COMMUNITY IMPACT

COMMUNITY CLOSET & MOBILE CLOSET

$2,500 Socks & Underwear (2 available)
Socks and underwear are some of our most in-demand items for all ages and ones we cannot obtain through used donations. Help us ensure the basics are stocked for shoppers at our Community Closet!

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

$2,500 Back-to-School (4 available)
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 closet.
- Webpage recognition.
- Social media recognition.

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COMMUNITY ENGAGEMENT

MAKE A DIFFERENCE DAY

Make a Difference Day!
A community-wide volunteer event that **brings together hundreds of volunteers to assist elderly and disabled homeowners** with seasonal yard cleanup. For many residents, leaf removal can be a significant financial and physical challenge.

Through this initiative, volunteers help alleviate that burden by raking yards and preparing properties for winter, allowing homeowners to remain safely and comfortably in their homes without the added expense. **Sponsoring Make a Difference Day demonstrates your organization's commitment to volunteerism, neighborly support, and helping local residents maintain their independence.**

$1,000 Sponsorship (1 available)

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

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COMMUNITY ENGAGEMENT

PREGNANCY & POSTPARTUM RESOURCE FAIR

United Way of Marathon County is proud to co-host the 4th Annual Pregnancy & Postpartum Resource Fair in 2027, **a community event dedicated to connecting new and expecting parents with the resources, services, and support they need to thrive.**

Over the past three years, this event has grown into a trusted resource for families throughout Marathon County. Attendance continues to increase each year, demonstrating the strong community need for accessible information, education, and support during pregnancy and the postpartum journey. **As awareness grows, we anticipate welcoming our largest audience yet at the 2027 fair.**

The **Pregnancy & Postpartum Resource Fair brings together healthcare providers, nonprofit organizations, and family support programs, all in one convenient location.**

Your sponsorship helps make this event possible while providing valuable visibility for your organization among hundreds of local families and community partners.

$1,000 Sponsor Pregnancy & Postpartum Resource Fair (1 available)

- Social media recognition.
- Sign at the event.
- Webpage recognition.
- First opportunity to volunteer at the event.

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COMMUNITY ENGAGEMENT

LUNCH LEARN & DO

Lunch, Learn, and Do

Lunch, Learn, and Do offers participants an opportunity to connect with community issues through education, engagement, and action. Attendees learn about a topic impacting Marathon County, enjoy lunch with fellow community members, and participate in a hands-on volunteer activity that supports local needs. Sponsoring this event positions your organization as a champion for community learning, volunteerism, and meaningful local impact.

$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.

UNITED WAY
Marathon County

AFFINTY GROUP
WOMEN UNITED

POWER OF THE PURSE

Power of the Purse
Power of the Purse is Women United's premier annual fundraiser, bringing together community members for an exciting evening of philanthropy and fun.
The event features a purse raffle, silent auction, and highly engaging live auction, all in support of programs and initiatives that empower and uplift women in our community.

Sponsoring Power of the Purse provides a unique opportunity to connect with community leaders, showcase your commitment to supporting women and families, and make a lasting impact on the lives of local women.

$1,500 (6 available)
- Early exclusive access 30 minutes before start.
- Entry and exclusive seating for up to 8 guests.
- Complimentary drink tickets for you and your guests.
- Logo on printed materials.
- Logo on registration and event webpage.
- Logo on event slideshow.
- Social media recognition.
- Logo on Women United newsletters.

$750 (4 available)
- Four registration tickets.
- Reserved seating.
- Logo on registration and event webpage.
- Logo on event slideshow.
- Social media recognition.

UNITED WAY
Marathon County

AFFINTY GROUP

WOMEN UNITED

Women United Impact Events

Women United is a network of women **dedicated to creating positive change for women, families, and our community.** Through hands-on service projects and impact events, members work together to support the self-sufficiency and well-being of local women and families.

Women United **hosts up to five impact events each year**, including assembling infant care kits for the annual Pregnancy and Postpartum Resource Fair, adopting families during the holiday season, and participating in other community service projects that address critical local needs.

Together, Women United members are making a meaningful difference and helping build a stronger community for all.

$1,500 (2 available)

- Social media recognition.
- Webpage recognition.
- Logo on event registration page.
- Logo on Women United newsletters.
- Four registration tickets to the event of your choice (excluding Power of the Purse).

$750 (4 available)

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

AFFINTY 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.

Emerging Leaders hosts multiple impact events throughout the year including Compete for a Cause, Mingle for a Mission and the popular Supper Club Tour.

$1,500 (2 available)

- Social media recognition.
- Webpage recognition.
- Logo on event registration page.
- Four registration tickets to the event of your choice (excluding Compete for a Cause).
- Logo on Emerging Leaders newsletters.

$750 (4 available)

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

UNITED WAY
Marathon County

AFFINTY GROUP
EMERGING LEADERS

GREATER WAUSAU YOUTH HIRING & CAREER FEST

The Career Fest **connects high school students from across the Greater Wausau area with local employers, colleges, universities, and training programs**.

Students are transported to and from the event, where they can explore career pathways, learn about higher education opportunities, and connect directly with employers hiring for summer and part-time positions.

The event helps students make informed decisions about their futures while strengthening the local workforce pipeline.

The event is organized as a collaborative effort by Boys & Girls Club of the Wausau Area, United Way of Marathon County, and local school districts.

$750 Career Fest Transportation Bus Sponsor (2 available)

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

AFFINTY 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 by 2033. Get ready for a lot of laughter and friendly competition!

$1,500 Sponsor (2 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).

$750 Sponsor (4 available)
- Registration for one team.
- Four spectator registration tickets.
- Social media recognition.
- Webpage recognition.

UNITED WAY
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AFFINTY GROUP
RETIRE UNITED

RETIREE SUMMIT

This free community event **brings together retirees and individuals approaching retirement** to explore opportunities for engagement, purpose, and lifelong learning.

Attendees discover local volunteer opportunities, gain valuable insights from experienced retirees on navigating the transition into retirement, and participate in informative breakout sessions focused on health, finances, community involvement, and personal fulfillment.

The event helps participants plan for a rewarding and meaningful next chapter while staying connected to the community.

Retiree Summit $2,500 (2 available)

- Social media recognition.
- Recognition in quarterly newsletter.
- Webpage recognition.
- Logo on event registration page.
- Logo on printed materials.
- Booth space at event.

211

Powered by United Way of Marathon County

COMMUNITY RESILIENCY

211

211 Information & Referral Services

United Way's 211 is a **free, confidential information and referral service** that connects individuals and families to the health and human services they need, helping eliminate barriers and improve access to support.

In times of disaster, 211 serves as a critical community resource by collecting damage reports and working closely with Marathon County Emergency Management when a Volunteer Reception Center is activated.

United Way of Marathon County's 211 service supports residents across an eight-county region, providing a trusted connection to local resources and assistance year-round.

$1,500 (4 available)

- Website recognition.
- Social media recognition.
- Company logo on 211 seasonal resource flyers.
- Company logo at community events.

SPONSOR LEVELS

UNITED WAY
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

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