



SUPPORT MENU:

WHAT IS CEDAR VALLEY UNITED WAY?

Locally Focused. Locally Invested.

As the center of philanthropy, Cedar Valley United Way is a community leader, convener and collaborator. We are the single point where you can make the biggest impact on your community. We help our neighbors, friends and coworkers live their best lives. We develop, support and invest in the most impactful strategies and partners to strengthen education, financial stability and healthy lifestyles - the building blocks of opportunity. Our investments of time and treasure are data-driven and aimed at root causes for long-term, measurable change.

Your annual support of Cedar Valley United Way helps offset the cost of our engagement events and better serve our community. We hope you'll take advantage of this great opportunity for your company to be seen as a philanthropic leader in the Cedar Valley.

MAJOR EVENTS

Breakfast of Champions - \$500

Tuesday, April 2, 2024 at BienVenU Event Center, Cedar Falls

- One complementary table at the event as a sponsor.
- Your company's logo included on all event literature and social media channels.
- Link to your website on all email blasts/registration form and acknowledgement during program.

Golf Classic - \$200-\$5,000

Friday, June 21, 2024 at South Hills Golf Course, Waterloo

- \$200 - Sign with logo at tee box and promotion in email/logo on clubhouse sign.
- \$500 - Exclusive signage on signature hole event and promotion in email/on clubhouse sign/social media post.
- \$1,000 - Logo and promotional material on/inside the carts, opportunity to display logo/video/ads on monitors in clubhouse and promotion in email/clubhouse sign, social media post and in press releases.
- \$1,500 - Exclusive promo on live scoring displays and logo on monitors, additional promo on press releases, email blasts, on clubhouse sign and on tables at event.
- \$5,000 - One foursome in the Golf Classic, exclusive signage throughout the event and promotion in email/clubhouse sign, social media posts and in press releases.

See www.cedarvalleyunitedway.org/Golf for more details.

Rally for the Valley - \$500

Wednesday, August 28, 2024 at Bien VenU Event Center, Cedar Falls

- One complementary table at the event as a sponsor.
- Your company's logo included on all event literature and social media channels.
- Link to your website on all email blasts/registration form.
- Acknowledgement during program.
- Further promote your organization by donating a raffle item for our silent auction or pick a prize game!

Over the Edge - NEW for 2024! Custom Sponsorship Packages Available

Friday, September 27, 2024, Location TBD

- \$500 base level to \$10,000 Presenting Sponsor opportunities available

For more information, please email Sam at sam.gutknecht@cvuw.org or visit www.cedarvalleyunitedway.org/OvertheEdge.

WORKPLACE CAMPAIGNS

Cedar Valley United Way is lucky to have the support of many companies and organizations who provide financial and in-kind contributions via a workplace campaign. Company support and employee contributions add up, and a fun workplace campaign brings employees together for the common good.

BY SUPPORTING CEDAR VALLEY UNITED WAY, YOU

BENEFIT

from year-round visibility.

INCREASE

your brand exposure and elevate your corporate identity in the community by linking your brand with United Way; one of the most recognized and respected nonprofits in the country.

REINFORCE

your organization's reputation as a good corporate steward to your customers, employees and the residents of the Cedar Valley.

EXPERIENCE

the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

SUPPORT

year-round change-making efforts, which allows Cedar Valley United Way to direct more donor-dollars to make a greater impact in the community.

OTHER SUPPORT OPTIONS

- Volunteering
- Partnering with another organization to fundraise for Cedar Valley United Way
- Corporate donations



SUPPORT MENU:

THE VALUE OF SUPPORTING CEDAR VALLEY UNITED WAY

78% of employees surveyed nationally want to work for a company that gives back, and are proud of their employer's support of United Way. *(The NonProfit Times)*

Companies that engage employees in doing good see an average of 57% less turnover. *(Benevity)*

One in three job seekers say it is extremely important that their organization has a positive impact on communities. *(Gallup 2021)*

United Way was ranked #3 on Forbe's 2023 list of America's top charities. *(Forbes 2023)*

The United Way Brand is recognized by 85% of the general public and in 95% of US workplaces. *(United Way Worldwide)*

Cedar Valley United Way's reach is 12,000+ email blast subscribers, 2.6k Facebook followers and 645 Instagram followers.



SPONSORSHIP COMMITMENT FORM

YES! Our company _____

would like to be a 2024-2025 Corporate Sponsor to the following event/s:

Breakfast of Champions = Tuesday, April 2, 2024 / \$500

Golf Classic = Friday, June 21, 2024 / \$200 / \$500 / \$1,000 / \$1,500 / \$5,000 / in-kind (seating, tent, promotion, meal and media)

Rally for the Valley = Wednesday, August 28, 2024 / \$500

Over the Edge = Friday, September 27, 2024 / \$500 / \$1,000 / \$2,500 / \$5,000 / \$7,500 / \$10,000

-OR- Our company _____

would rather make a corporate donation. **Amount:** \$ _____

CONTACT INFO:

Contact Name: _____

Email Address: _____

Physical Address: _____

Phone Number: _____

Please provide a high-resolution company logo in PDF, TIFF, JPG or PNG format to Samantha Gutknecht, Senior Director of Marketing at sam.gutknecht@cvuw.org.

CUSTOM CORPORATE PACKAGES AVAILABLE • Email sam.gutknecht@cvuw.org for more information.