



Cedar Valley
UNITED WAY



SPONSORSHIP OPPORTUNITIES



Over the Edge offers a one-of-a-kind fundraising experience, giving participants the exhilarating chance to rappel down a building in a fun and entirely safe setting. Each participant is required to raise a minimum of \$1,000 to join this adventure, with proceeds supporting United Way's Community Impact Fund.

FRIDAY, SEPTEMBER 25, 2026

TIME TBD

TECHWORKS CAMPUS

360 Westfield Avenue, Waterloo, IA 50701

SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with participants
- Invitation to the post-event after-party
- Company logo and recognition during the event
- Company logo on back of event t-shirt
- Opportunity to provide items for swag bags to participants



FEARLESS SPONSOR

\$10,000

As a Fearless Sponsor, your organization will receive the above base package plus:

- 8 VIP Rappelers
- Photo of VIP Participant's rappel, including royalty-free rights to use image for corporate promotion
- 8 VIP Rappelers spotlight social media posts (Facebook [potential reach 1,500+], Instagram and LinkedIn)
- Logo accompanying all social media posts
- Company logo on participant helmets and t-shirts
- DJ shoutout as rappellers descend
- Logo on event banner
- Logo on window clings
- Opportunity to speak at event and event after-party
- 8 t-shirts



RIGGING SPONSOR

\$7,500

As a Rigging Sponsor, your organization will receive the above base package plus:

- 6 VIP Rappelers
- Photo of VIP Edger's rappel, including royalty-free rights to use image for corporate promotion
- 6 VIP Rappelers spotlight social media posts (Facebook [potential reach 1,500+], Instagram and LinkedIn)
- 2 Sponsor Spotlight social media post highlighting the company itself
- Opportunity to speak at event
- DJ shoutout as rappellers descend
- 6 t-shirts
- Logo on event banner and t-shirts

SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with participants
- Invitation to the post-event after-party
- Company logo and recognition during the event
- Company logo on back of event t-shirt
- Opportunity to provide items for swag bags to participants



ROPE SPONSOR

\$5,000

As a Rope Sponsor, your organization will receive the above base package plus:

- Logo on event banner and t-shirts
- 4 VIP Rappelers
- Photo of VIP Participant's rappel, including royalty-free rights to use image for corporate promotion
- 4 VIP Rappelers spotlight social media posts (Facebook [potential reach 1,500+], Instagram and LinkedIn)
- 1 Sponsor Spotlight social media post highlighting the company itself
- DJ shoutout as rappellers descend
- 4 t-shirts
- Logo on each rope

LANDING SPONSOR

\$2,500

As a Landing Sponsor, your organization will receive the above base package plus:

- 2 VIP Rappelers
- Photo of VIP Participant's rappel, including royalty-free rights to use image for corporate promotion
- 2 VIP Rappelers spotlight social media posts (Facebook [potential reach 1,500+], Instagram and LinkedIn)
- 1 Sponsor Spotlight social media post highlighting the company itself
- DJ shoutout as rappellers descend
- Logo on event t-shirts
- Logo at the Landing Zone

SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with participants
- Invitation to the post-event after-party
- Company logo and recognition during the event
- Company logo on back of event t-shirt
- Opportunity to provide items for swag bags to participants



AFTER-PARTY SPONSOR \$1,500

As an After-Party Sponsor, your organization will receive the above base package plus:

- 1 Sponsor Spotlight social media post highlighting the company itself
- Exclusive logo (along with Presenting Sponsor) at the After-Party

STORY SPONSOR \$500

As a Story Sponsor, your organization will receive the above base package.

**Custom sponsorship packages are also available.
Email Sam.Gutknecht@cvuw.org to explore other sponsorship opportunities!**

ONE SMALL STEP FOR RAPPELERS. ONE GIANT LEAP FOR OUR COMMUNITY.

All proceeds support the Cedar Valley United Way campaign, positively transforming the lives of countless individuals and families in the Cedar Valley. As a connector within our community, we bring together resources, people, and ideas to drive meaningful change. By leveraging collaboration and data, Cedar Valley United Way pinpoints the most pressing needs, focusing on health, education, and financial stability. Subsequently, we invest in local programs and services to create significant impacts in these key areas.