

United Way of Northeastern Minnesota 2022 EVENT SPONSORSHIP



*Show that your business cares
and have fun doing it!*

CONTACT US TODAY!

218-254-3329

erin@unitedwaynemn.org



Ready to Live United?

When you sign on as a UWNEMN event sponsor, you impact the lives of people across the Iron Range AND connect with UWNEMN Game Changers living and working in our region.

Your sponsorship ensures your company achieves its corporate citizenship goals AND is included in UWNEMN's annual reach of 900,000 (and growing) impressions through digital, print, TV, and radio outreach.

THERE ARE TWO WAYS TO SPONSOR UWNEMN EVENTS IN 2022:

1. Sign up today as a **Corporate Event Sponsor** and make a one-time contribution to support multiple UWNEMN events.
 - Is there a particular event you are especially passionate about supporting? Increase your presence with a presenting sponsorship!
 - Fill out the **orange sheet** at the end of this packet to sign on as a Corporate Event sponsor and be represented at UWNEMN events year-round for **\$2,500 less** than it would cost to sponsor events individually for the same level of benefits!
2. Prefer to **sponsor events à la carte**? Review the events and levels detailed in this packet, and select the events that mean the most to you.
 - Fill out the **blue sheet** at the end of this packet to take care of your UWNEMN sponsorship for the year now - before the year even begins!

2022

United Way of Northeastern Minnesota Calendar of Events

JANUARY

Making REEL Change is a regional virtual ice fishing tournament to benefit the Smiles United program. **200+ people**

Power of the Purse features an evening of food, wine, themed costume contests, raffles, and auctions to support Imagination Library. **300 people**

MARCH

Annual Campaign Celebration honors top UWNEMN campaigns, volunteers, and agencies of the past year. **100 people**

APRIL

Flavor of the North is a UWNEMN staple celebrating local eateries. Guests sample dishes and vote for their favorite appetizer, entrée, and dessert. The event also features an extensive auction and raffles. All proceeds benefit Buddy Backpacks. **500+ people**

JUNE

The Wall That Heals is a three-quarterscale replica of The Vietnam Veterans Memorial in Washington, D.C. and is accompanied by a mobile Education Center. **2,500 people***

AUGUST

Take a Swing at Hunger sells 1,000 golf balls to be hoisted in a crane above a golf hole. If your ball lands in the hole, you win the first place cash prize! Proceeds support Buddy Backpacks. **1,000 people**

OCTOBER

Bucks for Backpacks is a cash raffle to support Buddy Backpacks. **400 people****

Legislative Meet & Greet connects UWNEMN Board Members, top sponsors, and agencies with state legislators. This event is invite only. **75 people ***

NOVEMBER

Big Buck Contest celebrates a beloved Minnesota tradition with a region-wide buck contest awarding prizes to male, female, and youth hunters. Proceeds support Imagination Library. **200+ people**

DECEMBER

Funspiel is an annual bonspiel featuring curling, food, auction, raffles, and more. Proceeds support Smiles United. **150 people**

2022 Stand-Alone Events

MAY

Bull Ride for the Brave includes a week of fun leading up to the premier bull riding event, featuring an evening of "Dirt Kickin' Wicked Good Fun" - all to support United for Veterans programming! **3,500 people** *This event is not part of the Corporate Event Sponsorship package. See sponsorship menu for details!*

SEPTEMBER

Renegade Trail Run 25K/5K is a new and exciting event at the Redhead Trail. This event benefits the United for Veterans program. **1,000 people** *This event is not part of the Corporate Event Sponsorship package. See sponsorship menu for details!*

**This event is not included in any sponsorship package. Contact us for more details!*

*** Self sustained event.*



2022 STAND-ALONE EVENTS

These events are not included in the Corporate Event Sponsorship package.

UNITED WAY of NORTHEASTERN MN'S



MAY 2022 ★ HIBBING MEMORIAL ARENA

UWNEMN can't wait to bring you the Bull Ride for the Brave event, featuring an evening of "Dirt Kickin Wicked Good" fun with the Great Frontier Bull Riding Company. This family friendly event is expected to draw over 3,500 people from across the Iron Range and surrounding area to the Memorial Arena in Hibbing. Guests will be at the edge of their seats watching as cowboys from across the United States take on top Minnesota bulls in this NFPB-sanctioned event. This is the first-ever event of this kind for UWNEMN, and proceeds will benefit the United for Veterans program.

Presenting Sponsor

\$15,000

SOLD

Logo at top of all promotional materials, name mention in news releases, feature in event program booklet, inclusion in radio announcement, live remote interview, logo on main bull exit chute, logo on tickets, and 25 tickets to event with VIP seating.

Diamond Sponsor

\$10,000

Premier logo on all promotional materials, full page ad in event program booklet, name mention in 25 radio announcements, logo on bull chute, logo on tickets, and 15 tickets to event with VIP seating.

Gold Buckle Sponsor

\$2,500

Logo on all promotional materials, 1/4 page ad in event program booklet, name mention in 15 radio announcements, and 8 tickets to event with seating.

Bronze Bucking Sponsor

\$750

Inclusion in all promotional materials (sans TV ads), logo on sponsor page in event program booklet, and 4 tickets to event with seating.

Bullfighter Sponsor

\$5,000

Logo on all promotional materials, half page ad in event program booklet, name mention in 20 radio announcements, logo on bull chute, logo on tickets, and 10 tickets to event with VIP seating.

Silver Spur Sponsor

\$1,500

Inclusion in all promotional materials (sans TV ads), 1/8 page ad in event program booklet, and 6 tickets to event with seating.

Stock Sponsor

\$500

Inclusion in all promotional materials (sans TV ads), name on sponsor page in event program booklet, and 2 tickets to event with seating.



SEPTEMBER 2022

@ REDHEAD MTB PARK

Be a part of the second annual Renegade Trail Run 25K/5K which is sure to bring runners from across the Midwest to the Redhead MTB Park in Chisholm! The event takes place on a single track trail of reclaimed mineland and features rugged terrain and breathtaking views.

Proceeds from this event benefit UWNEMN's United for Veterans program.

Presenting Sponsor

\$5,000

SOLD

Logo at top of all promotional materials, name mention in news releases, events and news releases, marketing items in racers' registration packets, 12 race registrations, and complimentary event swag.

Gold Sponsor

\$2,500

Large logo in all promotional materials, marketing items in racers' registration packets, 8 race registrations, and complimentary event swag.

Silver Sponsor

\$1,000

Small logo in all promotional materials, marketing items in racers' registration packets, 4 race registrations, and complimentary event swag.

Bronze Sponsor

\$500

Name in all promotional materials, 2 race registrations, and complimentary event swag.

2022 CORPORATE SPONSOR EVENTS

Sign on as a Corporate Event Sponsor and make a one-time contribution to support all of the following events! These events can also be sponsored individually for those who prefer to opt out of the Corporate Event Sponsorship.

MAKING REEL CHANGE

a regional ice fishing
tournament to benefit United
Way of Northeastern Minnesota

UWNEMN's second annual virtual ice fishing contest will be held on the mobile app FishDonkey. The app does all the work — take your fish photos in the app, and FishDonkey will record all the details, updating the Leaderboards in real time! Anglers will compete in three categories: Longest Walleye/Sauger, Longest Northern Pike, and Longest Stringer of Three Crappies. The winner in each category will win a \$200 L&M Fleet Supply gift card, and one lucky WILD CARD participant will win a LIFETIME MINNESOTA FISHING LICENSE! Proceeds from this contest help provide dental care to uninsured and underinsured individuals through UWNEMN's Smiles United program.

JAN 2022 - FISH THE LAKE OF YOUR
CHOICE IN THE FOLLOWING COUNTIES:
St. Louis / Koochiching / Lake of the Woods / Itasca

Presenting Sponsor

\$2,500 (1 available)

Logo at top of all promotional materials, sponsorship of grand prize, inclusion in radio announcement/news releases, and eight free contest entries.

Gold Sponsor

\$1,000

Logo on all promotional materials and four free contest entries.

Silver Sponsor

\$500

Name on all promotional materials and two free contest entries.

Corporate Event Sponsors receive these benefits for half price!



January 2022 Iron Trail Motors Event Center

More than 300 women will gather for the 15TH ANNUAL Power of the Purse event January at the Iron Range's premiere new event center, the Iron Trail Motors Event & Convention Center in Virginia. Throughout the evening, guests will sample wines and cuisine, participate in games and raffles, and bid on various auction items like purses, pampering packages, weekend getaways, and so much more. Dress in the "Totally 80's" theme to win a prize! All proceeds benefit the Imagination Library program.

Presenting Sponsor

\$2,500 (1 available)

Prominent logo on all promotional materials, tabletop signage, inclusion in radio announcement/news releases, and 8 tickets (reserved table) for event.

Gold Sponsor

\$1,000

Small logo on all promotional materials, tabletop signage, and four tickets to event.

Silver Sponsor

\$500

Name on all promotional materials, tabletop signage, and two tickets to event.

Corporate Event Sponsors receive these benefits for half price!

UWNEMN's most delicious event of the year!

Taste the best dishes local restaurants have to offer, plus bid on items in our biggest auction of the year! This event is a fan-favorite, and proceeds support Buddy Backpacks.



April 2022
Range Recreation Civic Center



Presenting Sponsor

\$2,500 (1 available)

Logo at top of all promotional materials, feature in event program booklet, inclusion in radio announcement/news releases, and 16 tickets (two reserved tables) to event.

Gold Sponsor

\$1,000

Large logo on all promotional materials, medium logo in event program booklet, and 8 tickets (one reserved table) to event.

Silver Sponsor

\$500

Name on all promotional materials, name in event program booklet, and 4 tickets (half a table) to event.

Corporate Event Sponsors receive these benefits for half price!



**AUGUST 2022
MESABA COUNTRY CLUB**

\$10,000 GOLF BALL DROP

Purchase a golf ball and watch it dropped among 999 others onto the green. If your ball makes it into the hole, you win big!

All proceeds benefit the Buddy Backpack program.

Presenting Sponsor

\$2,500 (1 available)

Logo at top of all promotional materials, inclusion in radio announcement/news releases, and 8 raffle tickets.

Gold Sponsor

\$1,000

Large logo on all promotional materials and 4 raffle tickets.

Silver Sponsor

\$500

Name on all promotional materials and two raffle tickets.

Corporate Event Sponsors receive these benefits for half price!



United Way of
Northeastern Minnesota

BIG BUCK CONTEST



**RIFLE SEASON /
YOUTH HUNT SEASON 2022**

A virtual Big Buck Contest for hunters living, working, and/or hunting in UWNEMN's service territory (Iron Range, Koochiching County, and Lake of the Woods County), this contest has been organized as a fundraiser for Imagination Library.

There will be three winning Big Buck categories for contestants – Adult Male, Adult Female, and Youth (10-17). All contestants are eligible to win the grand prize of a Lifetime Minnesota Deer Hunting License, with the winner chosen at random - one for the youth division and one for the adult division.

Presenting Sponsor

\$2,500 (1 available)

Logo at top of all promotional materials, sponsorship of the grand prize, inclusion in radio announcement/news releases, and eight free contest registrations.

Gold Sponsor

\$1,000

Logo on all promotional materials and four free contest registrations.

Silver Sponsor

\$500

Name on all promotional materials and two free contest registrations.

Corporate Event Sponsors receive these benefits for half price!

UNITED WAY of NE MN



december 2022

range recreation & civic center

Join 32 teams for UWNEMN's annual bonspiel. This is a full day of fun: enjoy a light breakfast, lunch, and dinner, silent auction, raffles, awards ceremony, and of course, a day of curling! Proceeds from this event benefit UWNEMN's Smiles United Program.

Presenting Sponsor

\$2,500 (1 available)

Logo at top of all promotional materials, personal 2' x 8' banner at event, inclusion in radio announcement/news releases, and two teams of four curlers.

Gold Sponsor

\$1,000

Logo on all promotional materials, logo on shared 2' x 8' banner at event, and one team of four curlers.

Silver Sponsor

\$500

Name on all promotional materials, name on shared 2' x 8' banner at event, and two curlers.

Corporate Event Sponsors receive these benefits for half price!

CORPORATE EVENT SPONSORSHIP

YES!

We are **READY TO LIVE UNITED** by becoming a **UWNEMN Corporate Event Sponsor**.

☐ We are signing on for a \$3,000 Corporate Event Sponsorship, supporting and receiving benefits for the following 2022 events: Making REEL Change, Power of the Purse, Annual Campaign Celebration, Flavor of the North, Take a Swing at Hunger, Big Buck Contest, and Funspiel

☐ In addition to our Corporate Event Sponsorship we'd like to sponsor one or both of the 2022 Stand-Alone Events at the levels indicated.

☐ Bull Ride for the Brave
at _____ level

☐ Renegade Trail Run 25K/5K
at _____ level

**TOTAL 2022
SPONSORSHIP
INVESTMENT**



CONTACT PERSON _____ **PHONE** _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

SIGNATURE _____

☐ Please bill us.

☐ Logo has been emailed, or form is submitted by email with logo attached.

United Way of
Northeastern MN



THANK YOU FOR YOUR GAME CHANGING SUPPORT!

CHECKS PAYABLE TO: United Way of Northeastern Minnesota
608 East Drive, Chisholm MN 55719

FOR MORE INFORMATION:
218-215-2421 | erin@unitedwaynemn.org

2022 A LA CARTE EVENT SPONSORSHIP



United Way of
Northeastern Minnesota

We are **READY TO LIVE UNITED** by sponsoring the following UWNEMN events individually in 2022:

☐ **Bull Ride for the Brave**

- ☐ Presenting **SOLD** \$15,000 ☐ Silver Spur \$1,500
☐ Diamond \$10,000 ☐ Bronze Bucking \$750
☐ Bullfighter \$5,000 ☐ Stock \$500
☐ Gold Buckle \$2,500

☐ **Renegade Trail Run 25K/5K**

- ☐ Presenting **SOLD** \$5,000
☐ Gold \$2,500
☐ Silver \$1,000
☐ Bronze \$500

☐ **Making REEL Change**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

☐ **Power of the Purse**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

☐ **Flavor of the North**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

☐ **Take a Swing at Hunger**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

☐ **Big Buck Contest**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

☐ **Funspiel**

- ☐ Presenting \$2,500 ☐ Gold \$1,500 ☐ Silver \$500

**TOTAL 2022
SPONSORSHIP
INVESTMENT**



CONTACT PERSON _____ **PHONE** _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

SIGNATURE _____

- ☐ Please bill us. ☐ Logo has been emailed, or form is submitted by email with logo attached.

THANK YOU FOR YOUR GAME CHANGING SUPPORT!

CHECKS PAYABLE TO: United Way of Northeastern Minnesota
608 East Drive, Chisholm MN 55719

FOR MORE INFORMATION:
218-215-2421 | erin@unitedwaynemn.org



LET'S TALK ABOUT DOING MORE TOGETHER

Become a corporate event sponsor, and join these local leaders:

MESABI TRIBUNE Hometown FOCUS.us the TIMBERJAY

For more information, please contact Erin Shay at
 218-254-3329 or erin@unitedwaynemn.org.