

# United Way of Northeastern Minnesota 2023 EVENT SPONSORSHIP



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

**CONTACT US TODAY!**

218-254-3329

[erin@unitedwaynemn.org](mailto:erin@unitedwaynemn.org)

**United  
Way**



**United Way of  
Northeastern MN**



# Great Things Happen...

when you sign on as a UWNEMN event sponsor!

Your sponsorship impacts the lives of thousands of people across the region AND ensures your company achieves its corporate citizenship goals.

Sign on early to ensure your company is represented at all of UWNEMN's 2023 events 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 2023:

- 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 **blue 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 **orange sheet** at the end of this packet to take care of your UWNEMN sponsorship for the year now - before the year even begins!

# 2023 United Way of Northeastern Minnesota Calendar of Events



**JANUARY**

**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**



**AUGUST**

**\$10,000 Golf Ball Drop** 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**



**DECEMBER**

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



**DATE  
TBA**

**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 included in any sponsorship package. Contact us for more details!*



**DATES  
TBA**

**United for Veterans Cash Raffle** is a cash raffle to support the United for Veterans program.



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

*Cash raffles are self-sustained and not typically sponsored. If you'd like to provide sponsorship dollars for the drawing parties, contact [elizabeth@unitedwaynemn.org](mailto:elizabeth@unitedwaynemn.org)!*





# January 2023 Iron Trail Motors Event Center

More than 300 women will gather for the 16TH 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 "Roaring 20's" theme to win a prize! All proceeds benefit the Imagination Library program.

## Presenting Sponsor \$5,000 (1 available)

Prominent logo on all promotional materials, tabletop signage, inclusion in radio announcement/news releases, and 16 tickets (two tables) for event.

## Gold Sponsor \$2,500

Logo on all promotional materials, tabletop signage, and eight tickets to event.

## Silver Sponsor \$1,000

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

## Bronze Sponsor \$500

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

Corporate Event Sponsors receive these benefits for 1/3 the price!



Join us to recognize top workplace campaigns, volunteers, and partner agencies March 30th!

Corporate Event Sponsors receive a free table for eight!

# April 2023 / Range Recreation Civic Center

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.

*The most delicious  
event in NE MN!*



## Presenting Sponsor \$5,000 (1 available)

Prominent 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 \$2,500

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

## Silver Sponsor \$1,000

Small logo on all promotional materials, small logo in event program booklet, and 4 tickets (half a table) to event.

## Bronze Sponsor \$500

Name on all promotional materials, name in event program booklet, and 2 tickets to event.

Corporate Event Sponsors receive these benefits for 1/3 the price!





**DATE TBA 2023  
@ REDHEAD MTB PARK**

*The most scenic trail run in NE MN* to support local veterans 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 (1 available)**

Logo at top of all promotional materials, name mention in radio announcements 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.

**Corporate Event Sponsors receive these benefits for half price!**

**AUGUST  
2023**

United Way of Northeastern Minnesota's

**\$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 Backpacks program.**

**Presenting Sponsor**  
**\$5,000 (1 available)**

Prominent logo at top of all promotional materials and inclusion in radio announcement/news releases

**Gold Sponsor**  
**\$2,500**

Large logo in all promotional materials.

**Silver Sponsor**  
**\$1,000**

Small logo in all promotional materials.

**Bronze Sponsor**  
**\$500**

Name in all promotional materials.

**Corporate Event Sponsors receive these benefits for half price!**

Other sponsor benefits TBA for all levels.



# 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 2023 events:** Power of the Purse, Annual Campaign Celebration, Flavor of the North, Renegade Trail Run 5K/25K, and \$10,000 Golf Ball Drop + receiving an invitation to the UWNEMN Legislative Breakfast.

**TOTAL 2023  
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

*Return by December 1, 2022, for your logo to be included in ALL 2023 event promotions.*

# THANK YOU FOR YOUR SUPPORT!

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

FOR MORE INFORMATION:  
218-215-2421 | [erin@unitedwaynemn.org](mailto:erin@unitedwaynemn.org)



# 2023 A LA CARTE EVENT SPONSORSHIP



United Way of  
Northeastern Minnesota

We are **READY TO LIVE UNITED** by sponsoring the following UWNEMN events individually in 2023:

<input type="checkbox"/> <b>Renegade Trail Run 5K/25K</b>	<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> <b>Power of the Purse</b>	<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> <b>Flavor of the North</b>	<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500
<input type="checkbox"/> <b>\$10,000 Golf Ball Drop</b>	<input type="checkbox"/> Presenting \$5,000	<input type="checkbox"/> Gold \$2,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500

**TOTAL 2023  
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 SUPPORT!

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

**FOR MORE INFORMATION:**  
218-215-2421 | [erin@unitedwaynemn.org](mailto:erin@unitedwaynemn.org)



# LET'S TALK ABOUT DOING MORE TOGETHER

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



For more information, please contact Erin Shay at  
218-254-3329 or [erin@unitedwaynemn.org](mailto:erin@unitedwaynemn.org).