

United Way of Northeastern MN 2024 EVENT SPONSORSHIP



Give Where You Live!

Join the fun while supporting our
programs and communities.

United Way of
Northeastern MN



Sponsorship Inquiries: Erin Shay
218-254-3329 | erin@unitedwaynemn.org

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 2024 events and is included in UWNEMN's annual reach of 900,000 (and growing) impressions through in-person, digital, print, and radio outreach.

How are your dollars used?

To fill **Buddy Backpacks** weekend meal kits for local students facing food insecurity.



Improve food access & security.

To provide **United for Veterans** holiday meal kits for veterans in need to enjoy with their families.



Support area veterans and servicemembers.

To mail monthly **Imagination Library** books to local children for a full year.



Increase early childhood literacy.

To supply families or individuals recovering from a housing emergency with **Comforts of Home** essentials.



Stabilize families and individuals.

To connect children in need of an additional positive role model with a **Lunch Buddies** mentor throughout the school year.



Build resiliency in our next generation.

To support the **nonprofits** most meaningful to you in your community.



Support a network of changemakers.

Check out just one year of LOCAL IMPACT...



36,330 Buddy Backpacks were packed for local children



26,241 Imagination Library books were mailed to local children



1,675 uninsured and underinsured local patients received dental care through Smiles United



9,765 Meet Up and Chow Down lunches were served at 12 regional sites



798 children and 842 adults in crisis received Comforts of Home



Lunch Buddies in 10 schools across the Iron Range



77 holiday meal kits distributed to veterans in need



42 local nonprofits received financial support

What can we accomplish together next year?

2024 United Way of Northeastern MN Calendar of Events



**JANUARY
25TH**

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



**FEBRUARY
22ND**

United for Veterans Bingo is a fundraiser in International Falls to support United for Veterans.



**MARCH
21ST**

Annual Celebration honors top UWNEMN campaigns, volunteers, and agencies of the past year.



**APRIL
25TH**

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.



**MAY
9TH**

United for Veterans Cash Raffle is a \$20,000 cash raffle to support United for Veterans (400 tickets sold).



**JUNE
29TH**

Renegade Trail Run 5K is an exciting race at the Redhead Trail. This event benefits the United for Veterans program.



**AUGUST
1ST**

Take a Swing at Hunger is an invite-only golf scramble with fun games and prizes. Also included will be the \$10,000 Golf Ball Drop fundraiser that sells 1,000 golf balls to be hoisted in a crane above a golf hole. The closest five golf balls on each drop win cash prizes. All event proceeds benefit Buddy Backpacks.



**DECEMBER
DATE TBA**

Bucks for Backpacks is a \$20,000 cash raffle to support Buddy Backpacks (400 tickets sold).



**DATE
TBA**

Legislative Meet & Greet is an invite-only meeting for UWNEMN Board Members, top sponsors, and agencies with state legislators.

- CES Event
- Raffle or bingo Event
- Invite-only Event

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!

power of the **purse**

WE'RE ALL MAD HERE! JANUARY 25

More than 300 women will gather for the 17th Annual Power of the Purse event January 25th at the Iron Trail Motors Event & Convention Center in Virginia. Guests will sample wines and cuisine, participate in games and raffles, and bid on various auction items like purses, home décor, pampering packages, weekend getaways, and much more.

Dress in the "Alice in Wonderland" theme to win a prize!

All proceeds benefit the Imagination Library program.



Join us to recognize top workplace campaigns, volunteers, and partner agencies March 21st at our Annual Celebration!



The Northland's premier food and beverage event!

FLAVOR
OF THE NORTH

*April 25, 2024
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, (over 550 guests!) and proceeds support Buddy Backpacks.





JUNE 29TH REDHEAD MTB TRAIL

Walk, hike, run, or ruck the region's most picturesque trail! Participants follow a single-track trail of reclaimed mineland featuring rugged terrain and breathtaking views.

Heading into its fourth year, Renegade Trail Run proceeds will benefit UWNEMN's United for Veterans program.

AUGUST 1ST AT ESHQUAGUMA COUNTRY CLUB



An invite-only golf scramble for 72 players with contests and prizes. End the day with a fun and exciting fundraiser where 1,000 golf balls are sold for two golf ball drops – the closest five balls to the hole in each drop win cash prizes (10 winners total). All proceeds will benefit Buddy Backpacks.





United Way of
Northeastern Minnesota

CORPORATE EVENT SPONSORSHIP

2024 CES events - Power of the Purse, Annual Celebration, Flavor of the North, Renegade Trail Run, and Take a Swing at Hunger (golf scramble and golf ball drop).

☐ **Platinum Sponsor - \$10,000**

- **Presenting Sponsor** at one of the five CES events (first come, first choice - limit one per event)
 - **16 tickets** for presenting event (**two-4 person teams** for golf scramble)
- **8 tickets** for each of the remaining CES events; **one 4-person team** at golf scramble
- **One week pre-sale access** to purchase additional event tickets before open to the public
- **Large top logo** on all event promotions (radio, digital, print)
- **One** representative at the UWNEMN Legislative Breakfast
- **Logo and website link** on UWNEMN website

☐ **Gold Sponsor - \$5,000**

- **4 tickets** for each of the CES events (excluding golf scramble)
 - **Upgrade 1 CES event** to 8 tickets
 - **Upgrade 8 tickets to Annual Celebration**
- **Medium logo** on all event promotions (radio, digital, print)
- **One** representative at the UWNEMN Legislative Breakfast
- **Logo and website link** on UWNEMN website

☐ **Silver Sponsor - \$3,000**

- **4 tickets** for each of the CES events (excluding golf scramble)
- **Small logo** on all event promotions (radio, digital, print)
- **Logo and website link** on UWNEMN website

Thank
you for
your
support!

**Return by November 20, 2023,
for your logo to be included in ALL 2024 event promotions.**

If you would like inquire about single event sponsorships only, please contact Erin Shay.

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.

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:

For more information about 2024 corporate event sponsorships, please contact Erin Shay at 218-254-3329 or erin@unitedwaynemn.org.