



# UNITED WAY OF KENNEBEC VALLEY'S 2024 SPONSORSHIP OPPORTUNITIES GUIDE



United Way  
of Kennebec Valley

For more information, please contact  
Michelle Tibbetts at (207) 626-3400 or [mtibbetts@uwkv.org](mailto:mtibbetts@uwkv.org)



United Way of Kennebec Valley (UWKV) is pleased to offer a variety of sponsorship opportunities for many of our events, membership groups and initiatives throughout 2024. Thanks to the continued generosity of wonderful supporters, our events are highly visible and fun opportunities to connect with businesses and community leaders who believe in our mission, while supporting the important work of our organization.

Sponsorships include support above-and-beyond corporate and individual campaign gifts made to UWKV. Sponsorship of events and initiatives allows UWKV to direct all fundraised dollars to the Community Care Fund, which supports more than 58 programs throughout Kennebec County focused on improving the health, education and financial stability of our friends and neighbors.

We hope you will consider partnering with us. Thank you for supporting  
United Way of Kennebec Valley!

## **BECOME A SPONSOR TODAY!**

For more information on any of our events, memberships, initiatives or projects, contact:  
Michelle Tibbetts, Director of Marketing, (207) 626-3400, [mtibbetts@uwkv.org](mailto:mtibbetts@uwkv.org)

**All sponsorship commitments should be received by March 1, 2024.**

**30,000** Kennebec Journal &  
Morning Sentinel  
Subscribers

**4,460+** E-newsletter  
Subscribers

**2,600** Social Media  
Followers

**1,500** Leadership Book  
Recipients

# UNITED IN PURPOSE

## Corporate Champions Circle

The Corporate Champions Circle (CCC) is a unique opportunity to positively impact our community and promote your business through event sponsorship. By joining the CCC, you are allowing UWKV to decide where your sponsorship dollars will make the largest impact for our organization. UWKV will direct sponsorship dollars toward one to three events depending on sponsorship level. CCC sponsors will receive the benefits applied to each of those events as well as the benefits listed below.

### PLATINUM - \$5,000

- 📍 Recognition as a top sponsor at three events or initiatives of UWKV's choosing
- 📍 Quarterly "Corporate Champions Circle Profile" at Platinum Level in UWKV social media posts
- 📍 Corporate Platinum Level logo in every UWKV monthly e-newsletter
- 📍 One business-featured article in a United Way e-newsletter
- 📍 Business name and logo on UWKV's website with hyperlink to business website
- 📍 Company logo listed as a Platinum Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Company logo listed in UWKV Leadership Book as a Platinum Level Corporate Champion

### GOLD - \$3,000

- 📍 Recognition as a top sponsor at two events or initiatives of UWKV's choosing
- 📍 Bi-annual "Corporate Champions Circle Profile" at Gold Level in UWKV social media posts
- 📍 Business name listed as a Corporate Gold Level sponsor in every UWKV monthly e-newsletter
- 📍 Business name and logo on UWKV's website with hyperlink to business website
- 📍 Business name listed as a Gold Level sponsor in a quarter-page Kennebec Journal ad and Morning Sentinel ad
- 📍 Company logo listed in UWKV Leadership Book as a Gold Level Corporate Champion

### SILVER - \$1,500

- 📍 Recognition as a top sponsor at one event or initiative of UWKV's choosing
- 📍 Annual "Corporate Champions Circle Profile" at Silver Level in UWKV social media posts
- 📍 Silver Level logo in e-newsletter advertising for event
- 📍 Business name listed on UWKV's website as a CCC member
- 📍 Business name listed as a Silver Level sponsor in a quarter-page Kennebec Journal ad and Morning Sentinel ad
- 📍 Company name listed in UWKV Leadership Book as a Silver Level Corporate Champion



## Impact2032 Initiative

Impact2032 is a driving movement that unites community members to accelerate change across Kennebec County over 10 years. It is a deeply coordinated and collaborative effort, led by UWKV, to improve the health, education and financial stability of Kennebec County residents. Financial backing of Impact2032 through annual sponsorship will allow United Way to continue to advance and monitor this movement over the next decade.

For more information, visit [impact2032.org](http://impact2032.org).

### PLATINUM - \$7,500

- 📍 Recognition as a Platinum Level sponsor on Impact2032 website with logo and hyperlink to company website
- 📍 Recognition with logo as a Platinum Level sponsor through social media and in bimonthly Impact2032 e-newsletter
- 📍 Company logo on Impact2032 marketing materials
- 📍 Company logo listed as a Platinum Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as Platinum Level sponsor at all Impact2032 events and committee meetings
- 📍 Recognition with logo as Platinum Level sponsor in all Impact2032-associated press releases
- 📍 Company logo on Impact2032 "Guide for Businesses" as a Platinum Level sponsor

### GOLD - \$5,000

- 📍 Recognition as a Gold Level sponsor on Impact2032 website with logo
- 📍 Company listed as a Gold Level sponsor through UWKV's social media and in bimonthly Impact2032 e-newsletter
- 📍 Company listed on Impact2032 marketing materials as a Gold Level sponsor
- 📍 Company logo listed as a Gold Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as a Gold Level sponsor at all Impact2032 events
- 📍 Company listed on Impact2032 "Guide for Businesses" as a Gold Level sponsor

### SILVER - \$2,500

- 📍 Company listed as a Silver Level sponsor on Impact2032 website
- 📍 Recognition as a Silver Level sponsor through UWKV's social media
- 📍 Company listed as a Silver Level sponsor in a quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Recognition as a Silver Level sponsor at all Impact2032 events





## Emerging Leaders Society

United Way's Emerging Leaders Society (ELS) is for anyone interested in growing their philanthropic involvement in Kennebec County. ELS members receive special opportunities to experience the impact of their generosity firsthand, work closely with UWKV as we improve the lives of local people, and develop a deeper connection to Kennebec County, its needs, and its heroes.

Every year, new members join the Society while other members "Emerge," which means they are now donating at the Leadership level. Currently, there are 24 young professionals who make up UWKV's Emerging Leaders Society. UWKV will be conducting a major recruitment push for this revamped program in Spring 2024. Additionally, this year ELS will host one educational opportunity and one volunteer opportunity every quarter.

### PLATINUM – \$1,500

- 📍 Recognition with logo as a Platinum Level sponsor in all electronic communications
- 📍 Chance to have a company representative speak at any ELS event
- 📍 Logo listed in quarter-page ad in Kennebec Journal and Morning Sentinel
- 📍 Logo and hyperlink on UWKV's ELS web page
- 📍 Logo in Leadership Book and other ELS marketing materials
- 📍 Invitations to all ELS events

### GOLD – \$750

- 📍 Recognition as a Gold Level sponsor in all electronic communications
- 📍 Business listing in quarter-page ad in Kennebec Journal and Morning Sentinel
- 📍 Business listing and hyperlink on UWKV's ELS web page
- 📍 Business listing in Leadership Book and other ELS marketing materials
- 📍 Invitations to all ELS events





# ANNUAL GOLF SCRAMBLE

Augusta Country Club  
Monday, July 29, 2024  
10am Shotgun Start

For over 53 years, United Way of Kennebec Valley has been bringing together more than 120 Kennebec County golfers a year at the Augusta County Club for the organization's largest fundraising event. There are many sponsorship opportunities available – please see below, as well as the next page, for more details on benefits.

## EXCLUSIVE CART – \$2,500

- 📍 Logo/sponsor bag in every golf cart
- 📍 Logo in quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 50% off foursome in tournament
- 📍 Logo in e-newsletter advertising event
- 📍 Logo in event program
- 📍 Logo and hyperlink on event web page
- 📍 Logo on large sign at hole one
- 📍 Company rep greets players at one hole
- 📍 Mention in press releases
- 📍 Logo/tag on UWKV social media handles
- 📍 Recognition during Awards Banquet

## LUNCH – \$1,000

- 📍 Listed in Kennebec Journal and Morning Sentinel ad
- 📍 Logo in e-newsletter
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Listed in press releases
- 📍 Logo/tag on UWKV social media handles
- 📍 Recognition during Awards Banquet

## BANQUET – \$1,500

- 📍 Logo in quarter-page Kennebec Journal and Morning Sentinel ad
- 📍 Logo in e-newsletter advertising event
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Logo displayed on banner at Awards Banquet
- 📍 Listed in press releases
- 📍 Logo/tag on UWKV social media handles
- 📍 Recognition during Awards Banquet

## AIR CANNON – \$750

- 📍 Mention in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Company rep greets players at air cannon hole
- 📍 Business name at assigned hole



# ANNUAL GOLF SCRAMBLE

Augusta Country Club  
Monday, July 29, 2024  
10am Shotgun Start

## CLOSEST TO THE PIN – \$500

- 📍 Listed in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

## PUTTING CONTEST– \$500

- 📍 Listed in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

## STRAIGHTEST DRIVE – \$500

- 📍 Listed in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in e-newsletter
- 📍 Mention in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

## PROSHOP– \$350

- 📍 Listed in Kennebec Journal and Morning Sentinel ad
- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Business name at assigned hole

## \* HOLE – \$200

- 📍 Listed in event program
- 📍 Listed on event web page
- 📍 Business name at ProShop

*\*If you typically register a foursome through the Deluxe Package, which includes a Hole Sponsorship, please check "Hole Sponsor" on the form at the end of this packet. We will apply the benefits and dollars to the Deluxe Package when the Golf Team Registration Packet is sent out.*





# Campaign Events

**Pacesetter, Kickoff & Celebration**  
**Location & Dates TBD**

The Pacesetter Breakfast is an early campaign kickoff event for business partners (~25) who want to complete their workplace campaign before mid-September. Pacesetter businesses typically raise over 50% of UWKV's annual campaign and wrap-up by the Campaign Kickoff.

With close to 300 attendees annually, the Campaign Kickoff marks the official start of the fundraising season for United Way, with the majority of workplace campaigns launching at this event. This event is a public event. The Campaign Celebration marks the completion of the fundraising season.

During the Campaign Celebration, which attracts 150+ attendees each year, fundraising results are announced and awards are presented to outstanding business partners. Sponsorship levels include your support of all three events.

## PLATINUM – \$2,000

- 🍷 Company name included on general signage at events
- 🍷 Company logo printed on registration forms and programs
- 🍷 Company recognized during events and in UWKV's electronic communications
- 🍷 Company logo displayed on sign/banner at events
- 🍷 Eight complimentary tickets to each event and a reserved table\*

## GOLD – \$1,000

- 🍷 Company name included on general signage at events
- 🍷 Company logo is printed on programs and registration forms
- 🍷 Company recognized during events and in UWKV's electronic communications
- 🍷 Four complimentary tickets to each event\*

## SILVER – \$500

- 🍷 Company name included on general signage at events
- 🍷 Company name printed on event program for each event
- 🍷 Company is recognized during events and in UWKV's electronic communications
- 🍷 Two complimentary tickets to each event\*



\*Company is responsible for attendee RSVPs





# Day of Caring Events

Multiple dates and locations in spring and fall

Every spring and fall, United Way partners with 25+ local schools and programs, as well as many area businesses, to sponsor student Days of Caring. This annual event matches student volunteers with work projects at local sites across Kennebec County.

Day of Caring demonstrates that volunteering truly brings out the best in all of us, and the program expands to new schools each year.

## PLATINUM – \$1,500

- 🌟 Company logo as a Platinum sponsor on the back of 7,000+ event t-shirts
- 🌟 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2024
- 🌟 Prominent logo on Day of Caring web page
- 🌟 Mention in all Day of Caring press releases as a Platinum Level sponsor
- 🌟 Business feature social media as a Platinum Level sponsor, with logo

## GOLD – \$1,000

- 🌟 Company logo as a Gold sponsor on the back of 7,000+ event t-shirts
- 🌟 Mention in quarter-page Kennebec Journal and Morning Sentinel ad, running in October 2024
- 🌟 Business listing on Day of Caring web page
- 🌟 Mention in United Way's spring and fall e-newsletters
- 🌟 Mention on social media as a Gold Level sponsor

## SILVER – \$500

- 🌟 Company listed as a Silver sponsor on the back of 7,000+ event t-shirts
- 🌟 Business listing on web page

## COMMUNITY SPONSOR – In-kind Donation

- 🌟 Please reach out to discuss options and recognition

### 2024 Participating Schools\*

- Boys & Girls Clubs of Kennebec Valley
  - Cony High School
  - Cony Middle School
  - Erskine Academy
  - Farrington Elementary School
  - Gardiner High School
  - Hall-Dale Elementary School
  - Hall-Dale High School
  - Hall-Dale Middle School
  - Hussey Elementary School
  - Lincoln Elementary School
  - Maine Arts Academy
  - Maranacook Community High
  - Maranacook Community Middle
  - Marcia Buker Elementary School
  - Messalonskee High School
  - Monmouth Academy
  - Monmouth Memorial
  - Richmond High School
  - Richmond Middle School
  - St. Michael School
  - Waterville High School
  - Whitefield Elementary School
  - Winthrop High School
  - Winthrop Middle School
- \*Subject to minor modifications

Please make Day of Caring sponsorship commitments no later than 2/26.

# Impact2032 Summit

TBD, Augusta  
Tuesday, October 29, 2024  
10am

UWKV's inaugural Impact2032 Summit invites partners from across business, nonprofit, and government sectors to come together, learn from each other, and work together toward common goals. The summit will provide partners with the opportunity to learn from experts in their field, participate in discussions with other leaders in the community, and provide meaningful contributions toward realizing the visions of Impact2032. As of January 2024, 106 organizations have endorsed Impact2032.

## PLATINUM – \$2,000

- 📍 Company name included on general signage at events
- 📍 Company logo printed on registration form and program
- 📍 Company recognized during event and in Impact2032's electronic communications
- 📍 Company logo displayed on sign/banner at event
- 📍 Business feature in Impact2032's e-newsletter when advertising for event
- 📍 Chance to speak to attendees during opening remarks at conference
- 📍 Table for company marketing material at event
- 📍 Up to four free attendees

## GOLD – \$1,000

- 📍 Company name included on general signage at events
- 📍 Company name printed on registration form and program
- 📍 Company recognized during event and in Impact2032's electronic communications
- 📍 Mentioned as a Gold sponsor in Impact2032's e-newsletter
- 📍 Opportunity to distribute materials at event
- 📍 Up to two free attendees



Thank you for supporting United Way of Kennebec Valley. Please complete and return the following form to Michelle Tibbetts (contact information below) by March 1, 2024.

Business Name: \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## How would you like to sponsor United Way of Kennebec Valley in 2024?

### \_\_\_\_ Corporate Champions Circle

Platinum – \$5,000  Gold – \$3,000  Silver – \$1,500

### \_\_\_\_ Impact2032 Initiative

Platinum – \$7,500  Gold – \$5,000  Silver – \$2,500

### \_\_\_\_ Emerging Leaders Society

Platinum – \$1,500  Gold – \$750

### \_\_\_\_ Golf Scramble

Exclusive Cart – \$2,500  Banquet – \$1,500  Lunch – \$1,000  Air Cannon – \$750

Closest to the Pin – \$500  Putting Contest – \$500  Straightest Drive – \$500

ProShop – \$350  Hole – \$200

### \_\_\_\_ Campaign Kickoff and Campaign Celebration

Platinum – \$2,000  Gold – \$1,000  Silver – \$500

### \_\_\_\_ Day of Caring Events

Platinum – \$1,500  Gold – \$1,000  Silver – \$500  In-Kind Donation

### \_\_\_\_ Impact2032 Summit

Platinum – \$2,000  Gold – \$1,000

\_\_\_\_\_  
Define your in-kind donation

## How would you like to pay?

Total annual sponsorship amount\*: \$ \_\_\_\_\_

\*Please do not include your in-kind donation in this total

\_\_\_\_ Payment enclosed

\_\_\_\_ Please send a one-time invoice

\_\_\_\_ Please send quarterly invoices

\_\_\_\_ Pay with credit card by calling UWKV at (207) 626-3400



United Way  
of Kennebec Valley

The mission of United Way of Kennebec Valley is to unite people and resources to improve lives in our community.

### Connect with Us!

 @UnitedWayKV

 @UnitedWayKV

 company/unitedwaykv

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Augusta, ME 04330

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[uwkv.org](http://uwkv.org)