Our campaign print materials are a fantastic way to show employees of more than 200 workplace campaigns that you support United Way and the Chippewa Valley. The United Way pledge form is an essential tool for our campaign, helping us to raise over 60% of our dollars for the community.

WHAT YOU GET

Your logo and/or your business name will be called out on the following campaign materials:

- Individual pledge forms (approx. 20,000 printed and distributed)
- Fundraising Guide
- United Way of the Greater Chippewa Valley’s website
- United Way of the Greater Chippewa Valley's annual report
- Chippewa Valley Spirit Awards program
- In our newsletter, "Impact in the Valley" (mailed to 1,200 community supporters & emailed to 10,000+)

SPONSORSHIP: $1500
Available to only 5 sponsors.
The "Read to Me" United Way Book Month is a 12-community-wide event in Chippewa and Eau Claire counties to provide children ages birth-5 with experiences in early literacy. During this book month in November, local celebrities read to children and their parents. Afterward, there is a sing-along and fun activities. Every child gets a free copy of the featured book and take home literacy activities. Your sponsorship supports purchasing the featured age-appropriate book and activity materials.

WHAT YOU GET
Your logo and/or your business name will be recognized in the following ways:

- Logo on books for your company’s sponsored community
- Listed as a sponsor on event flyer
- Tagged in Social Media posts about the event
- United Way of the Greater Chippewa Valley’s website
- United Way of the Greater Chippewa Valley’s annual report
- Chippewa Valley Spirit Awards program
- In our newsletter, "Impact in the Valley" (mailed to 1,200 community supporters & emailed to 10,000+)

SPONSORSHIP: $500
Available to only 12 sponsors. (One for each community)
What they learn depends upon the experiences they have. Residents can enjoy a fun time with the little one in their life by exploring trails in both Chippewa and Eau Claire counties. Thirteen trails are installed throughout the Chippewa Valley. Your sponsorship ensures safe, fun and engaging opportunities for children and their family.

WHAT YOU GET

Your logo and/or your business name will be recognized in the following ways:

- Staff team-building opportunities helping to maintain trails
- Listed as a sponsor on all media and promotions about the trails
- Tagged in Social Media posts about the trails
- E-Newsletter about the trails
- United Way of the Greater Chippewa Valley’s annual report
- Chippewa Valley Spirit Awards program

SPONSORSHIP: $1000

Available to only 2 sponsors. (One for each county)
Greater Chippewa Valley
United Way of the
3603 N. Hastings Way, Suite 200  |  Eau Claire, WI 54703
p. 715-834-5043  |  f. 715-834-0425  | www.uwgcv.org

MAKE NO MISTAKE: THE LIVE UNITED SWEEPSTAKES DRIVES A SIGNIFICANT AMOUNT OF PARTICIPATION IN THE ANNUAL UNITED WAY CAMPAIGN. THE ANNOUNCEMENT OF WINNERS IS ALSO HIGHLY ANTICIPATED. NOT ONLY ARE YOU HELPING US RAISE ADDITIONAL DOLLARS, BUT YOUR BUSINESS’S BRAND WILL GET PRIME EXPOSURE DURING OUR CAMPAIGN.

WHAT YOU GET

Your business and prize donation will be featured:

- In over 16,000 handouts and 500 posters distributed to over 200 businesses who run United Way campaigns
- On our website
- In our newsletter, “Impact in the Valley” (mailed to 1,200 community supporters & emailed to 10,000+)
- In social media posts
- Your business recognized in the annual report
- Special acknowledgement during our Chippewa Valley Spirit Awards

SPONSORSHIP:
In-kind product or service valued at $500 or more
Available to multiple sponsors.
Last year, 900+ volunteers took part in Day of Caring. These volunteers helped 40+ area nonprofits and public service organizations with 65+ projects. An estimated 3,750+ volunteer hours were generously given to accomplish tasks that ranged from cleaning, painting and landscaping to construction, tree removal and much more. One of these projects will be a meal packing project where 150+ volunteers will package 60,000+ meals to be distributed in the Chippewa Valley! These are projects that otherwise would not have been done, or would have cost these organizations precious funds. The estimated value of this volunteer labor is over $85,000!

WHAT YOU GET

Your company’s logo and/or name will be recognized:

- Listed as a sponsor on our webpage (1,000+ views)
- Recognized as a sponsor in all media releases related to the event
- Included on our volunteer information sheet
- Logo displayed on back of Day of Caring T-Shirt (450+ shirts sold in 2019)
- Listed as a sponsor in our newsletters (mailed to 1,200 community supporters & emailed to 10,000+)
- Recognized as a sponsor on banner displayed at food packing project and additional projects throughout the year
- Included as a part of our Day of Caring Social Media promotion
- Special acknowledgement during our Chippewa Valley Spirit Awards
- Your business recognized in the annual report

SPONSORSHIP: $1000
Available to 12 sponsors.
Video is a compelling medium and allows us to tell a story in a way that can't be done in print. Our video allows people to see campaign dollars in action and how their support can directly benefit our community members in need.

Video production sponsorship will help us connect with the larger public through this engaging presentation.

WHAT YOU GET
Your company’s logo and/or name will be recognized:

- On screen at open and close of United Way of the Greater Chippewa Valley’s Community Campaign video presentation
- On United Way of the Greater Chippewa Valley’s website
- Shared on social media via YouTube and Facebook
- Special acknowledgement during our Chippewa Valley Spirit Awards
- Your business recognized in the annual report

SPONSORSHIP: $750
Available to only 4 sponsors.
ENGAGING OUR CORE SUPPORTERS

Leadership Circle members contribute $500 or more annually and are actively involved in our community. When you sponsor Leadership Circle activities your dollars leverage our visibility to over 600 households and business leaders in the greater Chippewa Valley.

Leadership Circle sponsorship is used to underwrite the mailing materials, postage and event expenses.

WHAT YOU GET

Your company will be recognized on materials designed for Leadership Circle communications such as:

- Letterhead
- Leadership Circle special event materials
- Pledge forms
- In United Way of the Greater Chippewa Valley’s annual report
- Website page
- Mailings sent to approximately 600+ Chippewa Valley residents 2-3 times per year
- All Leadership Circle Electronic Communication
- Special acknowledgement during our Chippewa Valley Spirit Awards
- Your business recognized in the annual report

SPONSORSHIP: $2000
Available to 10 sponsors.
The Emerging Leaders Society is a group of young professionals that are helping us build a stronger Chippewa Valley through their donations and leadership. The group organizes a range of activities throughout the year that raise funds, promote volunteerism, and connect the next generation of philanthropic leaders to opportunities to change our communities for the better. One of their most successful events, Dueling Pianos, raised over $10,000 in 2019 that was invested back into the community.

WHAT YOU GET

- Two complimentary admissions to any paid Emerging Leaders special event
- Acknowledgement at Emerging Leader events – such as Dueling Pianos that are sent to over 1,500 United Way supporters
- Your logo on a sponsor board at fundraising, training and social events
- Your logo in Emerging Leaders’ eNewsletters and on the Emerging Leaders website page
- Special acknowledgement during our Chippewa Valley Spirit Awards
- Your business recognized in the annual report
- Your name listed as a sponsor on Emerging Leader’s Facebook Page
- Your business recognized in the annual report

SPONSORSHIP: $1000
Available to only 4 sponsors.
Greater Chippewa Valley United Way of the
3603 N. Hastings Way, Suite 200  |  Eau Claire, WI 54703
p. 715-834-5043  |  f. 715-834-0425  | www.uwgcv.org

VOLUNTEER GUIDE

HELP US SUPPORT VOLUNTEERISM

United Way of the Greater Chippewa Valley annually produces one of the definitive volunteer guides in the area for Chippewa and Eau Claire counties. Over 110 agencies and schools are included in this publication. Thanks to sponsorships, the 2019 Volunteer Guide was professionally printed, with 750 guides distributed throughout our communities. An electronic copy of the guide is accessible on our website.

WHAT YOU GET

• Your company will be recognized inside the guide with a full-color, 6.675”x4” ad. The first four sponsors receive placement on the inside front and back covers. Additional sponsors will receive placement on the recto (right-facing) page of front cover.

• Camera-ready artwork can be received by sponsor, or can be designed by United Way

• Your logo in eNewsletters

• Your company’s name listed in media release

• Your company’s name listed on all social media posts regarding the guide

• Your logo on online volunteer guide hosted on United Way’s website (one of our most trafficked webpages!)

• Special acknowledgement during our Chippewa Valley Spirit Awards

• Your business recognized in the annual report

• Listed as a sponsor in our newsletters (mailed to 1,200 community supporters & emailed to 10,000+)

SPONSORSHIP: $500/1 yr
Design and photography included if needed
A NIGHT TO CELEBRATE
THOSE MAKING A DIFFERENCE

United Way's annual award event, the Chippewa Valley Spirit Awards, recognizes our community partners for their participation in the annual campaign. It also recognizes the efforts of individuals and organizations working to make our community a better place for all. This inspiring event is attended by over 200 community members.

WHAT YOU GET

Held at The Florian Gardens in Eau Claire, the event will give your company extended exposure:

• On invitations sent to area businesses and individuals (900+ sent)

• On table toppers and the awards program

• On signs displayed at event

• In the PowerPoint Presentation during awards dinner

• On United Way of the Greater Chippewa Valley's website

• In United Way of the Greater Chippewa Valley's annual report

• On all E-Newsletters promoting the event

• On all social media promoting the event

• Listed as a sponsor in our newsletters (mailed to 1,200 community supporters & emailed to 10,000+)

SPONSORSHIP: $1200
Includes a table and dinner for eight
IMPACT IN THE CHIPPEWA VALLEY

Impact in the Chippewa Valley, our quarterly newsletter, is a key form of communication to our primary supporters.

This quality-printed 8 page newsletter is mailed directly to approximately 1,200 community supporters, including Leadership Circle donors, our top business CEOs and contacts, as well as program partners.

The newsletter is also available online and is one of the most trafficked areas of our website, garnering an average of 250 unique views per issue. Latest issues are also available at United Way events and area fairs. That’s approximately 1,500 quality impressions!

WHAT YOU GET

The newsletter is read by a highly engaged, attentive audience that will value your investment in the Chippewa Valley and support of United Way. Ad specifications:

- A 1/2-page (8” x 5”) full-color ad displayed exclusively within a 2-page spread (no other ad visible without a page turn)
- Provide camera-ready artwork or United Way can design for you
- Promote your product/service, and/or your support of the community (must include “Proud to Support United Way” graphic)

**SPONSORSHIP: $575/1 issue**

**$2100/4 issues**

**$525 per issue**

Limited to 2 sponsors per issue

United Way of the Greater Chippewa Valley

3603 N. Hastings Way, Suite 200 | Eau Claire, WI 54703
p. 715-834-5043 | f. 715-834-0425 | www.uwgcv.org
SECURE YOUR SPONSORSHIP NOW!

Great marketing opportunities for your business. Great exposure for United Way's message. All to support the Chippewa Valley. It’s a win for everyone when you sponsor one of our programs. If you have further questions, contact Melissa Maxwell at 715-834-5043 or mmaxwell@uwgcv.org.

**Sponsorship Opportunities:**

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born Learning Trail</td>
<td>$1,000</td>
</tr>
<tr>
<td>Campaign Video</td>
<td>$750</td>
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<tr>
<td>Chippewa Valley Spirit Awards</td>
<td>$1,200</td>
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<tr>
<td>Community Campaign Print Materials</td>
<td>$1,500</td>
</tr>
<tr>
<td>Community Builder</td>
<td>$2,500</td>
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<tr>
<td>Community Champion</td>
<td>$5,000</td>
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<tr>
<td>Day of Caring</td>
<td>$1,000</td>
</tr>
<tr>
<td>Emerging Leaders Society</td>
<td>$1,000</td>
</tr>
<tr>
<td>Leadership Circle</td>
<td>$2,000</td>
</tr>
<tr>
<td>LIVE UNITED Sweepstakes prize:</td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
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<tr>
<td>1 issue @ $575/issue</td>
<td></td>
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<tr>
<td>4 issues @ $525/issue</td>
<td></td>
</tr>
<tr>
<td>“Read to Me” Book Month</td>
<td>$500</td>
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<tr>
<td>Volunteer Guide</td>
<td>$500</td>
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**Golf Sponsorship Opportunities:**

<table>
<thead>
<tr>
<th>Option</th>
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<tbody>
<tr>
<td>Major Sponsor</td>
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<tr>
<td>$1,500 Hole Sponsor (5 Golfer Positions)</td>
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<tr>
<td>$750 Hole Sponsor (2 Golfer Positions)</td>
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<tr>
<td>Dinner Sponsor</td>
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<tr>
<td>Lunch Sponsor</td>
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<tr>
<td>Putting Contest Sponsor</td>
<td>$1,500</td>
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<tr>
<td>Hole-In-One Sponsor (Prize Value of $1,000)</td>
<td></td>
</tr>
</tbody>
</table>

**Yes! Our organization is committed to the sponsorship opportunities checked above, with a total gift of:** $ __________

**Company Information:**

Name: ________________________________
Address: ______________________________
Phone: ___________ Fax: ________________

**Billing Information:**

- Payment enclosed
- Please invoice me

**Company:** ________________________________

**Email:** ________________________________

**SUBMIT FORM VIA:** By Filling Out our Online Form: www.uwgcv.org/become-sponsor or Fax: 715.834.0425  |  e-mail: mmaxwell@uwgcv.org  |  mail: 3603 N. Hastings Way, Suite 200, Eau Claire, WI 54703