



UNITED WAY

Sponsorship

OPPORTUNITIES



**United Way of
Indiana County**

MAKE A DIFFERENCE

Every day, the United Way drives change, lighting the way to a brighter future for families in Indiana County. Several community impact opportunities throughout the year make it all possible, bringing in contributions that help us continue to address our community's top needs. As a United Way sponsor, your company will receive recognition at public and private events, and in special publications. Better yet, you'll help us fund vital programs that help households reach stability and help children thrive.

We envision a community where people thrive, live healthy lives, and everyone has the opportunity to reach their full potential. The United Way of Indiana County is committed to improving the health, education & financial stability of our community. Advancing the common good is what the United Way does. Our mission is to create opportunities for a better life by focusing on the building blocks of a good life. This includes a quality education that leads to a stable job and lifelong health.

Our philosophy is that together, UNITED, we can accomplish more than any one person or single agency could alone. The United Way understands that the challenges our community faces can seem overwhelming. But, change is possible when we pool our resources, our expertise and our effort, and focus on the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact.



A LETTER FROM OUR CHAIR

Five years ago, in 2019, I had the honor of serving as your Campaign Chair, and together, we achieved incredible milestones. I am excited to reconnect with you as the 2024 Campaign Chair for the United Way of Indiana County. Our mission to make Indiana County a better place for all continues and your support is crucial.

Whether it's providing educational resources, health services, or financial stability programs, the United Way is here to uplift every individual. Indiana County is more than a place- it's our home. It's where we work, raise families, and build memories. I have seen firsthand the difference we can make, and the power of our community, and I am confident that this year will be filled with opportunities to further our impact.

With a focus on connection, prevention, and essential aid, the United Way of Indiana County continues to stand at the forefront of community service, ensuring that every individual and family has access to the resources they need.

These investments are more than a financial contribution, they are the seeds of hope, growth, and resilience for our children and families. We hope that you will consider sponsoring our events to help pave the way for a future where every individual in Indiana County has the opportunity to reach their full potential.

Together, let's continue to make our town a beacon of hope and opportunity by "Reaching Greater Heights".



Clinton Smith, GCES
2024 Campaign Chair





November 21st - 24th

A CHARMING CHRISTMAS TOWN

The Big Balloon Build brings together charities and balloon artists from around the world to create larger-than-life experiences through an immersive balloon world. The Big Balloon Build will benefit the children and youth that the United Way of Indiana County serves. It will offer additional holiday opportunities for the area that include family-friendly events like public tours, a gala, ice-skating, breakfast with Santa, school tours, a concert, Christmas caroling, and everything "It's a Wonderful Life."

WHAT IS THE BIG BALLOON BUILD

Picture this: a magical world where the whimsy of balloons brings joy and wonder to all who enter. This is the heart of our Big Balloon Build, a unique international event that not only sparks the imagination but also fuels the vital work we do in our community. As we prepare to bring this enchanting experience to life, we're reminded that the true magic lies in the support of people like you. Your contributions empower us to continue our mission, of helping those in need right here in Indiana County. And now, you can be a part of something extraordinary... The Big Balloon Build! It's not just an event: it's a celebration of the magic and joy that your generosity brings to our community. Your support will manifest in a whimsical world of balloons, showcasing what we can achieve together.

LOCAL HOST TO LEAD THE WAY

Indiana County's own, Denise Chresos, owner of the Flower and Balloon Gallery, is excited to host this wonderful festival build and show off her floral design and balloon artist skills. Denise has been a part of five Big Balloon Builds, the most recent being in London last year.



Check out It's a Wonderful Big Balloon Build on our website!
www.uwindianacounty.org/its-a-wonderful-life



SHOOTING STAR: \$35,000+

- Specialty Balloon Build Piece First Area of Choice
- Company Logo on Billboards
- Personalized Company Banner
- Logo on all 2024 Event Communications
- Local, Regional, State, and International Recognition
- Recognition on Social Media
- Recognition on Radio
- Recognition at VIP Event
- VIP Access to the Build
- TV Promotions
- Recognition on Television Appearances
- Behind the Scenes Tour by BBB Director and Host
- 8 General Admission Tickets to the Build
- 8 Tickets to the Gala
- United Way's Community Leader Level Benefits

GREATER HEIGHTS: \$25,000+

- Specialty Balloon Piece Second Area of Choice
- Personalized Company Banner
- Logo on all 2024 Event Communications
- Local, Regional, State, and International Recognition
- Recognition on Social Media
- Recognition on Radio
- Recognition at VIP Event
- Behind the Scenes Tour by BBB Director and Host
- 6 General Admission Tickets to the Build
- 6 Tickets to the Gala
- United Way's Champion Level Benefits

FULFILLING DREAMS: \$15,000+

- Specialty Balloon Build Piece Third Area of Choice
- Logo on all 2024 Event Communications
- Local, Regional, State, and International Recognition
- Recognition on Social Media
- Recognition on Radio
- Recognition at VIP Event
- Behind the Scenes Tour by BBB Director and Host
- 4 General Admissions Tickets to the Build
- 4 Tickets to the Gala
- United Way's Supporter Level Benefits





ANNUAL CAMPAIGN SPONSORSHIPS

The needs of our community don't present themselves neatly on a calendar. But we've found the most effective way to raise financial support - through concentrated, purposeful annual campaigns. Each fall, the community, local businesses, and organizations join together to raise funds for the United Way of Indiana County. This annual campaign provides the support the United Way needs to ensure that individuals and families in our community have opportunities to live a healthy life.

The United Way of Indiana County's annual campaign also provides opportunities for our community to come together. Whether it be through workplace campaigns, our fundraising events, volunteer time, or direct mail opportunities, residents of Indiana County can make a greater impact on the health and strength of the community they call home.

When you commit to sponsoring our annual campaign, your sponsorship lasts throughout the year at all of our events. This includes Kickoff, Pancake & Sausage Day, Turkeython, Souper Bowl, and our Annual Campaign Celebration!

COMMUNITY LEADER: \$10,000+

- Recognition on the United Way's Website
- Personalized Corporate, Professionally Produced Video
- Recognition in Campaign Video
- Recognition on all Social Media Platforms Specific to Your Company
- Recognition on Event Signage and Materials
- Recognition and Logo in Newsletters
- Company Logo on Personalized Community Leader Print Banner
- Recognition in all Campaign Chair Speeches
- Recognition on Radio
- Recognition in a Facebook Live Video
- 10 Kickoff Event Tickets
- 10 Annual Meeting Campaign Celebration Tickets

CHAMPION: \$7,500+

- Recognition on the United Way's Website
- Recognition in Campaign Video
- Recognition on all Social Media Platforms Specific to Your Company
- Recognition on Event Signage and Materials
- Recognition and Logo on Newsletters
- Company Logo on Print Banner
- Recognition in all Campaign Chair Speeches
- Recognition on the Radio
- 8 Kickoff Event Tickets
- 8 Annual Meeting Campaign Celebration Tickets

SUPPORTER: \$5,000+

- Recognition on the United Way's Website
- Recognition in Campaign Video
- Recognition on all Social Media Platforms Specific to Your Company
- Recognition on all Event Signage and Materials
- Recognition and Logo in Newsletters
- Company Logo on Print Banner
- 6 Kickoff Event Tickets
- 6 Annual Meeting Campaign Celebration Tickets

PARTNER: \$2,500+

- Recognition on the United Way's Website
- Recognition on all Event Signage and Materials
- Company Logo on Print Banner
- 4 Kickoff Event Tickets
- 4 Annual Meeting Campaign Celebration Tickets





SPECIAL EVENT SPONSORSHIPS

The United Way of Indiana County's special event fundraising is uniquely crafted by the chair of the campaign. It promises to blend creativity, community spirit, and charitable giving in a memorable celebration. This tradition not only spotlights the ingenuity of our esteemed campaign chair but also plays a vital role of the United Way in fostering a stronger, more resilient community.

Each year, the United Way of Indiana County embarks on a mission to support local initiatives aimed at improving education, strengthening financial stability, and promoting healthy lifestyles. Imagine a community where every individual has the tools and opportunities to thrive.

Our special events are not just a highlight of the community calendar; it's a vibrant showcase of the real change your contributions generate. By joining hands with us, you become a collective force that propels our mission forward. This event is one of the most memorable events of the campaign season all while changing the lives of our neighbors.

CAMPAIGN KICKOFF: AUGUST 16TH

GOLD: \$1,000

- Recognition on the United Way's Website
- Recognition on Radio and During Live Event for Kickoff
- Recognition on Social Media and Campaign Chair Speeches
- Company Logo on all Print and Digital Event Signage and Materials
- Company Recognition in Event Program
- 6 Complimentary Tickets to Attend Event

SILVER: \$750

- Recognition on United Way's Website
- Recognition During Live Event for Kickoff
- Recognition on Social Media
- Company Logo on all Print and Digital Event Signage and Materials
- Company Recognition in Event Program
- 4 Complimentary Tickets to Attend Event

BRONZE: \$500

- Recognition on United Way's Website
- Recognition During Live Event for Kickoff
- Recognition on Social Media
- Company Logo on all Print and Digital Event Signage and Materials
- Company Recognition in Event Program
- 2 Complimentary Tickets to Attend Event

*"Alone we can do so little;
together we can do so much."
-Helen Keller*





GOLF OUTING: SEPTEMBER 9TH

EVENT SPONSOR: \$3,000+

- Presenting Sponsor Designation: "UWIC's Golf Outing Presented by YOUR COMPANY NAME"
- Personalized Banner Prominently Displayed at the Golf Course Entrance and Post-tournament Happy Hour
- Recognition on United Way's Website, Social Media, and Radio
- Sponsorship and Logo at the Location of the Longest Drive and Closest to the Pin
- Table Provided for Sponsor's Display Materials
- Company Flyer Insert in Goodie Bag
- Complimentary Foursome Included

REGISTRATION GIFT BAG SPONSOR: \$2,000+

- Organization Name and Logo on Goodie Bag
- Organization Name on Custom Tees, Ball Markers, and Golf Balls
- Personalized Banner Displayed on the Registration Table
- Company Flyer Insert in Goodie Bag
- Recognition on United Way's Website, Social Media, and Radio
- Two Complimentary Tickets Included

DRINK SPONSOR: \$1,500+

- Organization Name and Logo at Drink Tees Throughout the Course and at the Bar in the Main Building

LUNCH SPONSOR: \$1,000+

- Small Banner of Organization Logo on Inside and Outside of Bar and Food Stations
- Tent Cards on Tables

CART SPONSOR: \$500+

- Organization Name and Logo Sign Placement on All Carts

TEE SPONSOR: \$100+

- Organization Name and Logo Sign on a Tee

YOUR IMPACT

The United Way of Indiana County orchestrates events throughout the year to bring us together to ignite hope and provide support for health, education, and financial stability programs in our community. As we gear up for the kickoff of our 2024-2025 campaign season, we're not just unveiling our new goal- we're renewing our commitment to the heartbeat of our community.

Imagine your neighbor, the one you greet each morning, struggling to keep the lights on in their home. Picture the child down the street, whose brightest part of the day is the warm meal waiting on the table. These aren't just scenarios- they're realities for many in our Indiana County community, realities that we have the power to help with.

Your presence at our events is more than just a show of support, it's about the power of our collective action. When you attend and/or sponsor our events, you are a part of a community that cares, a group that gives, and a force that changes lives. You represent a secure tomorrow for a family, a brighter future for a child, and a stronger Indiana County for us all.



2024-2025 "Reaching Greater Heights" Campaign Commitment Form

Name: _____
Company Name (If Applicable): _____
Address: _____
Phone Number: _____ Email: _____
Total Amount Pledged: _____

Big Balloon Build Sponsorship Level: **Deadline to respond by is August 2nd, 2024**

Shooting Star (\$35,000+) Greater Heights (\$25,000+) Fulfilling Dreams (\$15,000+)

Corporate Campaign Sponsorship Level - **Deadline to respond by is July 19th, 2024:**

Community Leader (\$10,000+) Champion (\$7,500+) Supporter (\$5,000+) Partner (\$2,500+)

Kickoff Sponsorship Level: **Deadline to respond by is July 19th, 2024**

Gold (\$1,000+) Silver (\$750+) Bronze (\$500+)

Golf Outing Sponsorship: **Deadline to respond by is August 9th, 2024**

Event Sponsor (\$3,000+) Gift Bag Sponsor (\$2,000+) Drink Sponsor (\$1,500+)
 Lunch Sponsor (\$1,000+) Cart Sponsor (\$500+) Tee Sponsor (\$100+)

Requesting to be invoiced at a later date? Send your commitment now so you don't miss your opportunity to support the campaign! You can also mail your completed form and check made payable to United Way of Indiana County | 655 Church Street | Suite 114 | Indiana, PA 15701. To process commitment online, visit www.uwindianacounty.org/supportyourcommunity. Please email your current logo to Chrissy Struzzi at uwstruzzi@uwindianacounty.org.

Thank you for your support in helping to improve the lives of people in our community!



**United Way of
Indiana County**

United Way of Indiana County

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www.uwindianacounty.org



United Way of
Indiana County



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[@united_indiana](https://twitter.com/united_indiana)

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