



24 HOURS
to give where you live



SPONSORSHIP OPPORTUNITIES

United Way of Madison County is hosting its first Virtual Campaign Kick-Off with a 24-hour online giving day event - Madison Gives United Day. The goal is to bring thousands of community members and businesses together for the greater good of the community by supporting United Way. The day will feature a wide range of marketing interaction with individuals, businesses and the community focused on a primary giving day site madisongivesunited.org.

2019 MADISON GIVES UNITED SPONSORS WILL BENEFIT FROM:

- Increased brand awareness
- Improved customer loyalty
- Supporting a local nonprofit effort that also benefits many non profits in the community
- Positioning as a local philanthropic leader
- Employee engagement in charitable activities

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$2,500

- Lead logo recognition on all digital and print kick-off materials
- Name included in press release as presenting sponsor
- One 8x 8 or 4 x 8 Building banner promoting virtual campaign kick-off
- Featured social media video posts (Campaign video supplied by business or United Way can assist)
- Multiple social media post mentions pre, during and post virtual campaign kick-off
- Up to 20 LIVE UNITED t-shirts. Great for wearing on virtual kick-off day

Lead Sponsor - \$1,000

- Logo recognition on all digital and print kick-off materials
- 4 x 8 Building banner promoting virtual campaign kick-off
- Social media video post (Campaign video supplied by business or United Way can assist)
- Social media posts mentions pre, during and post virtual campaign kick-off
- Up to 10 LIVE UNITED t-shirts. Great for wearing on virtual kick-off day

Sponsor - \$500

- Logo recognition on all digital kick-off materials
- 4 x 4 Building banner promoting virtual campaign kick-off
- Social media post mentions pre, during and post virtual campaign kick-off
- Up to 5 LIVE UNITED t-shirts. Great for wearing on virtual kick-off day



Giving Day Prize Sponsor - \$250 (or prize valued at \$250+)

- Logo recognition on all digital kick-off materials
- Featured named prize/recognition with prizes advertised throughout the kick-off
- Social media post mentions during virtual kick-off giving day promoting prize

CONTACT:

For more details or customized sponsorship packages contact:

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