



United Way of Yellowstone County

Sponsorship Opportunities



Welcome from the CEO



Dear Friend,

United Way of Yellowstone County has been bringing businesses, individuals, and organizations together to advance the common good for the last 62 years!

This year we are introducing a new initiative to make philanthropy easier and more rewarding for all businesses in our communities to support our mission.

We invite your business to participate in promoting lasting, positive change for all in our local community by sponsoring one of our programs.

Does your company...

1. Believe that strong communities are important to your business' success?
2. Agree that attraction and retention of top talent is a critical priority?
3. Consider corporate leadership and financial support of the nonprofit sector to be a driver of community success?
4. Believe that improvements in education, economic mobility and/or health will significantly improve the quality of life in the communities in which you operate?
5. Seek to engage employees in activities that are meaningful to them, impactful to the community, and add value to your business?

If so, a strategic partnership with United Way can help grow and evolve with your business.

Enhance your corporate reputation through:

- Corporate leadership and employee engagement in high impact community initiatives.
- Integrated investment and volunteer opportunities that increase effectiveness and visibility.
- Recognition for all forms of engagement including employee and employer investments, and volunteer leadership.

United Way of Yellowstone County respectfully submits a request for partnership with you through a programmatic sponsorship. This packet explains a variety of sponsorship opportunities; however, this is a personal experience, and we would love to tailor something just for you and your goals.

Together, we can connect people to possibilities! Thank you for your time and consideration, and please let us know if you need any additional information to help make your decision.

Sincerely,

A handwritten signature in black ink that reads 'Kim Lousi'.

President & CEO

Why Sponsor United Way of Yellowstone County



WHY SPONSOR UNITED WAY OF YELLOWSTONE COUNTY?

1. By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. Donations help make a difference right here where we all live, work, and play.
2. United Way of Yellowstone County brings people together and inspires local action, connecting people who want to make a difference with organizations who know our community's needs best. We collaborate with residents and partners to co-create solutions, stepping in where gaps exist and utilizing all our unique strengths to build stronger, more resilient communities that we can all be proud of.
3. Through the work of dedicated community volunteers and numerous partnerships, United Way of Yellowstone County is able to make a significant investment back into the community. We invest in local organizations that provide services in alignment with our strategic priorities. Funding requests are reviewed annually through a competitive grant process and vetted to best meet our community's needs.
4. Volunteers, partner agencies, corporations, community leaders, and policymakers to make board, systemic changes like no other organization can on its own. Our programs help people in crises get back on their feet, help prevent future problems, and build a stronger community for all of us.

*You want the community you do business in to be a better place because you are here.
You want your employees to feel good about the company they work for.
And, you know that a strong community promotes good business*

United Way of Yellowstone County is the premier resource for connecting, convening, and contributing to our community.

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United Way of Yellowstone County raises money IN the community FOR our community.

LOCAL

TRUSTED

EFFECTIVE

RESPECTED
BRAND

MULTIPLIER
EFFECT

A GOOD
INVESTMENT

- **LOCAL** Since 1961, United Way of Yellowstone County has worked to make this a community where everyone, no matter what their station in life, has the opportunity to achieve their potential.
- **TRUSTED** United Way of Yellowstone County has earned a 4-star rating on Charity Navigator, the Platinum Seal of Transparency with GuideStar, and we meet the 20 Standards for Charity Accountability with BBB. These are the nation's largest and most-utilized evaluator of charities.
- **EFFECTIVE** Our programs improved the lives of nearly 30,000 people last year.
- **RESPECTED BRAND** Increase your brand exposure and elevate your corporate identity by connecting your brand with United Way, one of the most respected and recognized brands in the world.
- **MULTIPLIER EFFECT** We nearly quadruple our campaign donations through matching grants, financial assistance, and donated volunteer hours. We connect people to possibility!
- **A GOOD INVESTMENT** .78 of every dollar donated is directed to programs. Our overhead is lower than the national average of 35%.

Making a gift to United Way of Yellowstone County is the most effective way to help our whole community. Our unique ability to work across complex issues with hundreds of community partners is unmatched.



Sponsorship Opportunity

Page

Out-of-School Time Programs

5-6

Community Impact Partner

7-8

Volunteer Engagement Center

8

YouCanVolunteer.org Website

9

Media Mission Advertising

9

UnitedWayYellowstone.org Website

10

Community Leaders Luncheon

10

CommUnity Rally

11

Day of Action Community
Volunteer Experience

12

Montana211.org Website

13

Community Resource Center

13

Sponsorship Form

14

***Deadlines: Community Leaders Luncheon – 1/15; Day of Action 5/1; CommUnity Rally 8/1.
All other deadlines are rolling and available on a first come first served basis.
All other opportunities are sponsored annually**



CARE Academy Before & Afterschool Elementary Program and Discover Zone

CARE Academy is a public-private partnership committed to expanding access to high-quality out-of-school programming for 350+ Yellowstone County youth every day. Nearly 10% of these students attend on scholarship. It costs \$13 per day—about a quarter of the average cost of childcare in Yellowstone County right now, which ranges between \$22 - \$73 per day. Research shows that quality after-school programming positively impacts students' academic success and social-emotional development. Discover Zone is a year-round community partnership which delivers out of school time, skill-building activities to middle school aged students. Activities are taught by community agencies and/or volunteers as part of the Discover Zone collaboration.

\$20,000 –Presenting Sponsor for CARE Academy & Discover Zone

- Prominent logo recognition on United Way's CARE & Discover Zone Academy Webpage (<https://www.unitedwayyellowstone.org/out-school-time-programming>).
- Logo on all CARE Academy & Discover Zone email correspondence.
- Prominent logo recognition on 11 Sites Signage.
- Social media highlights, newsletter article.

\$5,000 – Signature Sponsor - CARNIVAL

- Logo recognition on United Way's CARE Carnival Webpage (unitedwayyellowstone.org/carnival).
- Article and corporate photo in UWYC Newsletter.
- Logo recognition on all UWYC emails sent in May.
- Social media highlights.

\$5,000 – Signature Sponsor - FISHING TRIP

- Logo recognition on United Way's CARE Carnival Webpage ([unitedwayyellowstone.org/fishing trip](http://unitedwayyellowstone.org/fishing%20trip)).
- Article and corporate photo in UWYC Newsletter.
- Logo recognition on all UWYC emails sent in July.
- Social media highlights.

\$5,000 – Signature Sponsor - FIELD TRIPS- 10 per site annually

- Logo recognition on United Way's CARE Field Trip Webpage (unitedwayyellowstone.org/fieldtrips).
- Article and corporate photo in UWYC Newsletter.
- Logo recognition on all UWYC field trip emails sent to parents.
- Social media highlights.
- Opportunity to volunteer at select Field Trips.

\$2,500 – Site Sponsor (11 locations (CARE: 7 with Billings Public Schools and 2 with Laurel Public Schools and Discover Zone 1 with Billings Public Schools and 1 with Laurel Public Schools).

- This support helps underwrite snacks, program supplies, staffing and training, tablets for kids, walkie talkies, education technology games, and interactive Wii games, water fun toys, and STEM activities. Also includes sponsorship of five education kits that cover subjects such as space, dinosaurs, music, Yellowstone Park, and science.
- Prominent logo recognition at sponsored site.
- Logo on all CARE Academy & Discover Zone email correspondence at sponsored site.
- Social media highlights, newsletter article.

Sponsorship Opportunities



\$1,000 – Champion Sponsor – FAMILY NIGHT OUT (4 available)

- Prominent logo recognition at event.
- Text recognition on United Way’s Family Night Webpage (unitedwayyellowstone.org/familynight).
- Social media highlights.
- Opportunity to volunteer at Family Nights.

\$10,000, \$5,000, and \$1,500 – Scholarships

The CARE Academy Scholarship Fund ensures that after school programming will be available for every child that needs it, regardless of their financial status. Without CARE Academy, many parents would not be able to complete their workdays, families would struggle to maintain financial stability, and employers would lose good employees. Provide the scholarship money that families depend on for their kids to attend the before-and-after-school program. The average scholarship is \$1,800. Pick how many kids you would like to support!

- Text recognition on United Way’s CARE Academy’s Webpage (unitedwayyellowstone.org/out-school-time-programming).
- Article in UWYC e-newsletter.
- Recognition in Annual Report.



COMMUNITY IMPACT PARTNER

\$10,000 – IMPACT SPONSOR 4 available: School Readiness, School Success, Crisis Stability, Senior Independence.

With School Readiness, children enter school with developmentally-appropriate social, emotional, and intellectual skills. With School Success, students achieve academic success and transition to self-sufficiency as responsible and contributing members of the community. With Crisis Stability, we provide the safety net for our community through services that stabilize those who are vulnerable and those who are unable to meet their basic needs—including food, housing, utility assistance, and transportation. With Senior Independence, seniors have the opportunity to remain in their homes and to live in adequate and affordable housing in safe neighborhoods.

- Prominent logo recognition on the United Way website (unitedwayyellowstone.org/our-impact).
- Event and program logo recognition at annual Community Leader’s Lunch and CommUnity Rally.
- A social media post about your support.
- Inclusion in our Annual Report.

\$5,000 – SIGNATURE SPONSOR – Born Learning Trail

Born Learning Trails offer multiple activity stations with fun, interactive learning games that parents, grandparents and caregivers can play with young children. The trails are an educational strategy to boost children’s language and literacy skills – a valuable community resource for early learning.

- Prominent logo recognition on the United Way website (unitedwayyellowstone.org/our-impact).
- Event and program logo recognition at annual Community Leader’s Lunch.
- A social media post about your support.
- Inclusion in our Annual Report.

\$5,000 – SIGNATURE SPONSOR – Poverty Immersion Experience

This simulation allows participants to spend a simulated month in the life of an individual who is experiencing poverty in Yellowstone County. This interactive event promotes poverty awareness, increases understanding, and inspires local change.

- Prominent logo recognition on the United Way website (unitedwayyellowstone.org/our-impact).
- Banner at Poverty Immersion Experience.
- A social media post about your support.
- Inclusion in our Annual Report.

\$5,000 – SIGNATURE SPONSOR – Literacy Sponsor (4 available)

Research tells us that 90 percent of a child’s brain develops in the first five years of life. That is why United Way starts early, by helping children aged 0–6 achieve crucial developmental milestones on time and start school ready to succeed. Our Literacy Program includes Reach Out and Read pediatric visit books and our book distribution program to Kindergartners and 3rd Graders. Annually, UWYC has provided more than 6,900 books for kids in Yellowstone County.

- Prominent logo recognition on the United Way website (unitedwayyellowstone.org/our-impact).
- Logo added to free children’s books distributed to kindergarten and 3rd Graders.
- A social media post about your support.
- Inclusion in our Annual Report.
- Logo in PowerPoint presentation used in presentations to businesses and service organizations.
- Logo on stickers placed on books.

\$5,000 – SIGNATURE SPONSOR – Success Mentoring Sponsor (4 available)

Sponsor 30 academic coaching matches. Mentoring can help young people heal and can assist youth who have engaged or are at risk of being offenders of violence by providing them with role models who support positive, prosocial behavior. This strategy also brings attention to supports needed outside of school (i.e.: housing, healthcare, transportation) and high-quality learning and engagement opportunities (afterschool programs, internships)

- Prominent logo recognition on the United Way website (unitedwayyellowstone.org/our-impact).
- A social media post about your support.
- Inclusion in our Annual Report.

VOLUNTEER ENGAGEMENT CENTER

More than 450 volunteers each year are connected through traditional hands-on volunteer activities, collection drives, Workshop Wednesdays, or advocating on behalf of United Way, there are numerous opportunities to get involved.

Volunteering with United Way is simple! Individuals can easily match their passion and time with needs posted by local nonprofit agencies. Local businesses can utilize United Way's Volunteer Engagement Center to create a meaningful, team building activity for their employees, while achieving philanthropic and corporate social responsibility goals.

\$10,000 – Presenting Sponsor

- Prominent logo recognition on United Way's Volunteer Engagement Center Webpage (unitedwayyellowstone.org/volunteer).
- Logo on Volunteer Engagement Flyer and annual Calendar.
- Logo on all Volunteer Engagement Center email correspondence.
- Prominent logo recognition on Day of Action email correspondence.
- Prominent logo recognition on Day of Action webpage.
- Prominent logo on 500 LIVE UNITED T-shirts, distributed to the community at events.
- Prominent logo recognition on quarterly collection drive initiatives email correspondence.
- Prominent logo recognition on quarterly collection drive initiatives webpage.
- Social media highlights, company named in all Volunteer Week and Volunteer Awards impressions.

\$5,000 – Collection Drive Sponsor (5 available: Diaper Drive, Food Drive, School Supply Drive, Sock Drive, and Stuff the Sleigh).

- Prominent logo placement on Collection Drive flyers and advertising.
- Text recognition on Collection Drive webpage.
- Text recognition on quarterly collection drive initiatives webpage.
- Social media highlights.

\$2,500 – Volunteer Appreciation Sponsor

- Text recognition on United Way's Volunteer Engagement Center Webpage (unitedwayyellowstone.org/volunteer).
- Text recognition on Day of Action webpage.
- Text recognition on quarterly collection drive initiatives webpage.
- Social media highlights.

\$2,500 – Workshop Wednesday Sponsor (12 available)

This is a monthly opportunity to participate in one-and-done service projects creating kits of essential supplies requested by United Way agency partners. From self-care, hygiene and house kits to kindness cards, snack packs and sandwich making experiences, these projects impact individuals and families living in transitional housing and shelters and is a great pack-and-learn project to meet community need.

- Text recognition on United Way's Volunteer Engagement Center Webpage (unitedwayyellowstone.org/volunteer).
- Text recognition on monthly Workshop Wednesday promotion in newsletter, webpage and Constant Contact.
- Text recognition inside sponsored kit of the month.

YouCanVolunteer.org

YouCanVolunteer.org, is a place where any organization can document their needs in hopes that an organization like UWYC will match volunteers to support that need. To provide the best and most dynamic volunteer experience for our community, YouCanVolunteer.org functions as a matchmaker between needs and volunteers, and helps facilitate schedule logistics, waivers, needs and requirements.

\$5,000 – Presenting Sponsor

- Logo recognition on United Way’s You Can Volunteer Webpage (youcanvolunteer.org).
- Logo at the bottom of emails that go out to organizations and individual users of the site.
- Inclusion in any advertising or marketing UWYC does regarding its volunteer programs and the YouCanVolunteer.org website.

Media Mission Advertising

Help us tell our story and elevate our programs by sponsoring outreach material like an impact video, promotional items co-branded with United Way and your corporate logo, and many other options. Your sponsorship of these materials will offset our costs for promotional material and allow us to use more of our dollars investing in the community.

TV, print, radio, and social media advertising help us share our mission with others, help raise awareness of community needs, and spread the word of the amazing work being done in our community. Your sponsorship fund ads that will be co-branded with “your company supports United Way.”

\$24,000 – Annual Sponsor

- Prominent logo recognition featured as sponsor in :30 television and radio commercials to air locally (station TBD) year-round.
- Logo recognition on United Way’s Webpage (unitedwayyellowstone.org).
- Commercial and video promoted on UWYC website, social media including LinkedIn, Facebook, Instagram, and Twitter.
- Exclusive sponsor of the annual United Way campaign engagement video, with logo and company name credits at the end of the video, seen by thousands of people at company campaign events and United Way events and social media.
- Verbal recognition at major events throughout the year (Day of Action, Community Leaders Lunch, and CommUnity Rally) with company logo featured on visual presentations.

\$6,000 – Quarterly Sponsor

- Logo recognition featured as sponsor in :30 television and radio commercials to air locally (station TBD) quarterly.
- Logo recognition on United Way’s Webpage (unitedwayyellowstone.org).
- Commercial and video promoted on UWYC website, social media including LinkedIn, Facebook, Instagram, and Twitter.
- Verbal recognition at major events throughout the year (Day of Action, Community Leaders Lunch, and CommUnity Rally) with company logo featured on visual presentations.

\$2,500 – Monthly Sponsor

- Logo recognition featured as sponsor in :30 television and radio commercials to air locally (station TBD) on a selected month.
- Commercial and video promoted on UWYC website, social media including LinkedIn, Facebook, Instagram, and Twitter.
- Verbal recognition at major events throughout the year (Day of Action, Community Leaders Lunch, and CommUnity Rally) with company logo featured on visual presentations.



United Way of Yellowstone County Website

UnitedWayYellowstone.org is a place to bring people together AND bridge people together where everyone can thrive via giving, volunteering, and advocating. Your sponsorship will allow us to offset the costs of maintaining our website.

\$10,000 – Presenting Sponsor

- Logo recognition in footer of United Way’s Webpage (UnitedWayYellowstone.org)
- Monthly social media posts announcing sponsorship of website.

Annual Events

Community Leaders Luncheon

United Way’s Annual Community Leaders Lunch is a celebration of all the ways our community comes together to help solve our area’s most challenging problems. Business leaders, government officials, nonprofit partners, and individual supporters of our mission attend this function, creating an excellent networking and visibility opportunity. Campaign, Community Impact, and Volunteer awards are presented to a corporate partner, donor, and volunteer. Your sponsorship of this event helps us offset our costs, allowing more of our funds raised to go back into the community.

\$10,000 – Presenting Sponsor

- Prominent logo recognition on printed invitation, electronic invitation, promotional materials, and signage at the event.
- Prominent logo recognition on event webpage and social media.
- Logo on presentation slide recognizing your company as Presenting Sponsor.
- Two reserved tables for 8.
- Opportunity to offer remarks during event.
- Acknowledgement remarks by United Way representative at event.
- Opportunity to provide branded gift to event attendees (sponsor provided).

\$5,000 – Signature Sponsor

- Logo recognition on printed invitation, electronic invitation, promotional materials, and signage at the event.
- Logo recognition on event webpage and social media.
- Logo on presentation slide recognizing your company as Signature Sponsor.
- Two reserved tables for 8.
- Acknowledgement remarks by United Way representative at event.
- Exclusive sponsorship of meal.

\$2,500 – Champion Sponsor

- Logo recognition on printed invitation, electronic invitation, promotional materials, and signage at the event.
- Text recognition on event webpage and social media.
- Logo on presentation slide recognizing your company as Champion Sponsor.
- One reserved table for 8.
- Verbal recognition during event.
- Exclusive sponsorship of awards.

Annual Events

CommUnity Rally

COMMUNITY RALLY

The CommUnity Rally (hosted on the United Way campus in mid-September) is a festive gathering to engage and celebrate those who volunteer their time, share their financial resources, and raise their voice—featuring music from El Wencho, food trucks, yard games/kids zone, and volunteer engagement opportunities.

\$10,000 – Presenting Sponsor

- Prominent logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Prominent logo recognition on event webpage, social media, and advertising.
- Opportunity to offer remarks during event.
- 100 Food Truck Coupons and Beer Tickets.
- Option to display free standing banner at event.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.

\$5,000 – Signature Sponsor - Band, Stage, VIP Experience, or Photo Booth Sponsor

- Logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Logo recognition on event webpage, social media, and advertising.
- Opportunity to offer remarks during event.
- 75 Food Truck Coupons and Beer Tickets.
- Option to display free standing banner at event.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.

\$3,000 – Champion Sponsor - Food Trucks, Beer Tent, Soda Station, Nonprofit Alley, Yard Games, Kids Zone, or Volunteer Recognition Sponsor

- Logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Logo recognition on event webpage, social media, and advertising.
- 25 Food Truck Coupons and Beer Tickets.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.



Annual Events

Day of Action Community Volunteer Experience

United Way's Day of Action is our community's largest corporate volunteer event. Every June on the third Wednesday, hundreds of employees from companies across Yellowstone County "report to work" as a volunteer. Your sponsorship will help bring our goal to life by fulfilling the following needs:

\$10,000 – Presenting Sponsor

- Prominent logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Prominent logo recognition on yard signs.
- Prominent logo recognition on event webpage, social media, and advertising.
- Prominent logo on email messages regarding Day of Action.
- Opportunity to offer remarks during event.
- Option to display free standing banner at event.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.
- Prominent logo on volunteer appreciation item or volunteer t-shirt.
- Limited edition Day of Action volunteer appreciation item or shirts for up to 50 employees.

\$5,000 – Signature Sponsor

- Logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Logo recognition on event webpage, social media, and advertising.
- Opportunity to offer remarks during event.
- Option to display free standing banner at event.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.
- Logo on volunteer appreciation item or volunteer t-shirt.
- Limited edition Day of Action volunteer appreciation item or shirts for up to 25 employees.

\$3,000 – Champion Sponsor

- Logo recognition on electronic invitation, printed flyers, promotional materials, and signage at the event.
- Logo recognition on event webpage, social media, and advertising.
- Article in UWYC e-newsletter.
- Recognition in Annual Report.
- Logo on volunteer appreciation item or volunteer t-shirt.
- Limited edition Day of Action volunteer appreciation item or shirts for up to 10 employees.



Montana 211

By connecting people in need with the best resources available to them, United Way helps make the social services ecosystem more efficient and effective, and helps local resources go further. 211 is a referral and information helpline and website that connects people to essential health and human services. The service is free, accessible 24/7, completely confidential, and staffed with highly trained, experts to connect people to the help they need with housing, healthcare, mental health, employment, legal aid, education, disaster services and much more.

\$5,000 – Presenting Sponsor

- Inclusion in any advertising or marketing UWYC does regarding Montana 211.



Community Resource Center

The Community Resource Center is a space dedicated to community leadership, organizational development, and volunteer service. Our Community Resource Center serves as a central gathering place for community groups that include area nonprofit and community development organizations, civic groups, and collaborative and grassroots initiatives. Nonprofit organizations have access to spacious conference rooms, a variety of meeting rooms, 3-car double-sided (heated) garage, and 2 acres of tree-covered grass area, free of charge during United Way's business hours, to solve community issues, promote collaboration, and encourage mutual understanding among diverse constituencies. Approximately 43 different groups use the building annually, totaling over 3763 attendees.

\$15,000 - Commons Area/Large Gathering Space

- Prominent logo recognition at entrance to sponsored room for one year.
- Recognition on website for United Way of Yellowstone County.
- Recognition in Annual Report, social media.
- The use of our rooms for meetings, celebrations, client cultivation, etc.

\$10,000 - Yellowstone/Large Board Room and United Coffee Bar & Conversation Pit

- Prominent logo recognition at entrance to sponsored room for one year.
- Recognition on website for United Way of Yellowstone County.
- Recognition in Annual Report, social media.
- The use of our rooms for meetings, celebrations, client cultivation, etc.

\$10,000 - Lewis & Clark/Large Board Room

- Prominent logo recognition at entrance to sponsored room for one year.
- Recognition on website for United Way of Yellowstone County.
- Recognition in Annual Report, social media.
- The use of our rooms for meetings, celebrations, client cultivation, etc.

\$5,000 – Big Sky/Small Meeting Room

- Prominent logo recognition at entrance to sponsored room for one year.
- Recognition on website for United Way of Yellowstone County.
- Recognition in Annual Report, social media.
- The use of our rooms for meetings, celebrations, client cultivation, etc.

Sponsorship Response Form



We would like to sponsor the following opportunity: _____

We would like to make payment with:

- Please send invoice
- Check (make checks payable to United Way of Yellowstone County)
- Credit Card <http://bit.ly/UWYCdonate>

Sponsor recognition name should appear as: _____

Please provide a high-resolution company logo for inclusion in sponsorship materials.

Company: _____

Name: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

RETURN TO: United Way of Yellowstone County, 2173 Overland Avenue, Billings, MT 59102 or campaign@uwyellowstone.org

By submitting this form, the sponsor agrees to the terms outlined in the sponsorship levels and commits to providing the selected sponsorship amount by (payment deadline). The organizer reserves the right to allocate benefits based on the sponsorship level and payment received.

Signature: _____ Date: _____

***Deadlines: Community Leaders Luncheon – 1/15; Day of Action 5/1; CommUnity Rally 8/1.
All other deadlines are rolling and available on a first come first served basis.
All other opportunities are sponsored annually**