

2011 Corporate Sponsorship Program

2011 Menu of Sponsorship Opportunities
United Way of Cass-Clay's path for corporate philanthropy



When we reach out a hand to one
We influence the condition of all.
That's what it means to

LIVE UNITED™

How does your sponsorship in 2011 help us LIVE UNITED together?

Sponsorship not only provides valuable advertising for local businesses like yours, but it helps to position your business as a compassionate community leader and builder.

Because of generous corporate partners like you, United Way of Cass-Clay is able to thank, recognize, educate, and train donors and volunteers, without incurring additional expenses.

Why partner with United Way of Cass-Clay in a co-branding opportunity in 2011 ?

United Way is unique. United Way's brand is recognized throughout the world and carries tremendous value. Interbrand, a global brand valuation company, places United Way in the top ten of the world's most valuable brands, with a value of \$34.7 billion.

United Way is the most efficient, effective and convenient way to meet your philanthropic goals, and achieve visibility.

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SPONSORSHIP LEVEL OPPORTUNITIES:

LIVE UNITED PARTNER

\$10,000

PRESENTING

\$5,000

EVENT

\$2,500

CORPORATE

\$1,000

SUPPORTING/TABLE

\$500



Mike & Grace

LIVE UNITED™



2011 Premiere Sponsor: LIVE UNITED Partner

LIVE UNITED PARTNERS are businesses who make a commitment to be a premiere sponsor for all United Way of Cass-Clay events and activities in 2011.

LIVE UNITED PARTNERS will be exclusively promoted.

LIVE UNITED PARTNER

\$10,000

At every event in 2011 LIVE UNITED PARTNERS will receive:

- Prominent recognition as LIVE UNITED PARTNER
- Company logo and name on LIVE UNITED PARTNER banner (displayed at every event)
- Exclusive announcement as LIVE UNITED PARTNER
- Prominent inclusion of company logo on all publicity materials
- VIP seating or table for 8 company representatives
- Company logo and name on table or seating signage
- Prominent inclusion of company logo on any programs
- Complimentary team of 4 for WLC Golf Scramble

LIVE UNITED PARTNERS will also receive:

- Company logo and name included on signage in entrance of United Way of Cass-Clay office
- One billboard featuring company with a LIVE UNITED promotion
- Company logo and name in exclusive LIVE UNITED PARTNER section in Annual Report
- Company logo and name in LIVE UNITED PARTNER section on homepage of United Way of Cass-Clay website with link to your website

LIVE UNITED PARTNERS will also have the opportunity to select a company representative to address attendees and share a welcome at a United Way of Cass-Clay event of your choice.

Some examples include: Annual Meeting, Day of Action, WLC Luncheon
Specific details to be confirmed upon commitment as a LIVE UNITED PARTNER.



2011 Presenting Sponsor

PRESENTING SPONSORS are businesses who make a commitment to be a sponsor for all United Way of Cass-Clay events and activities in 2011.

PRESENTING SPONSOR

\$5,000

At every event in 2011 PRESENTING SPONSORS will receive:

- Prominent recognition as PRESENTING SPONSOR
- Exclusive announcement as PRESENTING SPONSOR
- Company logo on publicity materials
- Table or seating for 8 company representatives
- Company logo and name on table or seating signage
- Company logo on programs
- Complimentary team of 4 for WLC Golf Scramble

PRESENTING SPONSORS will also receive:

- Company logo and name in exclusive PRESENTING SPONSOR section in Annual Report



Megan, Kelsey, Paige,
Allison & Nicole



2011 Campaign Events

ANNUAL MEETING

The United Way Annual Meeting is held each year in March and highlights accomplishments over the past year, publicly recognizes companies for outstanding campaign achievements, honors outstanding campaign volunteers and provides an opportunity to learn more about the impact your contributions are making in our community. This event is attended by community business leaders, campaign volunteers, partner agency representatives, other volunteers and local media outlets.

In 2010, over 400 community members and business leaders attended the Annual Meeting held at the Hilton Garden Inn.



United Way of Cass-Clay
Alexis de Tocqueville Society

TOCQUEVILLE DINNER*

The Tocqueville Dinner honors members of the Tocqueville Society, a national society created through United Way of America that honors and celebrates individuals who demonstrate exceptional philanthropic leadership. Membership is granted to individuals who contribute \$10,000 or more annually to United Way of Cass-Clay.

In 2010, over 40 Tocqueville members and guests attended the dinner held at Trollwood Performing Arts School.



2011 Campaign Events

CAMPAIGN KICK-OFF*

The United Way Campaign Kick-Off is held each year in September to officially start the annual campaign, formally announce the campaign goal and to publicly recognize donors and volunteers.

This event is open to the public and attended by community business leaders, volunteers, partner agency representatives, and local media outlets.

In 2010, over 400 community members attended the Campaign Kick-Off held at Newman Outdoor Field.



Campaign Kick-Off, Annual Meeting & Tocqueville Dinner

Sponsorship Opportunities & Benefits

Event Sponsor \$2,500

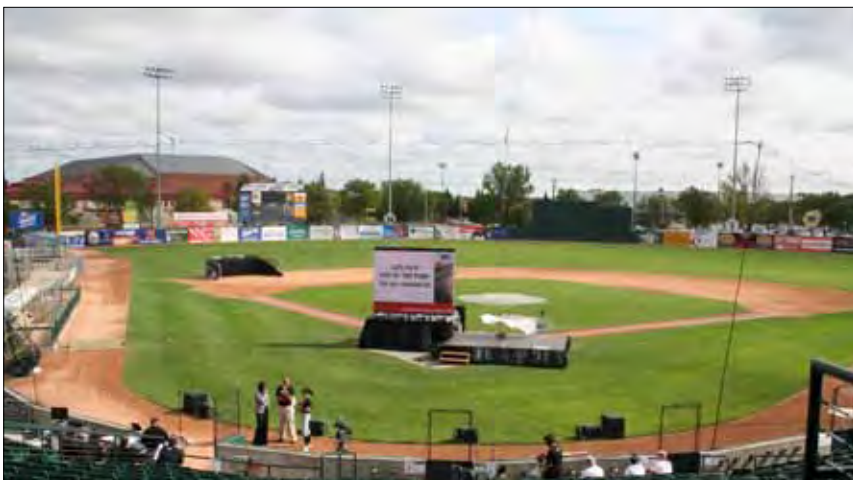
- Recognition as Event Sponsor
- 2 reserved tables of 8 with VIP seating and company name on table signage
- Promoted as major event sponsor in all publicity materials
- Prominent inclusion of company logo on event program and signage
- Company logo and name in Annual Report
- Recognition on UWCC's website with company logo and link to your website

Corporate Sponsor \$1,000

- Recognition as Corporate Sponsor
- 1 reserved table of 8 and company name on table signage
- Company name on all publicity materials and event signage
- Name mention at event
- Company name in Annual Report

Table Sponsor \$500

- 1 reserved table of 8 and company name on table signage
- Company name listed in event program
- Company name in Annual Report



**Specific sponsorship opportunities and benefits for Campaign Kick Off and the Tocqueville Dinner to be confirmed upon commitment as a sponsor.*



2011 Volunteer Events

DAY OF CARING*

Each year in October, Day of Caring matches volunteer teams from businesses across the community with senior citizens for an afternoon of fellowship and community service. Activities for the day include a volunteer rally and an afternoon of light household and outdoor chores at the homes of senior citizens in Cass and Clay counties. Day of Caring is an opportunity for co-workers to gather outside the workplace and build teamwork and camaraderie while senior citizens enjoy a day of companionship.

In 2010, during the 18th Annual Day of Caring, more than 1,400 volunteers visited the homes of over 430 senior citizens. The volunteers represented more than 90 local businesses.



SCHOOL SUPPLY DRIVE*



Each fall, the annual School Supply Drive collects thousands of backpacks and school supplies to provide to children that might not otherwise have the basic tools they need to begin school ready to succeed. Drop sites are set up across the community and volunteers donate their time to buy supplies, pack the school bags and distribute them to thousands of children and families.

In 2010, the 12th Annual School Supply Drive distributed over 4,600 backpacks full of supplies to students grades K-12 in Cass and Clay counties. Over 64 different schools throughout Cass and Clay Counties were impacted last year and over 86% children receiving the backpacks were enrolled in the free and reduced lunch program at their school.

Specific sponsorship opportunities and benefits for Day of Caring and the School Supply Drive to be confirmed upon commitment as a sponsor.



Dylan

2011 Volunteer Events

DAY OF ACTION

The first annual Day of Action was held in the spring of 2008. During Day of Action, our donors spend time volunteering for specific service projects at United Way of Cass-Clay partner agencies and see their donor dollars at work. Activities include a rally and an afternoon spent doing everything from reading books to children at a child care center to yard work at a community living center. It's the perfect way to show, by example, what it means to LIVE UNITED.

In 2010, over 130 volunteers participated in service activities at more than 14 United Way of Cass-Clay partner agencies.



day of
action

Day of Action

Sponsorship Opportunities & Benefits

Event Sponsor

\$2,500

- Recognition as Event Sponsor
- Promoted as major event sponsor in all publicity materials
- Prominent inclusion of company logo on event signage
- Company logo and name in Annual Report
- Recognition on UWCC's website with company logo and link to your website

Corporate Sponsor

\$1,000

- Recognition as Corporate Sponsor
- Company name on all publicity materials and signage
- Name mention at event
- Company name in Annual Report

Supporting Sponsor

\$500

- Company name on event signage
- Company name in Annual Report



Mike

Women's Leadership Council (WLC) Events



Women's Leadership Council

Women's Leadership Council (WLC) is a leadership program which creates a powerful network of women who strengthen our community through an investment of leadership, fundraising and community service. The annual luncheon includes a keynote speaker and silent auction. The annual golf scramble gives women an opportunity to engage with other women leaders, and the thank you event recognizes women who give \$600 or more. In addition to these events, WLC also holds several smaller events throughout the year to give women in our community the opportunity to network and socialize. All proceeds from WLC events are invested into the Success By 6 initiative which focuses on early childhood development and education.

In 2010, over 600 women attended the Women's Leadership Luncheon.



The 2010 Women's Leadership Luncheon featured Beth Holloway, mother of Natalee Holloway. Over 600 women attended and heard her message of "Victim to Victor" and personal safety.



Women's Leadership Council (WLC) Luncheon

Sponsorship Opportunities & Benefits

Event Sponsor	\$2,500
<ul style="list-style-type: none">• Recognition as Event Sponsor• 1 reserved VIP table of 8• 1 reserved regular table of 8• Name mention at event• Company logo on all publicity materials• Prominent inclusion of company logo on program and signage• Company logo and name in Annual Report• Recognition on UWCC's website with company logo and link to your website	
Corporate Sponsor	\$1,000
<ul style="list-style-type: none">• Recognition as Corporate Sponsor• 1 reserved VIP table of 8• Name mention at event• Company logo and name on all publicity materials	
Table Sponsor	\$500
<ul style="list-style-type: none">• 1 reserved regular table of 8 with company name on table signage• Company name on event program• Company name listed in event program• Company name in Annual Report	



Susan & Grant

Women's Leadership Council (WLC) Events

Women's Leadership Council (WLC) Golf Scramble

Sponsorship Opportunities & Benefits

Corporate Sponsor \$1,000

- Recognition as Corporate Sponsor
- 2 teams of 4 golfers
- Prominent name mention at event
- Prominent inclusion of company name and logo on all publicity materials
- Prominent inclusion of company name and logo on program and signage
- Company name in Annual Report

Supporting/Lunch Sponsor \$500

- Recognition as Lunch Sponsor
- Team of 4 golfers
- Name mention at event
- Company name and logo on all publicity materials
- Company name and logo on event program
- Company name in Annual Report

Cart Sponsor \$350

- Recognition as Cart Sponsor
- 2 golfers
- Name mention at event
- Company name on event program
- Signage on each golf cart

Golf Bag Sponsor \$350

- Recognition as Golf Bag Sponsor
- Name on give-away items
- Company name on event program

Hole Sponsor \$150

- Recognition as Hole Sponsor
- Signage on specific hole

Team Sponsor \$175

- Recognition as Team Sponsor
- Team of 4 golfers
- Company name on event program

Women's Leadership Council (WLC) Thank You Event

Sponsorship Opportunities & Benefits

Supporting Sponsor \$500

- Recognition as Supporting Sponsor
- Company representative has opportunity to personally present welcome and thank you message to members
- Company name on all publicity materials of the event
- Company name on event program and/or signage
- Name mention at event
- Company name in Annual Report



All proceeds from Women's Leadership Council (WLC) events are invested into the Success By 6. initiative which supports early childhood development opportunities.



2011 LIVE UNITED BILLBOARD SPONSOR

LIVE UNITED Billboard Sponsor

\$1,000

LIVE UNITED Billboard Sponsors will receive one billboard featuring:

- Company name and logo with United Way of Cass-Clay logo
- 2-5 company employees in LIVE UNITED t shirts or choice of stock photo (United Way staff will coordinate photo shoot and provide billboard design and/or stock photo for your company)
- LIVE UNITED message



LIVE UNITED Billboard Sponsor Examples

The billboards below are a sample of the billboards that ran in various locations in our community last year in 2010. The individuals featured are local employees of the company sponsoring the billboard.

Client: United Way
Rep: Gary Johnson - Fargo
Date: June 28, 2010
Designer: Client/RT

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Client: United Way
Rep: Gary Johnson - Fargo
Date: June 28, 2010
Designer: Client/RT

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Client: United Way
Rep: Gary Johnson - Fargo
Date: November 5, 2010 v Microsoft
Designer: Client/AM

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Client: Gate City Bank
Rep: Gary Johnson - Fargo
Date: July 28, 2010
Designer: Client/AM

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Client: United Way
Rep: Gary Johnson - Fargo
Date: October 18, 2010
Designer: Client/ML

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Client: United Way
Rep: Gary Johnson - Fargo
Date: November 4, 2010 v Noridian
Designer: Client/AM

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Please note: This artwork is intended to be viewed from 5 to 15 feet away (±100' - 300' actual distance).

300mm Bleed 8 Sheet poster Vial Wrap
 Approved by: _____

Summary of 2011 Sponsorship Opportunities

- 2011 Premiere Sponsor:** 2011 LIVE UNITED Partner (Page 1) \$10,000
- 2011 Presenting Sponsor** (Page 2) \$5,000

Campaign Events:	Volunteer Events:	Women's Leadership Council Events:
Campaign Kick-Off* (Page 4) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Table Sponsor \$500 	Day of Caring* (Page 5) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Supporting Sponsor \$500 	WLC Luncheon (Page 7) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Table Sponsor \$500
Annual Meeting (Page 3) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Table Sponsor \$500 	Day of Action (Page 6) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Supporting Sponsor \$500 	WLC Golf Scramble (Page 8) <ul style="list-style-type: none"> <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Supporting/Lunch Sponsor \$500 <input type="checkbox"/> Cart Sponsor \$350 <input type="checkbox"/> Golf Bag Sponsor \$350 <input type="checkbox"/> Hole Sponsor \$150 <input type="checkbox"/> Team Sponsor \$175
Tocqueville Dinner* (Page 3) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 	School Supply Drive (Page 5) <ul style="list-style-type: none"> <input type="checkbox"/> Event Sponsor \$2,500 <input type="checkbox"/> Corporate Sponsor \$1,000 <input type="checkbox"/> Supporting Sponsor \$500 	WLC Thank You (Page 8) <ul style="list-style-type: none"> <input type="checkbox"/> Supporting Sponsor \$500
<input type="checkbox"/> LIVE UNITED Billboard Sponsor (inserted)		\$1,000

**Specific sponsorship opportunities and benefits for Campaign Kick Off, Tocqueville Dinner, and Day of Caring to be confirmed upon commitment as a sponsor.*

**Together, UNITED, we can bring people together to create lasting change that will improve lives.
Thank you for your commitment to our community.**



For more information regarding sponsorship opportunities, please contact:
 Emmett Worth
 Business Development & Donor Relations Manager
 eworth@unitedwaycassclay.org
 701.237.5050
 www.unitedwaycassclay.org

