

2021 Campaign Annual Sponsorship Packages



United Way
of Randolph County

What do I get?

- You will be listed as a sponsor for each UWRC event starting in the fall of 2020 until spring 2021.

What if I reply after August 1?

- The deadline for some print materials or billboard might have passed. All radio ads are to run from September through November.

What does the radio ad contain?

- Your business will be listed as a sponsor of UWRC. You can include a tagline and phone number.

Difference Maker Sponsor | \$2,500 | 4 available

- Radio Ads
 - Alpha Media - 300 ads across all stations.
 - Best Broadcast Group - 166 ads on KZZT, 82 KLTl, and 82 KZBK
 - Zimmer Radio Group - 120 ads 93.9 The Eagle
- Print Media
 - Thank you in Moberly Monitor Index
- Monthly social media recognition on Facebook, LinkedIn, and Instagram
- Prominent company listing on official event materials, including posters, email blasts, and UWRC's website.
- 8 Tickets for Campaign Celebration.

This package contains over \$6,000 in marketing.

Trail Blazer Sponsor | \$2,000 | 8 available

- Radio Ads
 - Alpha Media - 150 ads across all stations.
 - Best Broadcast Group - 83 ads on KZZT, 41 KLTl, and 41 KZBK
 - Zimmer Radio Group - 60 ads 93.9 The Eagle
- Print Media
 - Thank you in Moberly Monitor Index
- Bi-monthly social media recognition on Facebook, LinkedIn, and Instagram
- Prominent company listing on official event materials, including posters, email blasts, and UWRC's website.
- 8 Tickets for Campaign Celebration.

This package contains over \$5,000 in marketing.

Innovator Sponsor | \$1,750 | 1 available | Billboard Special

- Lamar Billboards
 - 5 billboards in Randolph County (Estimated launch is September.)
- Bi-monthly social media recognition on Facebook, LinkedIn, and Instagram
- Company listing on official event materials, including posters, email blasts, and UWRC's website.
- 4 Tickets for Campaign Celebration

This package contains over \$3,000 in marketing.

Game Changer Sponsor | \$1,000 | 10 available

- Radio Ads
 - Alpha Media - numerous mentions on each station.
 - Best Broadcast Group - numerous mentions of KZZT, KLTl, and KZBK
 - Zimmer Radio Group - Numerous mentions on 93.9 The Eagle
- Print Media
 - Thank you in Moberly Monitor Index
- Company listing on official event materials, including posters, email blasts, and UWRC's website.
- Promoted on all UWRC social media channels.
- 4 Tickets for Campaign Celebration

This package contains over \$3,000 in marketing.

Hand Raiser Sponsor | \$500 | Unlimited

- Acknowledgement as a sponsor at all events.
- Social media recognition on Facebook, LinkedIn, and Instagram surrounding events.
- Name and sponsor level on all emailed newsletters and event materials.
- 4 Tickets for Campaign Celebration

UnitedWayRandolphCounty.org | 660-263-6588 | 501 W. Rollins Moberly, MO 65270

2021 Campaign

Please return to: United Way of Randolph County 501 W. Rollins St. | PO Box 576 | Moberly, MO 65270 or by fax to 660-263-8818
Questions? Email: atina@unitedwayrandolphcounty.org Phone: 660-263-6588

Contact Information

Company Name/Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Authorized by: _____

Sponsorship Options

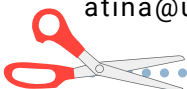
- Difference Maker \$2,500 Trail Blazer \$2,000 Innovator \$1,750 Game Changer \$1,000 Hand Raiser \$500

Payment Options

- Check is enclosed and made payable to United Way of Randolph County.
 Please invoice our company.
 Once Monthly
 Quarterly Other: _____
 Pay by credit card. Please call us to make a payment over the phone.
 I can't this year, but I want to reserve a spot for next year's campaign.

Logo Needs

Please email a high-resolution corporate logo in full color PNG or JPG format to atina@unitedwayrandolphcounty.org.



Sponsorship Receipt

2021 Campaign Sponsorship to benefit United Way of Randolph County

Sponsorship amount \$ _____

Signature and date of United Way Representative: _____

2021 Campaign Sponsorship Opportunities



United Way
of Randolph County

We heard you wanted to have a better marketing package with your sponsorship investment. We hope that these packages deliver. This allows us to offer our community some exciting events, plus cover the costs of our workplace campaign materials (think posters, pledge cards, etc.). For your sponsorship purchase, you will be listed as a sponsor for the following events.

Events

- Day of Action - September
- Work Place Campaigns - September to December
- Mother Son Dance - October 2020 and March 2021
- Trivia Night - January 2021
- Campaign Celebration - February 2021
- Purses with a Purpose - Spring 2021
- Week of the Young Child - April 2021

About a few of the events

2021 is seeing a complete re-imagining of our events. Not all UWRC events are fundraising events. UWRC is here to not only fundraise but to also to raise awareness on important topics surrounding our community.

Campaign Celebration - Brand new for 2021! We are ending the campaign with a celebration. Join us as we celebrate the campaign wins. This is a casual catered event.

Mother Son Dance - Attendance our first year was 300 individuals. Flyers are sent to approximately 2,500 homes throughout Randolph County.

Week of the Young Child - Celebrating our preschool students and their educators who are #BuildingBraveLeaders. This is a free event for the community.

Day of Action - We partner area businesses and volunteers with nonprofits needing some help. Last year, our first event over 70 volunteers came together to complete nearly 450 hours of work.

Who are we?

Everyone deserves a chance at opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. That is why we partner with 11 agencies to ensure our community members have the support they need when they need it.

How do the events and your sponsorship help United Way of Randolph County (and others)?

Sponsorship allows us to improve our workplace campaigns. Our major funding comes through workplace giving. Many businesses are declining to offer employees the ability to hear from UW volunteers or agencies directly. Events allow us to develop a better relationship with our donors and your consumers.

Sponsorship not only goes to help create fun events, but also goes into creating workplace campaign materials that deliver an impactful but quick message to our current and future donors. The funds raised during our workplace campaigns is then distributed to area nonprofits. We work with 11 nonprofits in the area. Some programs we support are: Buddy Pack Program, Safe Passage, Christos, 4-H, Home Delivered Meals, Community Childcare Learning Center. See the last page for a full list of our partner agencies and programs.

Please reply by August 1, 2020

UnitedWayRandolphCounty.org | 660-263-6588 | 501 W. Rollins Moberly, MO 65270

United Way of Randolph County proudly supports the following community partners and programs in the areas of **education**, **health**, and **financial stability**. Here is a list of organizations we have supported in 2020.



Organizations are funded through our standard Workplace Campaigns.

Christos Center | Community Childcare Learning Center | Food Bank of Central & Northeast Missouri | Higbee Senior Center | Home Care of Mid-Mo | Magic City Express - Randolph County Caring Community Partnership | Randolph County Health Department - Primary Care Clinic | Randolph County 4-H Clubs | Safe Passage | The Salvation Army Service Unit | Senior Americans Multipurpose Center | Mid-Missouri Packaging and Productivity Specialists | St. Vincent de Paul

Programs by United Way of Randolph County are funded through separate fundraising efforts.

United Way 211 | Born Learning Trail | Coats for Kids | Dual Credit Scholarships | FamilyWize | My Free Taxes | Days of Caring | Dolly Parton Imagination Library | The Healing Library

Interested in joining our efforts?

We have committee seats available. Please contact us at 660-263-6588 or by email to atina@unitedwayrandolphcounty.org.

We would love to have you on our team to make our programs and fundraising efforts the best they can be.

Looking for volunteer opportunities?

Please reach out! We would love to connect you to one of many nonprofits in the community. We can be reached at 660-263-6588. Check out our website at www.UnitedWayRandolphCounty.org for more information about our partners, our work, and how to volunteer.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™

