

LIVE UNITED



Routt County United Way

CORPORATE PARTNER PROGRAM 2018

Advancing the Common Good

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Why United Way?

Mission

Routt County United Way improves lives by mobilizing the caring power of our community and uniting with our partners to succeed in four key impact areas of early childhood education, youth success, financial stability and health and crisis services.

Your exposure to a new clientele

Routt County United Way has been improving lives in the county for 34 years. In early childhood education alone, we have supported numerous children through our scholarship program with more than a million dollars since 1991.

Our donor base is wide and deep. In the 2017 campaign we had more than 900 donors, 750 of whom gave less than \$250. We have several dozen large individual and business donors who make up more than 1/3 of our funding stream each year.

Aligning with an organization that helps people

Routt County United Way focuses on the most dire health and human service needs in our community. With 20% of our population living below the self-sufficiency level, United Way is needed more than ever. Our partnership with 25 member agencies helps us determine the core problem areas in our community and champion the solutions that have proven most effective.

The United Way brand is one of three top most valuable recognized nonprofit brands in the United States, with Routt County citizens also recognizing that every dollar donated to United Way stays in Routt County. United Way is a national brand with proven local outcomes.

Partner with us

Your local United Way is undergoing a new strategy of donor engagement. There are several opportunities for your business to partner with us and gain recognition across Routt County.

Please join us as we continue to make a difference in people's lives.

Contact Kate Nowak 970-879-5605 or kate@RouttCountyUnitedWay.org to discuss the opportunities for your organization.



Day of Caring

(1 sponsor at \$3,500 exclusive or 3 sponsors at \$1,500 each)
SOLD OUT in 2018 to Bank of the San Juans

The Day of Caring event will be on May 23, 2018. Last year more than 250 volunteers helped 40 projects across Routt County including Hayden and South Routt. This year's projects will include beautification, gardening, small improvement for nonprofits and governmental entities, as well as projects to help disabled and/or our elderly who are living independently. Any project that cannot be completed due to financial or physical needs will be considered.

The Day of Caring will begin at 8:00am and end at 12:00pm, with a complimentary lunch provided after by the Lion's Club at Olympian or Library Hall. During this lunch we will recognize the various groups that volunteered. We will also recognize one adult and one youth as our 2018 Volunteers of the Year.

We receive newspaper coverage of this event as well as radio advertisement.

- ❑ Day of Caring Sponsor(s) will receive their logo on our 2018 Day of Caring LIVE UNITED T-shirt. Every volunteer will be given a 2018 Day of Caring LIVE UNITED t-shirt. T-shirts have additional exposure in the community long after the event is over.
- ❑ Day of Caring Sponsor(s) will be listed in our newspaper ads.
- ❑ Day of Caring Sponsor(s) will be announced in all of our radio ads.
- ❑ Day of Caring Sponsor(s) will be acknowledged at the awards luncheon and can also make some announcements.
- ❑ Day of Caring logo(s) banner will be hung on site of the award luncheon.
- ❑ Sponsor logo(s) on corporate partner web site.

35th Anniversary Campaign Celebration Kickoff

(1 sponsor at \$2,000) SOLD Out for 2018 to Alpine Bank

Every Fall United Way takes the opportunity to celebrate our past campaign that ends on Aug 31st and to kick-off the new campaign that starts on September 15. The event will be held at an intimate location with a festive atmosphere. This past year 72 donors attended our event at Haymaker where balloons, live music by the Broadband, Young Bloods Collective showcased their art and passed appetizers all set the stage for an upscale, intimate celebration.

- ❑ Campaign Celebration sponsor will have their logo in all social media, newspaper, and email announcements.
- ❑ Sponsor will have their logo on a postcard mailing of approximately 1000 invitations sent to local donors.
- ❑ Sponsor may make some announcements and introduce current Board President and Executive Director at the beginning of the presentation.
- ❑ Sponsor may assist with award presentation.

\$20K Day for United Way – September 14, 2018

(1 sponsor at \$10,000, can include workplace giving) SOLD OUT for 2018 by Yampa Valley Bank

Partner with us as we raise dollars to help our neighbors in Routt County. Routt County United Way greets customers in front of City Market to raise \$20,000 in one day. (Join us too!) This is critical fundraising for our four impact work areas of early childhood education, youth, financial stability and crisis services. Sponsor matches the first \$10,000 dollars. Heavy advertising prior to the event.

- ❑ Sponsor's name and logo on radio and print ads everyday up to five days in advance
- ❑ Live broadcast by Brian Harvey, sponsor gets exclusive interview
- ❑ Sponsor logo on front page ad the day of event

\$20K Day for United Way - November 2, 2018

(1 sponsor at \$10,000, can include workplace giving)

Partner with us as we raise dollars to help our neighbors in Routt County. Routt County United Way greets customers in front of City Market to raise \$20,000 in one day. (Join us too!) This is critical fundraising for our four impact work areas of early childhood education, youth, financial stability and crisis services. Sponsor matches the first \$10,000 dollars. Heavy advertising prior to the event.

- ❑ Sponsor's name and logo on radio and print ads everyday up to five days in advance
- ❑ Live broadcast by Brian Harvey, sponsor gets exclusive interview
- ❑ Sponsor logo on front page ad the day of event

Community Thanksgiving Dinner

(1 sponsor at \$1,500) SOLD OUT for 2018 by Mountain Valley Bank

Many people do not have a place to go on our national day of thanks. Routt County United Way coordinates 100% donated food and volunteers to serve the community at the Steamboat Springs Community Center. Last year we served 890 people. This feel-good event truly helps those that do not have a place to go on the Thanksgiving holiday, such as the elderly, single, financially-strained, or otherwise, get a warm meal and good conversation.

- ❑ Sponsor's logo will be on all advertisements
- ❑ Sponsor's banner may be hung inside the community center during the dinner.
- ❑ Sponsor will be given verbal recognition at the dinner



Routt County United Way

Holiday Exchange Market

(1 sponsor at \$5,000 or 2 sponsors at \$2500)

The Holiday Exchange Market provides winter clothing for children and adults, toys for children and food cards for families at a very difficult time of year. The families are vetted through health and human service agencies to income qualify to participate in the program. Last year we serviced 214 families which equated to more than 900 individuals. We had more than 135 volunteers participate in the Market. Great promotion in donating to the market starts in November and ends mid- December with the full day Market experience. Sponsor will be associated with all advertising of the program.

- ❑ Sponsor logo(s) will be on all advertisements (social media and newspaper)
- ❑ Sponsor logo(s) will be on all program handouts and materials.
- ❑ Sponsor(s) will be acknowledged in all radio advertising.
- ❑ Sponsor(s) banner will be hung at Wal-Mart for 2 weekends after Thanksgiving when toy and clothing donations are solicited from the community.
- ❑ Sponsor(s) will be given verbal recognition at the Market as well as when we collect donations.



Women United

(8 sponsors at \$500 or 1 sponsors at \$4000)

There is a new and exciting group of professional women rolling up their sleeves to make a difference in our community. They're called Women United, an affinity group of Routt County United Way. In 2016 we started with 15 dedicated women and have grown to list of over 90 local, passionate women.

Women United's current main focus is early childhood literacy. We have launched the Dolly Parton Imagination Library where more than 400 local children are signed up to receive a free book delivered to their home each month because we know that the greatest influence in a child's literacy is a parent or adult reading to them.

Women United gathers on a quarterly basis to either learn or invest energy in early education activities. We have had keynote speakers on early literacy; we recruit school supplies and stuff backpacks for preschool graduates, and do volunteer reading assistance with children at a number of schools in Routt County.

We are currently looking for \$500 sponsors to help us defray the costs of these gatherings.

Women United sponsorship is a great opportunity for promotion at quarterly events. Sponsor(s) will be recognized with all event advertisements.

- ❑ Sponsor logo(s) will be on all invitations for quarterly events (e-vite)
- ❑ Sponsor logo(s) will be on all program handouts and materials
- ❑ Sponsor(s) will be recognized on all event advertisements (social media and newspaper)
- ❑ Sponsor(s) will be given verbal recognition at Women United events
- ❑ Sponsor logo will be on Women United website

Please consider this rare opportunity to have exposure to so many professional women in our community.

Thank you for your consideration.

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