



GREENE COUNTY UNITED WAY'S BIG

09/28/2019

40

EVENT SPONSORSHIP

THE EVENT

This charity event will celebrate United Way's 40 years of commitment to the residents of Greene County. Since 1979, Greene County United Way has been a resource within our community, investing in programs and services that provide help to our families and neighbors when they are in need.

The United Way has changed lives throughout Greene County by bringing people together to raise awareness around the needs and challenges of all our residents - young and old. We focus on programs that improve Greene County by strengthening the families that live within it.

EVENT HIGHLIGHTS

Our 40th Anniversary Party will recognize supporters and partner agencies as well as host live entertainment. Heritage Craft Butchers will be provide the pig roast along with cured meats, cheeses and other appetizers that will go exceptionally well with Thistlethwaite's wine. There will be a Chinese auction, 50/50 raffle and other fun activities.

EVENT DETAILS

Event Date: Saturday, September 28

Event Time: 4:00 pm – 8:00 pm

Event Location: Thistlethwaite's Vineyard, Jefferson, PA

Target Audience:

All Greene County residents, including past and present UW supporters, country music lovers, 80's music lovers, community-based organizations, organizations that want to be community oriented, meat lovers, wine lovers, cheese lovers and all others.

Event Marketing:

Greene County United Way will be advertising with the Observer Reporter, Greene Scene magazine, Greene County Messenger, Greene County PA Chamber of Commerce, Greene County Tourist Promotion Agency, Facebook Promtions Greene County United Way website and at GCUW events as well as with other local businesses.

Basic Sponsorship Benefits:

All sponsors of the 40th Anniversary Party will be mentioned on the Greene County United Way Facebook page as well as the event webpage. Sponsors will also be included on the event program and signage as well as thanked during the event. Additional benefits are included in specific levels. To customize a sponsorship, please contact Greene County United Way.

Event Contact Information: MaChal Forbes at 724-852-1009 or via email at mforbes@greencountyunitedway.org

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SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP: \$2,500

• 10 Tickets to the 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Logo Placement & Bio on GCUW Website	• Recognition & Bio in Email Blasts/E-newsletters
• Logo Placement in Advertisements	• Logo Placement on Event Flyers
• Logo Placement in Program	• Complimentary Ad in Program
• Logo Placement on Event Banner	• Company Product Placement in Swag Bag
• Logo Placement in Thank You Correspondence	• Logo Placement in Thank You Ad

GOLD SPONSORSHIP: \$1,000

• 5 Tickets to the 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Logo Placement on GCUW Website	• Recognition in Email Blasts/E-Newsletters
• Logo Placement in Advertisements	• Logo Placement on Event Flyers
• Logo Placement in Program (Discount on Ad)	• Logo Placement on Event Banner
• Company Product Placement in Swag Bag	• Logo Placement in Thank You Correspondence
• Logo Placement in Thank You Ad	

SILVER SPONSORSHIP: \$500

• 2 Tickets to the 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Name Placement on GCUW Website	• Recognition in Email Blasts/E-Newsletters
• Name Placement in Advertisements	• Name Placement on Event Flyers
• Name Placement in Program (Discount on Ad)	• Name Placement on Event Banner
• Company Marketing Placement in Swag Bag	• Name Placement in Thank You Correspondence
• Name Placement in Thank You Ad	

BRONZE SPONSORSHIP: \$250

• 1 Ticket to the 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Name Placement on GCUW Website	• Recognition in E-Newsletters
• Name Placement on Event Flyers	• Name Placement in Program (Discount on Ad)
• Name Placement on Event Banner	• Company Marketing Placement in Swag Bag
• Name Placement in Thank You Correspondence	• Name Placement in Thank You Ad

GROUP TICKET PURCHASE:

- Groups of 10 or more can purchase tickets at \$20 per person.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR: \$1,500 (TWO AVAILABLE)

• Opportunity to Announce Entertainment	• Logo on Event Signage (near Entertainment)
• 5 Tickets to the 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Logo Placement on GCUW Website	• Recognition in Email Blasts / E-Newsletters
• Name Placement in Advertisements	• Logo Placement on Event Flyers
• Logo Placement in Program (Discount on Ad)	• Company Marketing Placement in Swag Bag
• Recognition in Thank You Correspondence	• Name Placement in Thank You Ad

TOAST SPONSORSHIP: \$1,000 (THREE AVAILABLE)

• Logo on Drink Ticket (1 provided to each attendee)	• Logo on Event Signage (at Winery Bar)
• 2 Tickets to 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Logo Placement on GCUW Website	• Recognition in Email Blasts / E-Newsletters
• Logo Placement on Event Flyers	• Logo Placement in Program (Discount on Ad)
• Company Marketing Placement in Swag Bag	• Recognition in Thank You Correspondence

SWAG SPONSORSHIP: \$500

• Logo Placement on Attendee Gift	• Logo on Event Signage (at Registration Desk)
• 1 Ticket to 40 th Anniversary Party	• Social Media Promotion (Facebook & Instagram)
• Name Placement on GCUW Website	• Recognition in Email Blasts / E-Newsletters
• Name Placement on Event Flyer	• Name Placement in Program (Discount on Ad)
• Company Marketing Placement in Swag Bag	• Recognition in Thank You Correspondence

MEDIA PARTNER

In partnership with Greene County United Way, you will promote the 40th Anniversary Party on your website and/or social media pages as well as display event flyers and other marketing materials at your place of business. In return, Greene County United Way will provide:

• Name Placement on Event Signage	• Social Media Promotion (Facebook & Instagram)
• Name Placement on GCUW Website	• Recognition in Email Blasts / E-Newsletters
• Name Placement on Event Flyer	• Name Placement in Program (Discount on Ad)
• Recognition in Thank You Correspondence	

GREENE COUNTY UNITED WAY PROVIDES A VARIETY OF OPPORTUNITIES TO FIT ANY BUDGET. CONTACT MACHAL FORBES, EXECUTIVE DIRECTOR, TO PERSONALIZE A SPONSORSHIP FOR YOU.

724-852-1009 OR MFORBES@GREENECOUNTYUNITEDWAY.ORG.