



United Way of the Yampa Valley

CORPORATE PARTNER PROGRAM

2024

Advancing The **Common Good** in
Northwest Colorado

Contact Kate today to invest in your community.
Kate Nowak, Executive Director
Director@unitedwayyv.org
970-879-5605

Why United Way?

Mission

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

Your exposure to a new clientele

United Way of the Yampa Valley has been improving lives in the Yampa Valley for 45 years. In early childhood education, we have supported numerous children through our scholarship program with more than 1.5 million dollars since 1991. Our donor base is broad and deep. In the 2023 campaign, UWYV had more than 870 donors. Several dozen businesses make up more than 1/3 of our funding stream each year.

Aligning with an organization that helps people

United Way of the Yampa Valley focuses on our community's direct health and human service needs. 20% of our population lives below the self-sufficiency level, and the United Way is needed more than ever. Our partnership with twenty-five member agencies helps us determine our community's core problem areas and champion the most effective solutions.

The United Way brand is among the three most valuable and recognized non-profit brands in the United States. Northwest Colorado citizens also realize that every dollar donated to United Way stays in Yampa Valley. United Way is a national brand with proven local outcomes.

Partner with us

Your local United Way is undergoing a new donor engagement strategy. Your business has several opportunities to partner with us and gain recognition across Yampa Valley.

Please join us as we continue to make a difference in people's lives and make the Yampa Valley a strong community. Contact UWYV at 970-879-5605 or director@unitedwayyv.org to discuss the opportunities for your organization.



Day of Caring

(1 sponsor at \$3,500 exclusive or 3 sponsors at \$1,500 each)

The Day of Caring event will be on May 22, 2024 in Steamboat and Craig. Last year, over 325 volunteers helped 34 projects across Routt County, including Hayden and South Routt. This year's projects will include beautification, gardening, minor

improvements for non-profits and governmental entities, and projects to help people with disabilities and our elderly live independently.

The Day of Caring begins at 9:00 am and ends at noon, with a complimentary lunch. During the lunch, we will recognize the volunteer groups and our sponsors. We will also recognize one adult and one youth as our 2024 Volunteers of the Year. We receive newspaper and radio coverage of this event.

- Day of Caring Sponsor(s) logos are on our 2024 Day of Caring LIVE UNITED T-shirts. Every volunteer receives a 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) are in newspaper ads.
- Day of Caring Sponsor(s) are acknowledged at the awards luncheon and can also make some announcements.
- Day of Caring banner with sponsor logo(s) will be on the site at the award luncheon.
- All sponsor logos will be on the UWYV website.

45th Campaign Kickoff Celebration 2023-2024

(Title sponsor at \$5,000, 2 sponsors at \$2,500, 4 sponsors at \$1,000)

United Way of the Yampa Valley will host an event in either fall or spring to celebrate our campaign and our 45th year of serving Yampa Valley residents. We will host this event at an exclusive location from 5:00 to 7:30 pm. There will be food, fun, and music.

- Campaign celebration sponsors will have their logo in all social media, newspapers, and email announcements.
- Sponsors will have their logo on a postcard mailing of approximately 1000 invitations sent to local donors.
- The sponsors will be promoting the event on the UWYV home page.
- The sponsor logos will be on our Corporate Partner web page.
- The sponsors may make some announcements and introduce the current Board President and Executive Director at the beginning of the presentation.

\$50K Day for United Way – September 13, 2024

*(1 sponsor at \$10,000, can include workplace giving) **SOLD OUT** for 2024 by Yampa Valley Bank)*

Partner with us as we raise dollars to help our neighbors. United Way of the Yampa Valley greets customers in front of Yampa Valley Bank to raise \$50,000 in one day. (Join us, too!) Fundraising for our four impact work areas is critical in our county. We support early childhood education, youth success, financial stability, and crisis services. The sponsor matches the first 10,000 dollars—heavy advertising before the event.

- Sponsor's name and logo on radio and print ads every day up to five days in advance.
- The sponsor gets an exclusive interview through a live broadcast by Brian Harvey.
- Sponsor logos on front page Ad the day of event.
- Sponsor logos on Corporate Partner UWYV website pages.
- Sponsor logos on UWYV home page in conjunction with event promotion.

Community Thanksgiving Dinner – November 28, 2024

*(1 sponsor at \$2,500) **SOLD OUT** for 2024 Mountain Valley Bank)*

Many people need a place to go on our National Day of Thanks. United Way of the Yampa Valley coordinates the donated food and volunteers to serve the community at the Steamboat Springs Community Center. Last year, we served 650+ people. This feel-good event helps those who do not have a place to go on Thanksgiving, such as the

elderly, single, financially strained, or otherwise. Participants receive a warm meal and friendly conversation.

- The sponsor's logo will be on all advertisements.
- The sponsor's banner will be inside the Community Center during the dinner.
- The sponsor will be given verbal recognition at the dinner.



Holiday Food Card Program

(1 sponsor at \$7,500 or 2 sponsors at \$4,500 or 4 sponsors at \$2,250 or 20 sponsors at \$500)

The Holiday Food Card Program provides much-needed groceries to families in need right before the holidays. United Way of the Yampa Valley works with approximately 18 agencies to assist families living below the 300% federal poverty level. Last year, we serviced over 400 families, which equated to more than 966 \$25 food grocery gift cards. The sponsor will be associated with all program advertising.

- Sponsor logo(s) will be on all advertisements (social media and newspaper).
- The sponsor logo will be on the Corporate Partner UWYV website page.
- Sponsor logo on UWYV home page in conjunction with event promotion.

Women United

UNITED WAY OF THE YAMPA VALLEY
WOMEN UNITED®

(Sponsors at \$500 or sponsors at \$1000 levels)

Women United are passionate about making a difference in our community. Women who give \$100 or more each year to United Way of the Yampa Valley are eligible to become a Women United Member. Women United began with 15 members in 2015 and has grown to more than 190.

The first focus for Women United's impact was Early Childhood Education, where they launched the Dolly Parton Imagination Library in Routt County. Since January 2018, they have registered over 700 children to receive free age-appropriate books at home. Women United also organize a volunteer reading program in the elementary schools to provide additional support for academic success.

WU offers several free financial literacy classes to low-income individuals and families: Budgeting 101, Investing 101, Credit 101, and Homebuying 101. Sponsorship is an excellent opportunity to promote quarterly events. Women United recognizes all sponsors.

- Event sponsor(s) logos are in all event advertisements (social media, emails, and newspaper).
- Main and event sponsor(s) receive verbal recognition at Women United events.
- Main Sponsor logo on UWYV home page and all monthly newsletters



Women United Sponsor logos and brands received the following exposure from our events and outreach in 2023:

- Women United events drew hundreds of participants in the last 12 months.
- Logos are included on monthly emails sent to over 200 individuals
- Women United has a unique page on the UWYV website dedicated to sponsor acknowledgment.

Other ways a sponsor can engage in our community:

- Every \$500 sponsorship includes one membership, and every \$1,000 sponsorship consists of two memberships.
- In addition to sharing your logo and messaging, Women United will share videos and photos to highlight your community's impact on our WU members and followers.

- Do you have engagement ideas? We would love to hear from you!

Are you interested in partnering with us?

Contact us today for a sponsorship opportunity, director@unitedwayyv.org
970-879-5605