

Our sponsors help offset the costs of advertising and events throughout the year. This ensures donations raised during the annual United Way campaign go toward programs and services that make our community stronger.

Your sponsorship of United Way of Norman:

- Enhances your philanthropic image and visibility
- Reinforces your reputation as a good corporate citizen
- Develops closer relationships with current and prospective clients

2021 EVENTS	
<b>Pacesetter Kickoff</b>	Aug. 11, 2021
<b>Community Kickoff</b>	Sept. 2, 2021
<b>Day of Caring</b>	Sept. 17, 2021
<b>Celebrity Sing Celebration</b>	Oct. 22, 2021
	Dec. 15, 2021

### CAMPAIGN SPONSORSHIP PACKAGES

**Premiere Campaign Sponsor**

Price: **\$2,500**

Timeline: **May 2021 - Apr. 2022**

**Signature Campaign Sponsor**

Price: **\$2,000**

Timeline: **May 2021 - Apr. 2022**

**Spotlight Campaign Sponsor**

Price: **\$1,500**

Timeline: **May 2021 - Apr. 2022**

	Visibility	Advertising	Celebrity Sing	Day of Caring Shirt	Social Media	Campaign Banners
PREMIERE	Recognition at signature events and on United Way of Norman website	One (1) full-color ad in The Norman Transcript One (1) digital ad on The Norman Transcript website One (1) full-color ad in Boyd Street Magazine	One (1) 10-top table located on the first tier	Company logo on the back of shirt	Featured post of Impact Message of your choice and your company logo.  Boosted social media post of Live United photo.	Company logo on one (1) of the 2021 Campaign Banners
SIGNATURE	Recognition at signature events and on United Way of Norman website	One (1) full-color ad in The Norman Transcript	One (1) 10-top table located on the second tier	Company name on the back of shirt	Social media posts of Live United photo.	
SPOTLIGHT	Recognition at signature events and on United Way of Norman website	One (1) full-color ad in The Norman Transcript	Four (4) tickets (assigned seating)	Company name on the back of shirt	Social media posts of Live United photo.	

I'm not interested in sponsoring at this time, but I'd like to know about other ways to help

- Employee Drive    
  Corporate Gift    
  In-Kind Gift    
  Provide Celebrity Sing Auction Item    
  Volunteer at Day of Caring

# EVENT SPONSORSHIPS (All Event Sponsorships are Exclusive)

<p><b>■ Pacesetter Kickoff Presenting Sponsor</b>  <b>\$1,500</b>      <b>SOLD</b> to OGE Energy Corp.</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Presenting Sponsor on invitations, at event and on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> <li>Company CEO or representative to briefly address attendees during event</li> <li>VIP Seating</li> <li>Logo on table at event</li> </ul>	<p><b>■ Celebrity Sing Presenting Sponsor</b>  <b>\$6,000</b>      <b>SOLD</b> to Riverwind Casino</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Presenting Sponsor on event invitations, slides featured throughout event, press release and on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> <li>Company recognized from the podium</li> <li>Company recognized in event program</li> <li>One (1) 10-top table located on the first tier</li> </ul>	<p><b>■ Celebration Presenting Sponsors</b>  <b>\$2,000</b>      <b>SOLD</b> to Chickasaw Nation Ind.</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Presenting Sponsor on invitations, at event and on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> <li>Company CEO or representative to briefly address attendees during event</li> <li>VIP Seating</li> <li>Logo on table at event</li> </ul>	<p><b>■ Campaign Prize Sponsor</b>  <b>\$3,500</b>      <b>SOLD</b> to Windstone Construction</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Campaign Prize Sponsor in campaign materials and on United Way of Norman website</li> <li>Recognized as Campaign Prize Sponsor at United Way of Norman campaign events</li> <li>Present Campaign Prize to winner at Celebration event</li> <li>Three (3) social media posts recognizing your sponsorship during campaign season</li> </ul>	
<p><b>■ Campaign Kickoff Sponsor</b>  <b>\$1,000</b>      <b>SOLD</b> to Garner Insurance</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Logo on fans passed out at the Norman High Norman North football game</li> <li>Recognition on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> </ul>	<p><b>■ Day of Caring Presenting Sponsor</b>  <b>\$3,000</b>      <b>SOLD</b> to Hitachi</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Presenting Sponsor on promotional materials, at event and on United Way of Norman website</li> <li>Exclusive company logo on the front of the Day of Caring shirt</li> <li>Company CEO or representative to briefly address attendees during event</li> <li>Social media posts recognizing your sponsorship</li> </ul>	<p><b>■ Campaign Poster Sponsor</b>  <b>\$1,000</b>      <b>SOLD</b> to OEC</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Full-color logo on the United Way of Norman Campaign Poster</li> <li>Recognition at each Signature Event</li> <li>Recognition on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> </ul>	<p><b>■ Student United Way</b>  <b>\$1,500</b>      <b>SOLD</b> to Class 101</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Logo on group shirts</li> <li>Invitation to speak at a LEAD and an Engage meeting</li> <li>Invitation to Engage Graduation and logo on program</li> <li>Recognition in press release and on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> </ul>	<p><b>■ New Donors &amp; Young Leaders Prizes</b>  <b>\$500</b>      <b>SOLD</b> to Julia Chew State Farm</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Listed as Campaign Prizes Sponsor in campaign materials and on United Way of Norman website</li> <li>Social media posts recognizing your sponsorship</li> <li>Recognized as Campaign Prizes Sponsor at United Way of Norman campaign events</li> <li>Present Campaign Prizes to winners at Celebration event</li> </ul>

## SPONSORSHIP AGREEMENT

The sponsor agrees to pay United Way of Norman the amount of: \$ \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Billing Information:**

Check enclosed    Check #: \_\_\_\_\_     Bill me on the following date: \_\_\_\_\_