



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

CAMPAIGN SPONSORSHIP PACKAGES

☐ **Premiere Campaign Sponsor**
Price: **\$2,500**
Timeline: **May 2020 - Apr. 2021**

☐ **Signature Campaign Sponsor**
Price: **\$2,000**
Timeline: **May 2020 - Apr. 2021**

☐ **Spotlight Campaign Sponsor**
Price: **\$1,500**
Timeline: **May 2020 - Apr. 2021**

| 2020 EVENTS | |
|--------------------|----------------|
| Pacesetter Kickoff | July 8, 2020 |
| Community Kickoff | Sept. 3, 2020 |
| Day of Caring | Sept. 18, 2020 |
| Celebrity Sing | Oct. 23, 2020 |
| Celebration | Dec. 16, 2020 |

| | 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) full-color ad in Boyd Street Magazine One (1) two-hour radio remote on KREF | One (1) 10-top table located on the first tier | Company logo on the back of shirt | Feature day on United Way of Norman channels. Includes four (4) posts. Boosted social media post of Live United photo. | Company logo on one (1) of the 2020 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