

2022 SPONSOR MENU

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
- Helps United Way raise funds during campaign when others see your support



United Way of Norman

CAMPAIGN SPONSORSHIP PACKAGES

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 recognition will be from the time you commit through April of 2023.

GIVING CHANGES EVERYTHING.

LIVE UNITED

	Premiere Campaign Sponsor \$2,500	Signature Campaign Sponsor \$2,000	Spotlight Campaign Sponsor \$1,500
Visibility			
Campaign Banners	✓		
Logo on Website	✓	✓	
Listing on Website			✓
Ad in the Norman Transcript	✓		
Ad in Boyd Street Magazine	✓ & Sports Talk		
Listing in a Full Page Norman Transcript	✓ Logo	✓	✓
Norman Transcript Digital Ad	✓	✓	
Logo on Day of Caring Shirts	✓	✓	
Listing on Day of Caring Shirts			✓
Recognition at Signature Events	✓	✓	✓
Social Media			
Featured with Logo and Impact Message	✓ Video	✓	
Boosted Post on Facebook and Instagram	✓	✓ Facebook Only	
Thank You Posts with Live United Photo	✓	✓	✓
Celebrity Sing			
Ten top table located in the front	✓		
Eight top table in the second section		✓	
Four tickets			✓

Sponsors are invited to a video/photo shoot with up to eight staff who will receive Live United shirts to be used for the advertising listed above.

■ Pacesetter Company

Pacesetters lead the way! Each year, a select group of businesses takes on the challenge to jump-start our annual campaign. They set the standard for leadership and community support by locking in their increased campaign donations before August 30. The success and excitement generated by the activities of our Pacesetters inspire other organizations to follow their lead when running their campaigns.

- Recognized at the Pacesetter kickoff
- Website recognition
- Recognized on social media
- Four Live United t-shirts

■ Corporate Leader

United Way of Norman recognizes companies that donate \$500+ during the annual campaign, either as a corporate gift or through matching their employees' donations.

- Website recognition
- Recognized on social media
- Recognized at Celebration
- Four Live United t-shirts

■ Host an Employee Drive

When you partner with United Way of Norman, you create opportunities to engage your employees in their community. You activate the process of positive change. Workplace drives are a significant factor in meeting our campaign goal each year, and when you agree to host a drive, you help make the goal reality. You may even sponsor a matching gift to double the charitable contribution. During your drive, you get out what you put into it. Host creative fundraising events, or think of ways to get your team involved, and United Way will post your event and outcomes on social media. Just tag the United Way, or schedule us to attend your event. If you need help with ideas for fundraising events, we are happy to help. We have plenty of information to help you develop fun team-building activities and serve your community.

- Website recognition
- Recognized on social media
- Recognized at Celebration
- Four Live United t-shirts

■ Pacesetter Kickoff Presenting Sponsor \$1,500 - *Exclusive*

- Named as the exclusive presenting sponsor on invitations, at the event, and on the United Way of Norman website
- Social media recognition
- A company representative address attendees during the event
- VIP seating
- Name on your table at the event
- Four Live United t-shirts

■ Community Kickoff Sponsors \$2,000 - *One Per School*

- Listed in Boyd Street Radio before the Crosstown Clash
- Recognized during Crosstown Clash
- Printed logo in the athletic program
- Logo on Norman High or Norman North fans distributed to attendees before the Crosstown Clash
- Named in promotions associated with the kickoff
- Website recognition
- Recognized on social media

■ Day of Caring Presenting Sponsor \$3,000 - *Exclusive*

- Named as the exclusive presenting sponsor on invitations, at the event, and on the United Way of Norman website
- The choice of your team's project
- Most prominent logo on the Day of Caring shirt
- Representative to address attendees during the event
- Recognized on social media

■ Campaign Poster Sponsor \$1,500 - *Exclusive*

- Logo on the campaign poster printed and distributed locally, on social, as well as on Peach Jar
- Recognition on website
- Recognition on social media
- Opportunity to announce the winner on social media

■ Celebrity Sing Presenting Sponsor \$10,000 - *Exclusive*

- Named as the exclusive presenting sponsor on invitations, at the event, and on the United Way of Norman website
- Listed in Boyd Street Radio Advertising prior to the event
- Recognized on social media
- Company representative briefly address attendees during event
- One 10-top tables located on the first tier with two bottles of wine each
- Logo on table at event
- Logo on the photo-booth images

■ Celebrity Sing Meal Sponsor \$5,000 or In-Kind - *Exclusive*

- Logo at the event
- Stage recognition
- Listing in the invitation
- Listing on the website
- Recognized on social media

■ Celebrity Sing Auctioneer for a Day \$3,000 - *Exclusive*

- Logo at the event
- Stage recognition and the opportunity to read the auction items alongside the auctioneer
- Listing in the invitation
- Listing on the website
- Recognized on social media

■ Celebrity Sing After Party \$1,500 - *Exclusive*

- Logo at the event
- Listing on the website
- Recognized on social media
- Recognized at the After Party

■ Celebrity Sing Auction Item

The Celebrity Sing committee is always in need of incredible auction items. If you have a restaurant, retail store, service, personal vacation home, or other ideas for auction items, we will recognize you live and in the printed and on-line auction.

■ New Donor Campaign Prize \$500 - *Exclusive*

- Listed as Campaign Prize Sponsor in campaign materials and on the United Way of Norman website
- Social media posts recognizing your sponsorship
- Recognized as Campaign Prizes Sponsor at United Way of Norman campaign events
- Present Campaign Prizes to winners at the Celebration event

■ Young Leader Campaign Prize \$500 - *Exclusive*

- Listed as Campaign Prize Sponsor in campaign materials and on the United Way of Norman website
- Social media posts recognizing your sponsorship
- Recognized as Campaign Prizes Sponsor at United Way of Norman campaign events
- Present Campaign Prizes to winners at the Celebration event

■ Celebration Presenting Sponsor \$3,000 - *Exclusive*

- Exclusive Presenting Sponsor on invitations, at the event, and on the United Way of Norman website
- Recognized on social media
- A company representative briefly address attendees during the event
- VIP Seating
- Name on a table at the event

■ Learn United \$250 - *Four Available*

- Recognized on social media, email invitation, and all event advertising.
- May provide printed information at Learn United

■ Campaign Prize Sponsor \$3,500 - *Exclusive*

- Listed as the prize sponsor on campaign materials and the website
- Recognized at campaign events
- Present the prize to the winner at the Celebration
- Recognized on social media
- Option to announce the winner live on social media

■ Matchmaker Sponsor Variable - *Six Available*

- Announce to match a social media campaign and help promote for one month during the campaign by encouraging donations
- The dollar amount can have a limit
- Recognized on social media all month during the matching campaign

■ Student United Way \$1,500 - *Exclusive*

- Logo on group shirts
- Invitation to speak at a session
- Invitation to the graduations
- Logo in the graduation program
- Recognition in a press release
- Listed on the United Way website
- Social media posts

ADDITIONAL SPONSORSHIP & CORPORATE GIVING OPPORTUNITIES.