

2024 SPONSOR MENU

Raise your hand to become a United Way of Norman sponsor!

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 2025.

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



CAMPAIGN SPONSORSHIP PACKAGES

Visibility	Premiere Campaign Sponsor \$2,500	Signature Campaign Sponsor \$2,000	Spotlight Campaign Sponsor \$1,500
Digital Campaign Banners	✓		
Logo on Website	✓	✓	
Listing on Website			✓
Ad in Boyd Street	✓		
Logo on Day of Caring Shirts	✓		
Listing on Day of Caring Shirts		✓	✓
Recognition at United Way Events	✓	✓	✓
Social Media			
Featured with Logo and Impact Message in LIVE UNITED shirt	✓		
Boosted Post	✓	✓	
Thank You Post	✓	✓	✓
Celebrity Sing			
Ten top table	✓		
Eight top table		✓	
Four (4) tickets			✓

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES.

■ 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

■ Day of Caring Presenting Sponsor

\$5,000 - 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
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■ Community Kickoff Sponsors

\$1,500 - One Per School

- Recognized during Crosstown Clash
- 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

■ 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 Presenting Sponsor

\$10,000 - Exclusive

- Named as the exclusive presenting sponsor on invitations, at the event, and on the United Way of Norman website
- Recognized on social media
- One 10-top tables located on the first tier with two bottles of wine each
- Logo on table at event

■ 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

■ 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

■ 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

■ Campaign Poster Sponsor

\$1,500 - Exclusive

- Logo on the campaign poster printed and distributed locally, as well as on social media
- Recognition on website
- Recognition on social media

■ 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
- Listed on the United Way website
- Social media recognition



**United Way
of Norman**