Head of the Lakes United Way’s service area encompasses the geographical boundaries of Greater Duluth (Duluth, Hermantown, Proctor, Rice Lake, and the townships of Duluth, Solway, Grand Lake, Frederburg, Gresen, Normanna, Canosia, Lakewood, and Midway) as well as the North Shore of Minnesota including Lake and Cook counties. In 2015, as the result of a merger between the United Ways of Superior-Douglas County and Greater Duluth, the area expanded to include Superior-Douglas County as well as Ashland and Bayfield Counties.
INCREASE your VISIBILITY through United Way Signature Events

Head of the Lakes United Way Signature Events provide meaningful opportunities for co-marketing, increased visibility, and networking amongst the community.

Event co-marketing opportunities include:
- LIVE UNITED Luncheon (May)
- Day of Caring Events (June and December)
- Community Leadership Breakfast (July)
- Employee Campaign Coordinator Trainings (August)
- Stuff the Bus School Supply Drive (August)
- Chili Cook-off (September)

Be RECOGNIZED in your Local Community

Be among a respected group that want their name associated with United Way’s valuable brand and mission of community impact. Your logo and/ or name will appear on any or all of the following based on sponsorship level:
- HLUW Annual Report
- HLUW Websites
- E-Newsletters
- Digital Advertisements
- Social Media Channels
- Event Invitations and Programs

BUILD your TEAM! Employee Participation, Engagement, & Volunteerism

Today’s employees seek community engagement opportunities through their workplaces, boosting morale and organizational pride.

Opportunities include participation in:
- HLUW Day of Caring Events
- United Way Board & Committees
- Customized Corporate Volunteer Projects
- AFL-CIO Community Services Events
- National Association of Letter Carriers Stamp Out Hunger Food Drive
- Ongoing community volunteer projects
- Community Fund Distribution Panels

Whole Foods Co-op showing off their Spicy Spirit at the Chili Cook-Off

HLUW SPONSORSHIP PACKAGES:

YEAR-ROUND EVENT SPONSORSHIPS

- Tickets to Signature Events (LIVE UNITED Luncheon: May, Chili Cook-Off: Sept.)
- Recognition at United Way Signature Events
- Recognition on HLUW Signature Event Materials
- Ad in Annual Live United Luncheon Program Booklet

YEAR-ROUND EVENT SPONSORSHIPS vs. PROGRAM SPONSORSHIPS:

For the most value and marketing benefits, our Year-round Event Sponsorship packages provide the most exposure. However, we also offer Program Sponsorships for programs that are run internally at Head of the Lakes United Way:
- 2-1-1 Information and Referral Service
- AFL-CIO Community Services
- Community Giving Campaign
- Emerging Leaders Board Training
- Lake Superior Leadership Society
- United Way Student Internships
- Volunteer Center

How it works

Our sponsors provide a single donation that supports United Way’s special events and programs, eliminating multiple sponsorship requests. In return, your organization’s support is promoted throughout the year.

Advantages

Benefit from year-round local visibility.

Increase your brand exposure and elevate your organization’s identity in the community by linking your brand with United Way, one of the most recognized and respected nonprofit brands in the country.

Support year-round activities that allow United Way to direct more donor dollars to make a greater impact in the community.

Get a Return on your Investment as tangible impressions and measured media.

Interested?

Contact Matt Hunter
(218) 726-4790
mhunter@hlunitedway.org

Learn more about Head of the Lakes United Way at hlunitedway.org/get-involved