

**WITH YOUR PARTNERSHIP,  
THE OPPORTUNITIES  
TO IMPROVE LIVES  
AND STRENGTHEN OUR COMMUNITY  
ARE ENDLESS.**

## **SPONSORSHIP PROGRAM**

**AN OPPORTUNITY FOR COLLABORATION**

**LIVE UNITED®**

Head of the Lakes  
United Way



## INCREASE your VISIBILITY through United Way Signature Events

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

**Event recognition 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)

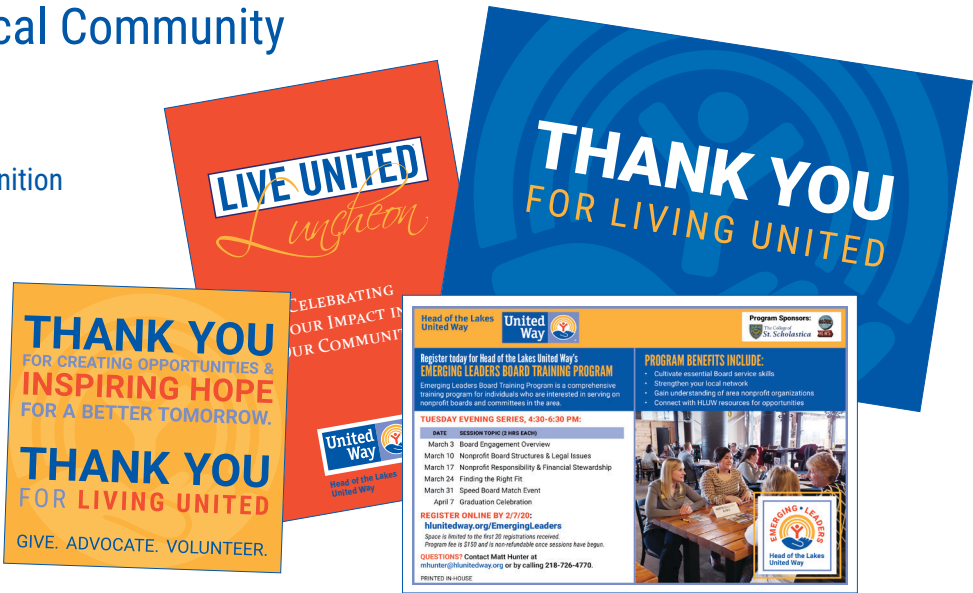


Deb DeLuca gives a keynote speech at the LIVE UNITED Luncheon.

## Be RECOGNIZED in your Local Community

Be among a respected group of businesses that associate their name with United Way’s valuable brand and mission of community impact. Recognition opportunities include:

- HLUW Annual Report
- HLUW Websites
- HLUW 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
- Community Fund Distribution Panels
- Ongoing community volunteer projects



President Matt Hunter, and former HLUW Board Chair Cindy Theien congratulate Jerry Fryberger as he accepts the LIVE UNITED award.

## 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 recognized throughout the year.

## HLUW SPONSORSHIP PACKAGES:

YEAR-ROUND SPONSORSHIPS	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$1,500	PROGRAM SPONSOR
Recognition at United Way Signature Events	Logo	Name	Name	Name	-
Recognition on HLUW Signature Event Materials <i>Print, Web, Social Media, Email Signatures, Email Invites</i>	Logo	Name	Name	Name	-
Recognition in Live United Luncheon Program Booklet	Full Page <i>Color: Inside Cover</i>	1/2 Page	1/4 Page	-	-
HLUW Annual Report	Logo	Logo	Name	Name	Logo <i>(Program Page)</i>
HLUW Websites: <i>hlunitedway.org and volunteerhluw.org</i>	Banner with Link	Logo	Name	Name	Program Web Page
HLUW Social Media	Banner with Link	Logo	Name	Name	Program Materials
HLUW E-Newsletters and Emails	Logo	Logo	Name	Name	Program Materials
Recognition on HLUW Program-specific Materials <i>Print, Web, Social Media</i>	-	-	-	-	Logo or Name

## YEAR-ROUND vs. PROGRAM SPONSORSHIPS:

For the most value and benefits, our year-round 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
- Emerging Leaders Board Training
- Volunteer Center

## WHY SHOULD MY BUSINESS PARTNER WITH HEAD OF THE LAKES UNITED WAY?

**IT’S LOCAL:** Money raised here stays here.

**TRUSTED:** Accredited by the Better Business Bureau, United Way meets all 20 Standards of Charitable Accountability.

**CO-BRANDING:** United Way is one of the world’s most recognized philanthropic organizations.

**RECOGNITION AND PRIDE:** When you partner with United Way you grow morale, engage your employees and customers, and foster a sense of community pride.

**RESULTS:** Head of the Lakes United Way collaborates with over 70 local programs to address our community’s most pressing needs.

# GEOGRAPHIC REGIONS IN HEAD OF THE LAKES UNITED WAY'S SERVICE AREA



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, Fredenberg, Gnesen, Normanna, Canosia, Lakewood, and Midway) as well as the North Shore of Minnesota (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.

Our service area is great. Our reach is greater.

## THE VALUE OF THE UNITED WAY BRAND

United Way was ranked #1 among Forbes magazine's top 100 Charitable organizations with annual revenue of \$3.9 billion in 2018, and 91% fund raising efficiency. Additionally, United Way was named one of the publication's "All-Star Charities" for its dedication to quality programs, community impact, and organizational efficiency.

## OUR PRIORITIES

HLUW works with agencies and community volunteers to invest wisely in our community to create real, lasting changes that prevent problems from happening in the first place.

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

We have one life. To live better, we must LIVE UNITED.

[hlunitedway.org](http://hlunitedway.org)

## READY TO SIGN UP?

Contact Rachel Loeffler-Kemp

(218) 726-4771

[rloeffler-kemp@hlunitedway.org](mailto:rloeffler-kemp@hlunitedway.org)

**LIVE UNITED®**



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**Head of the Lakes  
United Way**



# HEAD OF THE LAKES UNITED WAY

## SPONSORSHIP COMMITMENT FORM



Head of the Lakes  
United Way

### Please select level of sponsorship/s:

☐ **GOLD Event Sponsor** ..... \$5,000

☐ **SILVER Event Sponsor**..... \$3,500

☐ **BRONZE Event Sponsor**..... \$1,500

☐ **HLUW PROGRAM SPONSORSHIP** ..... \$\_\_\_\_\_

☐ 2-1-1 Information & Referral Service

☐ AFL-CIO Community Services

☐ Community Giving Campaign

☐ Emerging Leaders Board Training

☐ Lake Superior Leadership Society

☐ United Way Student Internships

☐ Volunteer Center

☐ Other:\_\_\_\_\_

**TOTAL SPONSORSHIP COMMITMENT: \$ \_\_\_\_\_**

Organization: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Payment Options:

☐ Our company's payment of \$ \_\_\_\_\_ is enclosed (Please make checks payable to **Head of the Lakes United Way**)

☐ Please bill us (Month to bill: \_\_\_\_\_) ☐ One Time ☐ Quarterly ☐ Semi-Annually

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

☐ Other (please specify) \_\_\_\_\_

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

Please send to: Head of the Lakes United Way | Attn: Sponsorships | 424 W Superior St, Ste 402 | Duluth, MN 55802  
If you have any questions, please contact Rachel Loeffler-Kemp at 218-726-4771 or [rloeffler-kemp@hlunitedway.org](mailto:rloeffler-kemp@hlunitedway.org)