



Sponsorship Guide

Leading with Legacy

The story of Pocono Mountains United Way began in 1942 with dedicated business and community leaders coming forward to create a better life for our residents. First known as the Community Chest, our core mission remains to help our asset limited, income constrained neighbors in need through access to health, education, and financial stability. Today as Pocono Mountains United Way, we stay true to our mission with our Board of Directors and staff proud to carry out the service of meeting community needs. We do this through strategic alignment and program delivery to meet the growing and changing needs of Monroe County.

As we look back at 80 years of impact and look to the future made possible by your generous sponsorship, please join us in ensuring a future where every person in our community can thrive. Through a United Way 80th Anniversary sponsorship, you can align your company with the strength of the United Way brand, the #1 branded nonprofit in the United States, while demonstrating your corporate social responsibility, generosity, and a commitment to improving lives and strengthening our community.

HOW WILL YOU HELP BUILD THE NEXT 80 YEARS?

As we celebrate our 80th anniversary, Pocono Mountains United Way has created the “Live United... Forever” endowment fund. Dollars donated to this fund through wills, estate plans and outright gifts provide a steady income stream, enabling Pocono Mountains United Way to continue to address new and ever-changing needs in Monroe County. Legacy giving does not require great wealth, but its impact is never-ending. The goal is to secure legacy and endowment gifts during this 80th anniversary year.

LET'S CELEBRATE THIS MILESTONE TOGETHER!

On Saturday, September 24, 2022, Pocono Mountains United Way will be celebrating its 80th Anniversary at Kalahari Resort and Conventions. Pocono Mountains United Way is proud to celebrate 80 years and the reasons behind it, you! The event will feature a delectable four-course plated dinner, music, and the recognition of 80 community honorees.



SPONSORSHIP OPPORTUNITIES

Legacy Sponsor **\$25,000**

- Presenting title rights
- Proud partner logo rights
- Company name/logo listed as presenting sponsor on website, event press releases, direct mail, flyers, social media and print ads, logo as presenting sponsor on all signs and sponsor slides
- Multi-event sponsorship opportunity with select sponsorship level benefits at all 2022 events including the Summer Social, Campaign Kick Off, Back to School Drive, Annual Meeting, 11th Annual Dario Belardi Golf Tournament, etc.
- Opportunity to speak for 15 minutes
- Story write-up and two-page tribute ad in event program, full color
- Full-screen slide in event slide show, full color
- 10 tickets to our 80th anniversary event
- Top tier logo recognition on Pocono Mountains United Way's 80th anniversary page
- Link to video (provided by the sponsor) and/or company website from logo on website, emails and electronic newsletter
- Sponsor logo to be published in our monthly e-newsletter(s); option for quarterly ad
- Listed in Pocono Mountains United Way's FY22 Annual Report
- Opportunity to sponsor branded event takeaway item(s)
- Opportunity to customize and/or expand benefits package according to your company's priorities and our resources...tell us what you'd like!

Champion Sponsor

\$15,000

- Company name/logo listed as Champion sponsor on website, all press releases, direct mail, publicity event fliers, social media and print ads, top tier logo on all signs and/or sponsor slides
- Opportunity to speak for 10 minutes
- Story write-up and one page tribute ad in program, full color
- Full-screen slide in event slide show, full color
- Second tier recognition on Pocono Mountains United Way's 80th anniversary page
- 6 tickets to our 80th anniversary event
- Link to video (provided by the sponsor) and/or company website from logo on website, emails and electronic newsletter
- Sponsor logo to be published in our monthly e-newsletter(s)
- Listed in Pocono Mountains United Way's FY22 Annual Report
- Opportunity to sponsor branded event takeaway item(s)

Ambassador Sponsor

\$10,000

- Company name/logo listed as Ambassador sponsor on website, all press releases, direct mail, publicity event fliers, social media and print ads, logo on one sign and/or sponsor slides
- Opportunity to speak for 5 minutes
- One page tribute ad in printed program, full color
- Half-screen slide in event slide show, full color
- 4 tickets to our 80th anniversary event
- Link to video (provided by the sponsor) and/or company website from logo on website, emails and electronic newsletter
- Sponsor logo to be published in our monthly e-newsletter(s)
- Listed in Pocono Mountains United Way's FY22 Annual Report
- Opportunity to sponsor branded event takeaway item(s)

Collaborator Sponsor

\$5,000

- Company name/logo listed as Collaborator sponsor on website, all press releases, direct mail, publicity event fliers, social media and print ads, logo on signs and/or sponsor slides
- One page tribute ad in printed program, full color
- Half- screen slide in event slide show, full color
- 2 tickets to our 80th anniversary event
- Link to company website from logo on website
- Listed in Pocono Mountains United Way's FY22 Annual Report
- Opportunity to sponsor branded event takeaway item(s)

Partner Sponsor

\$2,500

- Company name/logo listed as Partner sponsor on website, all press releases, direct mail, publicity event fliers, social media and print ads, logo on one sign and/or sponsor slide
- Half page tribute ad in printed program, full color
- Color logo included in event slide show
- 1 ticket to our 80th anniversary event
- Listed in Pocono Mountains United Way's FY22 Annual Report
- Opportunity to sponsor branded event takeaway item(s)

Advocate Sponsor

\$1,000

- Company name/logo listed as Advocate sponsor on website, all press releases, direct mail, publicity event fliers, social media and print ads, logo on one sign and/or sponsor slide
- Quarter page tribute ad in printed program, full color
- Color logo included in event slide show
- Listed in Pocono Mountains United Way's FY22 Annual Report

PROGRAM ADVERTISING

Cover II (Inside Front Cover) **\$500**

Gala Commemorative Program Book Advertisement: Inside Cover display ad, 8½ x 11 (add .25 inch for bleed), portrait orientation, full color.

Cover III (Back Cover) **\$350**

Gala Commemorative Program Book Advertisement: Back Cover display ad, 8½ x 11 (add .25 inch for bleed), portrait orientation, full color.

Cover IV (Inside Back Cover) **\$300**

Gala Commemorative Program Book Advertisement: Inside Back Cover display ad, 8½ x 11 (add .25 inch for bleed), portrait orientation, full color.

Full-Page Display Ad **\$200**

Gala Commemorative Program Book Advertisement: Full-page display ad, 7 x 10, portrait orientation, color, or b/w.

Half-Page Display Ad **\$150**

Gala Commemorative Program Book Advertisement: Half-page display ad, 7 x 4.75, landscape orientation, color, or b/w.

Quarter-Page Display Ad **\$100**

Gala Commemorative Program Book Advertisement: Quarter-page (business card) display ad, 3.5 x 2, landscape orientation, color or black and white.

Congratulatory Message **\$75**

Black and white text only, no more than 150 characters, including spaces.

80th ANNIVERSARY CELEBRATION SPONSORSHIP AGREEMENT FORM

Thank you for supporting
Pocono Mountains United Way's 80th Anniversary!

SPONSORSHIP LEVELS

- ☐ Legacy Sponsor \$25,000
- ☐ Ambassador Sponsor \$15,000
- ☐ Champion Sponsor \$10,000
- ☐ Collaborator Sponsor \$5,000
- ☐ Partner Sponsor \$2,500
- ☐ Advocate Sponsor \$1,000

PROGRAM ADVERTISING

- ☐ Cover II (inside front) ☐ Cover III (back cover) ☐ Cover IV (inside back) ☐ Center Spread Display
- ☐ Full Page Display Ad ☐ Half-Page Display Ad ☐ Quarter-Page Display Ad ☐ Congratulatory Message

Company Name (as it should appear on promotional items):

Contact Person/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

☐ Check Enclosed is a check in the amount of \$ _____

☐ VISA

☐ MasterCard

☐ AMEX

☐ Discover

Card Number: _____ Exp. Date: _____

Security Code: _____ Signature: _____ Date: _____

☐ Online: Please click [HERE](#)

Please scan and email forms back to Michael Tukeva, President/CEO at Michael@PoconoUnitedWay.org

Sponsor Artwork: Please forward your logo and print ready ads (if applicable at your sponsorship level) in PDF or EPS format to: Misozi Houston, at Misozi@PoconoUnitedWay.org subject line "PMUW 80th Anniversary Sponsor"

Logos due by July 1, 2022, and Ads due by August 1, 2022, for inclusion in program.

Ad Specs: Full page: 8.5" H x 11 W; Half page: 4.25" H x 5.5" W, Quarter Page 3.5" H x 2 W

