



**United
Way**



Pocono Mountains United Way

2024 Sponsorship Opportunities

A MESSAGE FROM THE PRESIDENT/ CEO



Dear Valued Pocono Mountains United Way Partner,

Financial Support is an Investment in our Community.

You are the reason that our work, our mission, and our entire community is stronger.

You are the Reason we bring and support programs to improve the health, education, and financial stability of everyone in our county. Together we provide a hand up and enable people to improve their lives.

You are the Reason we brought on two new programs this year. They aim to promote equitable access to education, rental housing, home ownership, and community leadership.

You are the Reason we can look to the future to take on long-term efforts to improve affordable housing, mental health, and workforce development while being nimble and responsive to immediate needs.

Your support is truly a community investment. When your investment helps a family stay housed and working, the return is a stronger local economy.

When your investment helps a student be the first in their family to go to college, the return is another bright mind to help grow a local business or take on a political leadership role.

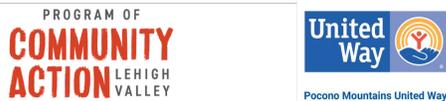
When your investment helps a child get better prepared to start school, the return is more graduations and fewer dropouts.

More information about these initiatives and events are in the pages to follow.

Together, everyone benefits when we LIVE UNITED to build a strong, thriving community. Thank you.

Yours in service,

Michael B. Tukeva
President/ CEO at Pocono Mountains United Way



Sponsorship Packages



PREMIER COMMUNITY SPONSOR

\$20,500 Investment!

Community Champion Sponsors receive the following in recognition of their support for Pocono Mountains United Way:

- Logo recognition on the Pocono Mountains United Way homepage for the year
- Logo recognition in Pocono Mountains United Way eNewsletters for the year
- Company recognition at all Pocono Mountains United Way events
- Premier Sponsorship in the Annual Kindergarten Calendar with 'United We Read' notable mentions
- Golf United (13th Annual Dario Belardi Memorial Golf Tournament)
 - Promotion PLUS team of four (4)
- Annual Report to Community
 - Promotion PLUS four (4) reserved front-row seats



BETTER TOGETHER SPONSOR

\$15,500 Investment!

Better Together Sponsors receive the following in recognition of their support for Pocono Mountains United Way:

- Logo recognition on the Pocono Mountains United Way homepage for the year
- Logo recognition in Pocono Mountains United Way eNewsletters for the year
- Elite Sponsorship in the Annual Kindergarten Calendar with 'United We Read' notable mentions
- Annual Report to Community
 - Promotion PLUS four (4) reserved front-row seats



CHAMPION PARTNER SPONSOR

\$10,500 Investment!

Better Together Sponsors receive the following in recognition of their support for Pocono Mountains United Way:

- Logo recognition in Pocono Mountains United Way eNewsletters for the year
- Champion Sponsorship in the Annual Kindergarten Calendar with 'United We Read' notable mentions
- Annual Report to Community
 - Promotion PLUS two (2) reserved front-row seats

To pursue a Sponsorship Package opportunity, please contact:

Michael Tukeva

Michael@poconounitedway.org

Emerging Leaders Society



The Emerging Leaders Society is for successful, motivated individuals who want to grow personally, professionally, and philanthropically by growing their network, attending valuable events, and getting more involved in the community. Membership is exclusive to individuals in the early stages of their leadership career, with an initial annual contribution set at \$500 (or just \$1.37 per day). Experienced leaders looking to get involved can take on roles like mentors, program ambassadors, and event speakers.

Employers may consider encouraging selected employees to participate for their professional advancement. Additionally, companies can sponsor and even host events at their facilities!



	PREMIER SPONSOR : \$5,000	ELITE SPONSOR : \$3,000	EVENT SPONSOR : \$2,000
Annual Membership for employee(s) included	X <i>4 memberships included</i>	X <i>2 memberships included</i>	X <i>1 membership included</i>
Logo display at event(s)	X <i>Prominent display AND mention</i>	X	<i>1 event of choice</i>
Opportunity to attend and speak at 1 event (if desired)	X <i>all events included</i>	X	<i>1 event of choice</i>
			<i>Event choice determined in advance with ELS Chair.</i>

For those who like to “philanthro-party” stay tuned for more details.

To pursue this opportunity, please contact:

Alessandra Restrepo

Alessandra@poconounitedway.org

Shawnee Riverfest XIII



July 07, 2024 | The Historic Shawnee Inn and Golf Resort
11:30 AM- 7:30 PM

This family-friendly concert and events provide the community with multiple fun-filled activities and feature international, national, and local acts coming together to support our community. Proceeds from this event provide early childhood vision, hearing, and dental screenings to children in Monroe County. Over 1,000 individuals attend annually.

WWW.SHAWNEERIVERFESTCONCERT.COM FOR MORE DETAILS!



	TITLE SPONSOR : \$3,000	PLATINUM SPONSOR : \$1,500	GOLD SPONSOR : \$950	SILVER SPONSOR : \$650
Event branded as "Company Name" presents...	X			
Opportunity to speak at event: 5 minutes!	X			
Logo in all pre and post event communications, marketing materials, and media.	X	X		
Logo in print, media, website, marketing materials, (flyers/posters), stage banners			X	
Logo in flyers/ posters, website				X

To pursue this and additional opportunities, please contact:

Gil Coronado

(201) 753-0093

Gcoronado.cila@gmail.com

United We Read

Events held from March- May



Pocono Mountains United Way



UNITED WE READ: Fostering Inclusivity, Child Development, and Equity

As part of our commitment to Diversity, Equity, and Inclusion, embark on a literary journey with United We Read, a collaborative effort by Pocono Mountains United Way and its partners, aligning with Read Across America National Reading Month in March.

Join us in creating a love for reading and championing inclusivity through the magic of storytelling. Dive into a 20-minute per day reading challenge, or join us in April for exciting volunteer opportunities including book drop-offs, engaging reading/story time sessions, and immersive virtual activities!

Let's celebrate the joy of reading together and build a community where everyone's story matters!

Our Goal: to build diverse home libraries for children in the Poconos, fostering child development and promoting diversity, equity, and inclusion (DEI). We want to ensure that the books we provide feature characters, authors, and illustrators from various backgrounds and identities, allowing children to see themselves reflected in the stories they read.

Sponsorship Needs: Community partners and volunteers are essential in gifting a diverse range of books to children and young adults books and reading with children at scheduled events.



WILL YOU ACCEPT THE UNITED WE READ CHALLENGE?

Pledge to read at least 20 minutes every day throughout March.

To pursue this opportunity, please contact:

Roxanne Powell

Roxanne@poconounitedway.org

Kindergarten Readiness



Getting Ready for Kindergarten Calendar & Resource Guide

Annually, we distribute 4,000+ calendars targeting households with children aged 0-5, along with placements in daycare centers, hospitals, doctors' offices, businesses, early learning resource centers, laundromats, funded agencies, all four public school districts, private schools, and local libraries. This calendar serves as an invaluable resource for parents and families, offering targeted information to foster positive relationships and establish goals for ensuring Kindergarten readiness.



Our Goal: Foster Kindergarten Readiness: Empower parents and families with valuable insights and activities to enhance school readiness at home, promoting a seamless transition to Kindergarten.

Sponsorship Needs: Partner with us to ensure the widespread dissemination of these calendars, reaching diverse communities and maximizing the impact on early childhood education.

- Books & Calendar Distribution Support
- Financial Sponsorships

	PREMIER SPONSOR : \$2,500	ELITE SPONSOR : \$1,000	CHAMPION SPONSOR : \$500	PARTNER SPONSOR : \$250
FULL PAGE AD	X			
FRONT COVER LOGO	X	X		
CALENDAR PAGES LOGO	X	X		
BUSINESS CARD SIZED AD			X	
UNITED WE READ MARKETING MENTIONS	X <i>notable mentions</i>	X <i>notable mentions</i>	X <i>notable mentions</i>	X 1"x1" CALENDAR BLOCK AD

To pursue this opportunity, please contact:

Roxanne Powell

Roxanne@poconounitedway.org

Back To School



Back to School Backpack & Supply Drive

Our Back-to-School Backpack and School Supply Drive has become one of our most popular programs. This year, we're stepping up to meet the growing demand in our community. We're reaching out to schools, childcare facilities, and other agencies to find out how many backpacks are needed. With the support of sponsors, we'll buy and distribute these backpacks. Any extra funds will go towards our Healthy Start Early Childhood Screening Program, ensuring the next group of students is all set when it's their turn to bring a backpack to school.



Our back-to-school drive is getting bigger and better. In 2023, over 30 sponsors, nonprofits, and community organizations came together to make it happen. And in 2024, we're planning to do even more! Every student deserves to start the school year with the basic supplies they need for educational success.

- Backpack Distribution Support
- Financial Sponsorships

	PREMIER SPONSOR : \$5,000	ELITE SPONSOR : \$2,500	CHAMPION SPONSOR : \$1,000
Designated opportunity to volunteer at 1 distribution event with marketing (ideal for teams)	X		
Logo display on front cover of student activity book	X		
Promotion on all social media & traditional channels	X	X	
Logo display on back cover of student activity book		X	X

Distribution for calendars and backpacks is in August. Stay tuned for more info!

To pursue this opportunity, please contact:

Roxanne Powell

Roxanne@poconounitedway.org

Day of Caring: Our Day of Service



September 11, 2024



Pocono Mountains United Way invites local leaders, volunteers, and donors as we celebrate Day of Caring. This community involvement event matches teams of volunteers who are eager to give back by supporting local non-profit agencies in need of extra hands. Volunteerism at its best!

Day of Caring shows the amazing difference one day can make when you volunteer.

PREMIER SPONSOR : \$2,500

Logo and name recognition

Name included in media release materials	x	Day of Caring promotes the spirit and value of volunteerism and demonstrates what people working together can accomplish.
United Way newsletter and social media	x	
Event T-shirts	x	
Event invitation and promotional materials	x	

Day of Action in June is the United Way Worldwide Day of Service and increases the awareness of local human service agencies.

To pursue this opportunity, please contact:

Alessandra Restrepo

Alessandra@poconounitedway.org

Golf United

13th Annual Dario Belardi Memorial Golf Tournament



Hospitality Scholarship Golf Tournament

October 2, 2024

The Pocono Mountains United Way and Pocono Mountains Visitors Bureau are proud to present the 13th Annual Dario Belardi Memorial Golf Tournament! The event continues to cultivate a culture of giving, set by its namesake, Dario Belardi, a lifetime supporter of United Way. Proceeds from the tournament benefit the PMVB Hospitality Scholarship Fund and Pocono Mountains United Way.



HOST SPONSOR \$5,000

- Two Foursomes, company banner display near tournament entrance, exposure on all tournament promotional materials

TOURNAMENT SPONSOR \$3,000

- One foursome, company banner display near tournament entrance, tournament mentions

BREAKFAST SPONSOR \$1,500

- One foursome, company logo on breakfast area signage, tournament mentions

GOLF BALL SPONSOR \$1,500

- One foursome, company logo on golf balls, tournament mention

GOLF TOWEL SPONSOR \$1,500

- One foursome, company logo on golf towels, tournament mentions

LUNCH SPONSOR \$1,500

- One foursome, company logo on lunch area signage, tournament mentions

BEER SPONSOR \$1,250

- One foursome, company logo on beer signage, tournament mentions

GOLF CART SPONSOR \$1,250

- One foursome, company logo displayed on golf carts, tournament mentions

WELCOME BAG SPONSOR \$500

- Company logo on welcome bags, tournament mention



Pocono Mountains United Way

• Foursome & Hole

Sponsorship, \$800

- Foursome, \$500

- Hole Sponsorship, \$400

**Sponsorship Deadline,
Tuesday, September 3, 2024**

To pursue this opportunity, please contact:

Michael Tukeva

Michael@poconounitedway.org

Annual Report to Community



Celebrate the Wins! December 11, 2024

The Annual Report to the Community is our end-of-year Community Investor Meeting open to the public. We will provide highlights from the annual report, fundraising results for the year, as well key program updates, all to celebrate the community and demonstrate how financial support to your local United Way is being reinvested in the community. The event is designed to be both informative and celebratory, and an opportunity to mingle with friends, neighbors, and colleagues during this festive time of the year.

	PREMIER SPONSOR : \$2,500	ELITE SPONSOR : \$1,500	CHAMPION SPONSOR : \$500
Logo Display and "Event Sponsored by..." branding in all marketing	X		
Marketing Mentions	X <i>notable mentions</i>	X	
Opportunity to Speak (if desired)	X	X <i>dependent on availability</i>	
Guaranteed Reserved Seating (within the first rows)	X <i>up to 8 people</i>	X <i>up to 4 people</i>	X <i>up to 2 people</i>

To pursue this opportunity, please contact:

Alessandra Restrepo

Alessandra@poconounitedway.org

SPONSORSHIP AGREEMENT



Thank you for your participation. Please indicate below which opportunities you would like to support today. Once completed, please total your contribution(s) and submit your information to our team. If you have any questions, or wish to customize the options, please contact the Michael Tukeva at (570) 517-3953. Thank you!

EMERGING LEADERS SOCIETY	
SPONSORSHIP LEVEL	QTY
PREMIER SPONSOR: \$5,000	
ELITE SPONSOR: \$3,000	
EVENT SPONSOR: \$2,000	
SUBTOTAL: \$ _____	

SHAWNEE RIVERFEST XIII	
SPONSORSHIP LEVEL*	QTY
TITLE SPONSOR: \$3,000	
PLATINUM SPONSOR: \$1,500	
GOLD SPONSOR: \$950	
SILVER SPONSOR: \$650	
Additional sponsorships available	
SUBTOTAL: \$ _____	

KINDERGARTEN CALENDAR	
SPONSORSHIP LEVEL	QTY
PREMIER SPONSOR: \$2,500	
ELITE SPONSOR: \$1,000	
CHAMPION SPONSOR: \$500	
PARTNER SPONSOR: \$250	
SUBTOTAL: \$ _____	

BACK TO SCHOOL BACKPACKS	
SPONSORSHIP LEVEL	QTY
PREMIER SPONSOR: \$5,000	
ELITE SPONSOR: \$2,500	
CHAMPION SPONSOR: \$1,000	
Check here if you have a volunteer group who might be interested in participating in the event.	
SUBTOTAL: \$ _____	

DAY OF CARING	
SPONSORSHIP LEVEL	QTY
PREMIER SPONSOR: \$2,500	
Check here if you have a volunteer group who might be interested in participating in the event.	
SUBTOTAL: \$ _____	

GOLF UNITED	
SPONSORSHIP LEVEL*	QTY
HOST SPONSOR: \$5,000	
TOURNAMENT SPONSOR: \$3,000	
MEAL SPONSOR: \$1,50	
GOLF BALL SPONSOR: \$1,500	
Additional sponsorships available	
SUBTOTAL: \$ _____	

ANNUAL REPORT TO COMMUNITY	
SPONSORSHIP LEVEL	QTY
PREMIER SPONSOR: \$2,500	
ELITE SPONSOR: \$1,500	
CHAMPION SPONSOR: \$500	
SUBTOTAL: \$ _____	

SPONSORSHIP PACKAGE OPTIONS	
PREMIER COMMUNITY SPONSOR: \$20,500	
BETTER TOGETHER SPONSOR: \$15,500	
CHAMPION PARTNER SPONSOR: \$10,500	
ADDITIONAL UNITED WE READ CONTRIBUTION	
Enter an additional amount in support of PMUW's United We Read Book Drive. Every contribution goes towards purchasing books to be donated throughout the community	

TOTAL: _____

Please write checks out to PMUW or submit a credit card payment online at: <https://www.poonounitedway.org/donate>

SPONSORSHIP AGREEMENT



The information provided below will be used to recognize, thank, and record you and your business' sponsorship. In whatever capacity you choose to support Pocono Mountains United Way in 2024, we greatly appreciate your dedication to our mission and to our community.

Your Contact Information:

Full Name: _____ Phone Number: _____

Email: _____

Address: _____ City, Zip, State: _____

Business Name (as it should appear in print): _____

Address: _____ City, Zip, State: _____

Your Payment & Other Preferences:

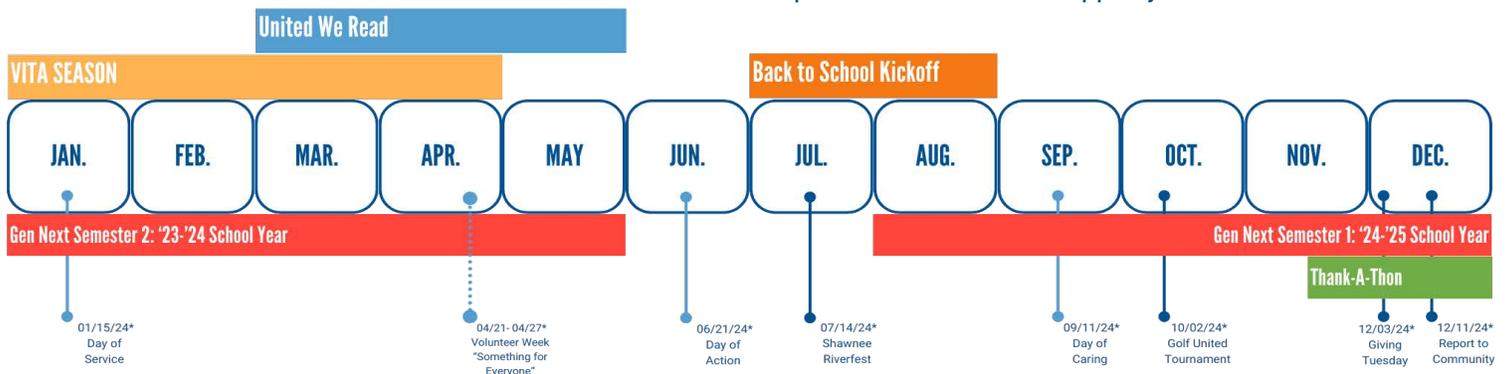
Please write checks out to Pocono Mountains United Way and send check payments to our office at 301 McConnell Street, Stroudsburg PA 18360. Credit card payments can be made online at: <https://www.poconounitedway.org/donate> (or scan the QR Code)

\$ _____ total donation as indicated in sponsorship selection(s).

- check enclosed credit payment made online
- bill me (by) or (after) (select one) the following date: _____
- contact me about donating a prize or other item to be used at future events
- add me to the PMUW newsletter list
- count on me for this sponsorship commitment on an annual basis! make my gift anonymous



To help you determine which sponsorship option might be the best fit, here's a timeline of 2024 events. Note some activities not listed do not have a specific time-frame or happen year round.



*Dates are subject to change

SEND THIS FORM AND LOGO TO:
Pocono Mountain United Way
301 McConnell Street
Stroudsburg, PA, 18360

OR:
pledges@poconounitedway.org
For more information and questions,
call us at (570) 517-3953

THANK YOU

OUR IMPACT AT A GLANCE



PMUW invests in local organizations along with our community investment partners to have a greater impact that align with our strategic priorities of Education, Health, and Financial Stability. Together, we Live UNITED.

HEALTH

COMMUNITY INVESTMENT

EDUCATION

FINANCIAL STABILITY

RENTAL ASSISTANCE PROGRAMS

814 Households served, including

2,095+ Individuals

\$3,775,733

In rental and utility assistance provided

HEALTHY START EARLY CHILDHOOD SCREENINGS

3,599 Screenings completed

577

Screenings resulted in referrals

63%

Increase in referrals over pre-pandemic baseline

GENERATION NEXT

30 Students participated

87%

Reported the field trip was their first visit to a college campus

VOLUNTEER INCOME TAX ASSISTANCE (VITA)

210 Returns completed

\$184,266

In refunds generated and over

\$52,000

in filing fees saved

LANDLORD-TENANT EVICTION MEDIATION

313 Individuals served

86%

Of households assisted remained housed an average of 30 days after receiving assistance

POCONOINFO HELPLINE

6,155 Individuals assisted with information and referral

Top needs included:

- Income and cash assistance
- Utility assistance
- Food and clothing
- Household and material goods

THANK YOU TO ALL OF OUR VOLUNTEERS, DONORS, COMMITTEE MEMBERS AND YOU!

VISIT [POCONOUNITEDWAY.ORG/OUR-IMPACT](https://www.pocounitedway.org/our-impact) TO SEE THE ENTIRE REPORT AND LEARN MORE ABOUT OUR IMPACT.

Connect With Us



Michael Tukeva
President/ CEO

Michael@poconounitedway.org

Sarah Jacobi
Vice President, Community Impact

Sarah@poconounitedway.org

Tom Campbell
Director, Housing Initiatives

Tom@poconounitedway.org

Alessandra Restrepo
Director, Resource Development

Alessandra@poconounitedway.org

Robyn Weaver
Equity Officer

Robyn@poconounitedway.org



(570) 517-3953



info@poconounitedway.org



www.poconounitedway.org



301 McConnell Street, Stroudsburg, PA, 18360

Follow Us

