

2025 SPONSORSHIP OPPORTUNITIES

United
Way



Pocono Mountains United Way

Invest in Impact: 2025 Sponsorship Opportunities

At Pocono Mountains United Way, we unite businesses, nonprofits, and community members to address the region's most pressing challenges. By becoming a **2025 sponsor**, your company will play a visible role in creating solutions that improve lives while also benefiting from **year-round brand exposure** across multiple events and initiatives.

Our sponsorship opportunities are designed to provide **sustained engagement and visibility**, ensuring that your company is recognized not just for a one-time contribution, but as a dedicated community partner. Whether it's through our **signature fundraising events, volunteer initiatives, or community programs**, your sponsorship will be woven into the fabric of our work—seen by thousands of local residents, business leaders, and decision-makers.

By investing in sponsorship, your company's philanthropic and marketing dollars will go further, supporting initiatives that tackle housing insecurity, early childhood education, financial stability, and more. At the same time, you'll strengthen your brand's presence through **event signage, digital campaigns, media exposure, and direct engagement opportunities** that connect you with your target audience in meaningful ways.

When you partner with Pocono Mountains United Way, you're not just making a donation—you're making a difference, building trust, and positioning your brand as a leader in corporate social responsibility.

Let's make 2025 a year of **impact, connection, and community progress—together**.



Sponsorship Package Options

OPTION A - \$25,000 SPONSOR (\$37,500 VALUE)

- Getting Ready for Kindergarten Calendar & Resource Guide Premium Sponsor (\$2,500)
- Back-to-School Backpack & Supply Drive Premier Sponsor (\$5,000)
- Emerging Leaders Society Title Sponsor (\$2,500)
- Campaign Kickoff Presenting Sponsor (\$10,000)
- Austin Healey Charity Fundraiser Presenting Sponsor (\$5,000)
- Day of Caring Community Impact Sponsor (\$5,000)
- Giving Tuesday Presenting Sponsor (\$7,500)

OPTION B - \$20,000 SPONSOR (\$30,000 VALUE)

- Getting Ready for Kindergarten Calendar & Resource Guide Premium Sponsor (\$2,500)
- Back-to-School Backpack & Supply Drive Elite Sponsor (\$2,500)
- Emerging Leaders Society Title Sponsor (\$2,500)
- Campaign Kickoff Presenting Sponsor (\$10,000)
- Austin Healey Charity Fundraiser Event Sponsor (\$2,500)
- Day of Caring Community Impact Sponsor (\$5,000)
- Giving Tuesday Community Champion Sponsor (\$5,000)

OPTION C - \$15,000 SPONSOR (\$20,000 VALUE)

- Getting Ready for Kindergarten Calendar & Resource Guide Premium Sponsor (\$2,500)
- Emerging Leaders Society Title Sponsor (\$2,500)
- Campaign Kickoff Presenting Sponsor (\$10,000)
- Day of Caring Community Impact Sponsor (\$2,500)
- Giving Tuesday Impact Partner Sponsor (\$2,500)

OPTION D - \$12,500 SPONSOR (\$15,000 VALUE)

- Getting Ready for Kindergarten Calendar & Resource Guide Premium Sponsor (\$2,500)
- Emerging Leaders Society Title Sponsor (\$2,500)
- Campaign Kickoff Leadership Sponsor (\$5,000)
- Day of Caring Community Impact Sponsor (\$2,500)
- Giving Tuesday Impact Partner Sponsor (\$2,500)

OPTION E - \$10,000 SPONSOR (\$11,000 VALUE)

- Getting Ready for Kindergarten Calendar & Resource Guide Elite Sponsor (\$1,000)
- Campaign Kickoff Leadership Sponsor (\$5,000)
- Day of Caring Community Impact Sponsor (\$2,500)
- Giving Tuesday Impact Partner Sponsor (\$2,500)



Getting ready for Kindergarten Calendar & Resource Guide



4,000 calendars are distributed each year to households with children ages 0-5, as well as 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 shares specific information for parents and families that can help build positive relationships with others and set goals to ensure Kindergarten readiness. The calendar provides ways to support school readiness at home and encourages activities that families can do with their children to prepare for the transition. These activities are an easy and fun way to help families get started long before the transition to Kindergarten begins.

Each calendar contains a Parent Pal section that gives suggestions on resources that will support a young child's learning, as well as a list of important skills to help children prepare for school by helping families track a child's physical, social, emotional, and cognitive development.

PREMIUM SPONSOR \$2,500

- Full Page Ad
- Front Cover Logo
- Calendar Pages Logo

ELITE SPONSOR \$1000

- Front Cover Logo
- Calendar Pages Logo

CHAMPION SPONSOR \$500

- Business Card-Size Ad On Back Cover

PARTNER SPONSOR \$250

- Business Card-Size Ad On Inside Back Cover

FRIEND SPONSOR \$150

- 1" X 1" Calendar Block Ad

To pursue this opportunity, please contact:

Roxanne Powell

570-517-3958

Roxanne@PoconoUnitedWay.org

Sponsorships due by
June 15, 2025.



August 2025 Back to School Backpack & Supply Drive



Our back-to-school Backpack and School Supply Drive has quickly evolved into one of the most popular programs we offer. This year we will attempt to meet community demand by collecting requests from schools, childcare facilities, and other agencies in advance for backpacks needed, and then use sponsorship funds to purchase and distribute backpacks. Any remaining funds will be invested in our Healthy Start Early Childhood Screening Program to help the next cohort of students be ready when it is their time to bring a backpack to school.

PREMIER SPONSOR \$5000

- Helps to obtain almost 170 backpacks
- Prominent recognition on the sponsor insert that will go into every backpack
- Opportunity to be present for any/all distribution(s) as a volunteering opportunity and public relations event including all news coverage and social media posts related to each event
- Prominent mention in press releases, social media posts, and newsletters about the program

ELITE SPONSOR: \$2500

- Helps to obtain up to 83 backpacks
- Recognition on the sponsor insert page
- Opportunity to be present at up to three distribution events as a volunteering opportunity and public relations event including all news coverage and social media posts related to each event
- Mention in press releases, social media posts, and newsletters about the program

CONTRIBUTING SPONSOR: \$1000

- Helps obtain up to 33 backpacks
- Recognition on the sponsor insert page
- Opportunity to be present at one distribution event as a volunteering opportunity and public relations event including all news coverage and social media posts related to each event
- Mention in press releases, social media posts, and newsletters about the program

SUPPORTING SPONSORS

- Contributions under \$1000 help to purchase additional backpacks
- Mention on the sponsor insert of each backpack

To pursue this opportunity, please contact:

Roxanne Powell

570-517-3958

Roxanne@PoconoUnitedWay.org

Sponsorships due by
June 1, 2025.



Pocono Mountains United Way

Emerging Leaders Society (ELS)



The Emerging Leaders Society (ELS) is a dynamic network of motivated, community-minded professionals who seek to grow personally, professionally, and philanthropically. Members expand their networks, gain valuable leadership skills, and engage in meaningful service opportunities—all while making a tangible impact in the Pocono Mountains region.

Who Can Join?

ELS is open to rising leaders under the age of 50 who commit to an annual contribution of \$500 (just \$1.37 per day). Established professionals who want to support the next generation of changemakers can participate as mentors, program ambassadors, or guest speakers.

Corporate Engagement

Businesses are encouraged to support ELS as part of their talent development and community engagement strategies. Employers can:

- Encourage employees to join as members
- Sponsor impactful networking and leadership events
- Host an ELS event at their location to showcase their commitment to community leadership

2025 Programming

This year, ELS will host three exclusive quarterly events, culminating in a high-energy year-end celebration recognizing the contributions of our Emerging Leaders. Members are encouraged to attend all events and take on leadership roles in action committees, further amplifying their impact.

Join us in shaping the future of leadership in our community!

SPONSORSHIP LEVELS

TITLE SPONSOR \$2,500

- Prominent mention in all event materials
- Prominent display of logo and message at the event
- Mentioned at the event
- Multiple social media posts about the event will include name

FOOD AND BEVERAGE SPONSOR \$2,000

- Listed in all event materials
- Logo displayed at event
- General mentions at the event and in media communications

EVENT SPONSOR \$1,500

- Listed in all event materials
- Logo displayed at event
- Some communications will mention name
- General mention at the event

To pursue this opportunity, please contact:

Michael Tukeva

570-517-3955

Michael@PoconoUnitedWay.org

Sponsorships ongoing.



Pocono Mountains United Way

Pocono Mountains United Way Campaign Kickoff

The Pocono Mountains United Way Campaign Kickoff is the official launch of our annual fundraising season—an inspiring gathering that brings together local philanthropists, corporate partners, and community leaders to ignite our collective efforts for impact. This event serves as a powerful call to action, uniting businesses and individuals in support of vital programs that strengthen families, empower youth, and create lasting change throughout the Pocono Mountains region.

Join us as we celebrate the generosity of our community and set the stage for another year of transformative giving. Attendees will hear from impactful speakers, corporate champions, and community partners, while networking with like-minded changemakers who are committed to making a difference.

Sponsorship Opportunities

Corporate and individual sponsors play a key role in the success of our campaign, demonstrating a shared commitment to improving lives. Sponsorship benefits include premier recognition, brand visibility, and engagement opportunities to showcase your company's leadership in philanthropy.

2025 SPONSORSHIP LEVELS

PRESENTING SPONSOR \$10,000

- Exclusive recognition as the Presenting Sponsor in all event materials
- Logo on stage backdrop and speaking opportunity at the event
- Featured spotlight in United Way's digital and print marketing
- Social media and press release recognition
- Reserved VIP seating for 10 guests

LEADERSHIP SPONSOR \$5,000

- Recognition as a Leadership Sponsor in event promotions
- Speaking opportunity or featured company highlight
- Logo included in event materials and digital marketing
- Reserved VIP seating for 8 guests

CORPORATE CHAMPION \$2,500

- Recognition as a Corporate Champion in event materials
- Logo placement on event signage and digital promotions
- Reserved seating for 6 guests

COMMUNITY PARTNER \$1,000

- Name/logo listed in event program and digital marketing
- Recognition in social media event promotions
- Reserved seating for 4 guests

SUPPORTER \$500

- Recognition in event program
- Reserved seating for 2 guests

Be Part of the Change!

By sponsoring the Pocono Mountains United Way Campaign Kickoff, you are helping to drive impact in education, financial stability, and health—ensuring a brighter future for our community.

Join us as a sponsor and help launch a season of giving that changes lives!

To pursue this opportunity, please contact:

Michael Tukeva

570-517-3955

Michael@PoconoUnitedWay.org

Sponsorships due by
August 1, 2025.



Pocono Mountains United Way

Austin Healey Charity Fundraiser

Join us for the Austin Healey Charity Fundraiser during the British Encounter 2025, a premier event hosted by the Austin-Healey Sports and Touring Club (AHSTC) in the heart of the Pocono Mountains. Headquartered at Camelback Resort in Tannersville, this multi-day event attracts Austin Healey owners and British car enthusiasts from across the country.

The Austin Healey Charity Fundraiser will feature a free-to-attend charity auction on Friday, September 12th, where all proceeds will support Pocono Mountains United Way initiatives to benefit local families, youth, and communities. In addition to the auction, attendees can enjoy a variety of activities, including:

- Popular vote car show
- Rally and gymkhana competitions
- Tech sessions and funkhana challenges
- Vendor market

This event offers a unique opportunity to engage with a passionate community of car enthusiasts while supporting a meaningful cause.

To pursue this opportunity, please contact:

Michael Tukeva

570-517-3955

Michael@PoconoUnitedWay.org

Sponsorships due by
August 1, 2025.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$5,000

- Exclusive recognition as the Presenting Sponsor of the event
- Prominent logo placement on all event materials, signage, and digital promotions
- Speaking opportunity during the Charity Auction and event welcome
- Opportunity to display branded materials at key event locations (car show, auction, etc.)
- Reserved VIP seating for 10 guests at the Charity Auction
- Social media and press release recognition

EVENT PARTNER \$2,500

- Recognition as an Event Partner in all event materials and digital promotions
- Logo placement at the Charity Auction and key event spaces
- Reserved seating for 8 guests at the Charity Auction
- Social media recognition and spotlight in event promotions

SUPPORTING SPONSOR \$1,000

- Recognition as a Supporting Sponsor in event materials and digital promotions
- Logo on select event signage and auction-related materials
- Reserved seating for 6 guests at the Charity Auction
- Acknowledgment on Pocono Mountains United Way's social media



Pocono Mountains United Way

Day of Caring

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.

Day of Caring promotes the spirit and value of volunteerism, increases the awareness of local human service agencies, and demonstrates what people working together can accomplish.

SPONSORSHIP OPPORTUNITIES

Supporting the Day of Caring as a sponsor provides high visibility, direct community impact, and a unique opportunity to showcase your company's commitment to corporate social responsibility. Sponsorships help provide essential project materials, volunteer supplies, and coordination efforts to make the event a success.

COMMUNITY IMPACT SPONSOR \$5,000

- Premier logo placement on event banners, volunteer T-shirts, and all promotional materials
- Recognition in all press releases, social media, and website features
- Opportunity to speak at the event kickoff
- Dedicated corporate volunteer project with signage at the project site
- Reserved spots for 20 employees to participate in the event

VOLUNTEER CHAMPION SPONSOR \$2,500

- Logo on event T-shirts and promotional materials
- Recognition in social media posts and event materials
- Signage at select project sites
- Reserved spots for 10 employees to participate

CARING SPONSOR \$1,500

- Recognition in event materials and on the United Way website
- Logo placement on volunteer appreciation items
- Reserved spots for 5 employees to participate



To pursue this opportunity, please contact:

Michael Tukeva

570-517-3955

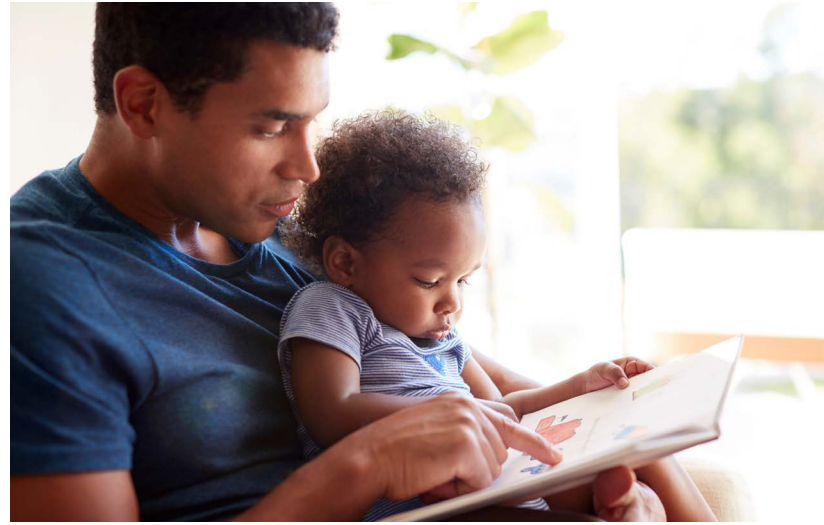
Michael@PoconoUnitedWay.org

Sponsorships due by
August 15, 2025.



Pocono Mountains United Way

Giving Tuesday



On December 2, 2025, Pocono Mountains United Way will once again participate in Giving Tuesday, the global day of generosity that inspires individuals and businesses to give back to their communities. This year, we are excited to amplify the impact of every dollar donated through our Match Day Campaign in partnership with AllOne Charities.

Through this initiative, donations made to Pocono Mountains United Way on Giving Tuesday will be matched dollar-for-dollar by sponsors like you, helping to double the impact of contributions and fund critical programs that address housing stability, food insecurity, early childhood education, and financial empowerment.

We invite our corporate partners to join us in making a lasting difference by becoming Giving Tuesday Sponsors, allowing your business to be recognized as a champion of community change. Your sponsorship will help unlock matching funds, inspire generosity across the region, and ensure vital services reach those who need them most.

Together, we can turn generosity into action and create real, measurable change in the Pocono Mountains region.

PRESENTING SPONSOR \$7,500

- Promoted recognition as Presenting Sponsor in all Giving Tuesday marketing materials
- Logo placement & recognition in paid social media promotions & digital outreach
- Speaking opportunity during the Giving Tuesday kickoff event
- Banner display at all Giving Tuesday-related event and promotions

COMMUNITY CHAMPION \$5,000

- Logo placement & recognition in social media promotions & digital outreach
- Acknowledgment in Giving Tuesday press release
- Banner display at key Giving Tuesday event

IMPACT PARTNER \$2,500

- Logo placement on Pocono Mountains United Way's Giving Tuesday webpage
- Social media mention recognizing sponsorship
- Banner display at select Giving Tuesday event

To pursue this opportunity, please contact:

Michael Tukeva

570-517-3955

Michael@PoconoUnitedWay.org

Sponsorships due by
November 1, 2025.

CHANGE
DOESN'T HAPPEN
ALONE.

THANK YOU

FOR CHANGING LIVES



Pocono Mountains United Way

Sponsorship & Event Commitment Form

Name: _____

Company Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Contact Person (if different): _____

Selected sponsorship(s) and Level(s):

- Getting Ready for Kindergarten Calendar & Resource Guide
- Back-to-School Backpack & Supply Drive
- Emerging Leaders Society (ELS)
- Campaign Kickoff
- Austin Healey Charity Fundraiser
- Day of Caring
- Giving Tuesday

Sorry, I am unable to sponsor but wish to make a tax-deductible gift of \$_____.

My check for \$_____ is enclosed.
(Please make checks payable to Pocono Mountains United Way)

Please bill my credit card in the amount of \$_____.
For security purposes, we will send you a link to pay online via our secure online payment platform.

To make a payment online, please visit www.PoconoUnitedWay.org/donate-now

STAY CONNECTED AT POCONOUNITEDWAY.ORG

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Find us on [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [Twitter](#)





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