

SPONSORSHIP OPPORTUNITIES



United Way of Rutherford & Cannon Counties
SUSTAINING PARTNER



APRIL 17, 2021

\$7,500

PRESENTING SPONSOR – Limited to One

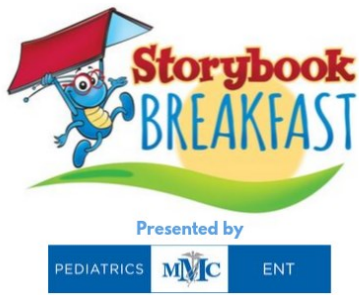
- Corporate name included in name of event i.e. "Imagination Library's Storybook Breakfast presented by ABC Company"
- Logo on event invitation
- Premier logo placement on event signage, promotional advertisements and all other marketing materials
- Opportunity to welcome everyone at the podium at the start of program
- Exclusive name recognition in media and press releases
- Opportunity to have an information table at the event
- Premium sponsor recognition in character autograph books given to each child in attendance
- 12 Storybook Breakfast Tickets (or equivalent)
- Your organization would be acknowledged on the mailing label to all 5,000 recipients of Rutherford Books from Birth in the month of February 2021.
- Sponsorship recognition with logo in enrollment information given to newborn babies at Saint Thomas Rutherford Hospital and TriStar StoneCrest Hospital (More than 4,200 babies annually)
- Corporate support feature on United Way's social media and website
- Recognition on United Way's weekly email (23,000+ subscribers)
- Recognition in United Way's Leadership Donor Newsletter (800 households)

\$2,500

STORYBOOK STATION SPONSOR – Limited to Six

- Sole sponsor of one of 6 storybook stations with premium character and photo opportunity (book/character choice will be first come/first served)
- Logo prominently featured at your Storybook station
- Name recognition on event invitation
- Logo placement on event signage, promotional advertisements and all other marketing materials
- Premium recognition in character autograph books given to each child in attendance
- Sponsorship recognition with logo in enrollment information given to newborn babies at Saint Thomas Rutherford Hospital and TriStar StoneCrest Hospital (More than 4,200 babies annually)
- 8 Storybook Breakfast Tickets (or equivalent)
- Corporate support feature on United Way's social media and website
- Recognition on United Way's weekly email (23,000+ subscribers)
- Recognition in United Way's Leadership Donor Newsletter (800 households)

CONTACT CASEY WARREN FOR MORE INFORMATION
CASEY.WARREN@YOURLOCALUW.ORG | 615-893-7303



SPONSORSHIP OPPORTUNITIES



United Way of Rutherford & Cannon Counties
SUSTAINING PARTNER



APRIL 17, 2021

\$1,000 SUPPORTING SPONSOR

- Name recognition on event invitation
- Logo placement on event signage, promotional advertisements and all other marketing materials
- Recognition in character autograph books given to each child in attendance
- 6 Storybook Breakfast Tickets (or equivalent)
- Corporate support feature on United Way's social media and website
- Recognition on United Way's weekly email (23,000+ subscribers)
- Recognition in United Way's Leadership Donor Newsletter (800 households)

\$500 TABLE SPONSOR

- Name recognition on event invitation
- Name recognition on table and opportunity to decorate a table
- Recognition in character autograph books given to each child in attendance
- 4 Storybook Breakfast tickets (or equivalent)
- Name recognition on event signage
- Prominent placement of logo on one table
- Recognition in United Way's Leadership Donor Newsletter (800 households)

\$250 FRIEND OF IMAGINATION LIBRARY SPONSOR

- Name recognition on event signage
- Name listed in event program
- 2 Storybook Breakfast tickets (or equivalent)
- Recognition in United Way's Leadership Donor Newsletter (800 households)

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OFFICIAL EVENT SPONSORSHIP FORM

Sponsor: _____

Sponsor name as it should appear in publications: _____

Contact: _____ Contact Phone Number: _____

Contact E-mail: _____ @ _____

Mailing Address: _____

City, State, and Zip Code: _____

SPONSORSHIP LEVELS

Event: Storybook Breakfast

Sponsorship Amount: \$250 \$500 \$1,000 \$2,500 \$7,500

My company is not able to provide a monetary sponsorship, however, we will provide an in-kind gift of equal value to the sponsorship level identified above in order to receive the same benefits of sponsorship for this level. Our contribution will be _____ with a value of \$ _____.

Payment method: enclosed check

please bill me

credit card number _____ exp. date _____

Sponsor Signature _____

Date _____

For questions, please contact Casey Warren at (615) 893-7303 or Casey.Warren@yourlocaluw.org.

Sponsorship may also be mailed to United Way of Rutherford and Cannon Counties, P.O. Box 330056, Murfreesboro, TN 37133.