



# 2024-2025 Sponsorship Opportunities



A Century United



United Way of  
Lancaster County





# UNITED WAY OF LANCASTER COUNTY SPONSORSHIP OPPORTUNITIES:

We invite you to partner with United Way of Lancaster County as we celebrate 100 years of serving Lancaster County. Our event and program sponsorship opportunities will highlight your company's commitment to local communities while gaining exposure to our 10,836 followers, 42,339 email contacts, and 1,800+ event attendees.



A Century United



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# CENTENNIAL GALA



*As a sponsor of our Centennial Gala, your organization will play a key role in our 100th Year Anniversary celebration. Taking place on October 25th, 2025, at the Lancaster County Convention Center, this will be a celebration to remember!*

## **PRESENTING - \$30,000 (1 Available)**

- Up to 3 VIP tables (24 guests)
- Prominent logo placement on invitation, all marketing materials, and digital communications
- Full page ad in event program
- Social media recognition
- Opportunity to speak at event (5 minutes)
- Recognition as a Legacy Sponsor for United Way of Lancaster County's 100th Year (now - Dec. 2025) (on website, at signature events, digital and printed communications, etc.)
- Recognition in Annual Community Report

## **GOLD - \$20,000**

- Up to 2 VIP tables (16 guests)
- Logo placement on all marketing materials and digital communications
- Social media recognition
- Recognition as a Legacy Sponsor for United Way of Lancaster County's 100th Year (now - Dec. 2025) (on website, at signature events, digital and printed communications, etc.)

## **SILVER - \$10,000**

- 1 VIP Table (8 guests)
- Logo placement on digital communications
- One half-page ad in event program
- Social media recognition
- Recognition as a Legacy Sponsor for United Way of Lancaster County's 100th Year (now - Dec. 2025) (on website, at signature events, digital and printed communications, etc.)

## **BRONZE - \$5,000**

- 1 VIP Table (8 guests)
- Logo placement on digital communications
- One half-page ad in event program
- Social media recognition

# SIGNATURE EVENTS SPONSORSHIPS:



*(February 2025)*

211 Day brings together nonprofits, businesses and legislators to celebrate and discuss the amazing work done by 211. Panel discussions, keynote speaker(s) and breakout sessions by local nonprofits contribute to a day of learning and networking.



**Trike Race** *(May 2025)*

A United Way of Lancaster County tradition, this race brings together teams from businesses and nonprofits in a relay race on adult-sized tricycles, to determine the champion team in Lancaster County. Riders, fans, business and community leaders, and even local celebrities gather for this exciting event! Funds raised support the services provided to local communities through our 211 Call Center, VITA program, and Volunteer Center.



*(June 2025)*

Our United in Impact event celebrates and recognizes the essential work being done by nonprofits receiving funding from United Way throughout Lancaster County. This event creates a unique opportunity for donors and supporters to experience the impact of their investment in the Lancaster community through United Way.

UNITED WAY OF LANCASTER COUNTY'S

**WEEK OF CARING** *(September 2025)*

For more than 30 years, United Way of Lancaster County has brought hundreds volunteers together to participate in Day of Caring. This year, we anticipate 700 individual volunteers joining us for this week-long opportunity. It provides individuals, families, and teams of volunteers from local companies and organizations a chance to give back by completing special projects for a nonprofit organization.



## **PLATINUM SPONSOR - \$10,000**

- Prominent logo placement on all marketing materials and digital communications
- Opportunity to speak at event (3 minutes)
- Reserved table space for marketing purposes
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)
- Sponsorship recognition at United Way of Lancaster County's Centennial Gala

## **GOLD SPONSOR - \$5,000**

- Prominent logo placement on all marketing materials and digital communications
- Reserved table space for marketing purposes
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)

## **SILVER SPONSOR - \$2,500**

- Logo placement on all marketing materials and digital communications
- Reserved table space for marketing purposes
- Social media recognition
- One United Lancaster's Saturday email sponsor (1 week)

## **BRONZE SPONSOR - \$1,000**

- Logo placement on all marketing materials and digital communications
- Reserved table space for marketing purposes
- Social media recognition



# Trike Race

## **PLATINUM SPONSOR - \$10,000**

- Prominent logo placement on all marketing materials and digital communications
- Opportunity to speak at event (3 minutes)
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)
- Sponsorship recognition at United Way of Lancaster County's Centennial Gala

## **GOLD SPONSOR - \$5,000**

- Prominent logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)

## **SILVER SPONSOR - \$2,500**

- Logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (1 week)

## **BRONZE SPONSOR - \$1,000**

- Logo placement on all marketing materials and digital communications
- Social media recognition



### **PLATINUM SPONSOR - \$10,000**

- Prominent logo placement on all marketing materials and digital communications
- Opportunity to speak at event (3 minutes)
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)
- Sponsorship recognition at United Way of Lancaster County's Centennial Gala

### **GOLD SPONSOR - \$5,000**

- Prominent logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)

### **SILVER SPONSOR - \$2,500**

- Logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (1 week)

### **BRONZE SPONSOR - \$1,000**

- Logo placement on all marketing materials and digital communications
- Social media recognition

# WEEK OF CARING

## **PLATINUM SPONSOR - \$10,000**

- Logo on event T-shirt
- Prominent logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)
- Sponsorship recognition at United Way of Lancaster County's Centennial Gala

## **GOLD SPONSOR - \$5,000**

- Logo on event T-shirt
- Prominent logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (2 weeks)

## **SILVER SPONSOR - \$2,500**

- Logo on event T-shirt
- Logo placement on all marketing materials and digital communications
- Social media recognition
- One United Lancaster's Saturday email sponsor (1 week)

## **BRONZE SPONSOR - \$1,000**

- Logo placement on all marketing materials and digital communications
- Social media recognition

# PROGRAMS



## 211 Contact Center

Every day, clients contact 211 to access free and confidential crisis and emergency counseling, disaster assistance, food, health care and insurance assistance, stable housing and utilities payment assistance, employment services, veteran services, childcare, and family services.



## VITA (Volunteer Income Tax Assistance)

Since 2007, VITA has provided free, high quality tax preparation helped by IRS-certified volunteers in Lancaster County. Throughout 14 community sites, VITA works with individuals and families to keep more money in their pockets. During the 2023 Tax Season, VITA prepared over 10,000 returns with Ephrata's location named the number two site in the state and region. VITA supports Lancaster's financial future by bringing millions of dollars back into the local economy through refunds and tax credits.





## 211 Contact Center

### **PLATINUM - \$10,000 (one available)**

- Prominent logo placement on website
- Recognition as a Legacy Sponsor for United Way of Lancaster County's 100th Year (now - Dec. 2025) (on website, at signature events, digital and printed communications, etc.)
- Social media recognition
- Sponsorship recognition at 211 Day Summit
- Opportunity to speak at 211 Day Summit (3 minutes)
- Reserved table space at 211 Day Summit for marketing purposes

### **GOLD - \$7,500**

- Logo placement on website
- Social media recognition
- Sponsorship recognition at 211 Day Summit
- Reserved table space at 211 Day Summit for marketing purposes

### **SILVER - \$5,000**

- Logo placement on website
- Social media recognition
- Sponsorship recognition at 211 Day Summit
- Table opportunity at 211 Day Summit

### **BRONZE - \$2,500**

- Logo placement on website
- Social media recognition
- Recognition at 211 Day Summit



## VITA (Volunteer Income Tax Assistance)

### **PROGRAM - \$20,000 (one available)**

- Prominent logo placement on website
- Recognition as a Legacy Sponsor for United Way of Lancaster County's 100th Year (now - Dec. 2025) (on website, at signature events, digital and printed communications, etc.)
- Sponsorship recognition at VITA Volunteer Breakfast
- Featured at all VITA sites

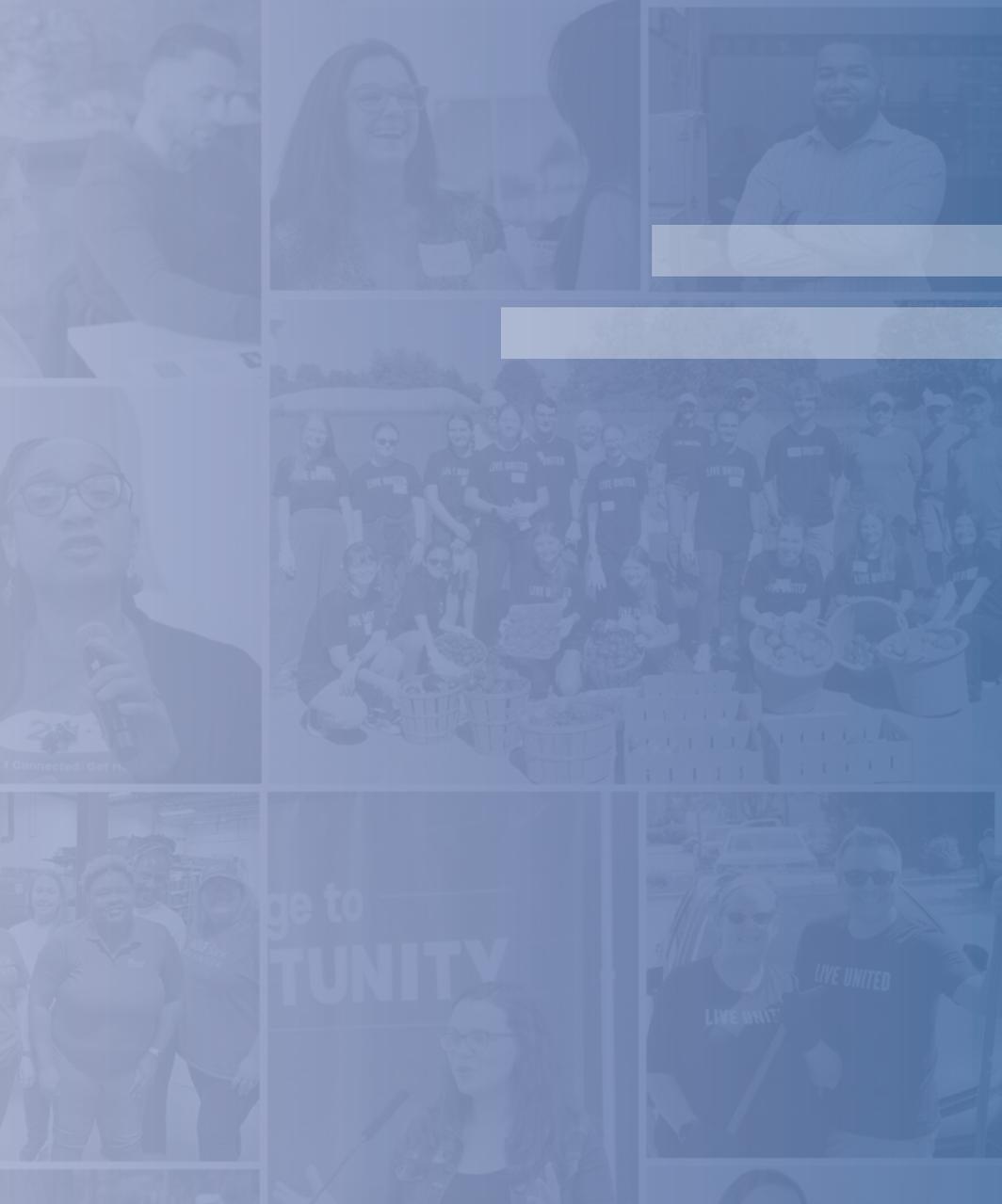
### **VITA SITE SPONSOR - exclusive per site - \$10,000**

- Website recognition on VITA page
- Internal office signage
- Opportunity to provide materials at each station
- Temporary site signage (A-frames, yard signs, banners, etc.)
- Social media recognition
- Recognition at VITA Volunteer Breakfast

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### **CUSTOMIZED SPONSORSHIPS AVAILABLE:**

For more information about Women United, Leadership Events, Conversations About OUR Community, and Project Blueprint, contact Kristy Gismot at [kgismot@uwlanc.org](mailto:kgismot@uwlanc.org) or call 717-824-8111.



Have questions?

Contact **Kristy Gismot**,  
Vice President of Resource Development,  
[kgismot@uwlanc.org](mailto:kgismot@uwlanc.org)

LIVE UNITED

