

2023 UNITED WAY OF CAYUGA COUNTY SPONSORSHIP OPPORTUNITIES



United Way
of Cayuga County



United Way of Cayuga County 2023 Sponsorship Form

Tim Morrison Miniature Golf Tournament | Sponsorship Due Friday, March 31, 2023

<input type="checkbox"/> Cats Pajamas Sponsor	\$1,000	<input type="checkbox"/> Know Your Onions Sponsor	\$250
<input type="checkbox"/> The Bees Knees	\$750	<input type="checkbox"/> Glad Rags Sponsor	\$100
<input type="checkbox"/> Hotsy-Totsy	\$500	<input type="checkbox"/> Marketing In-Kind	\$_____

Day of Caring & Personal Care Drive | Sponsorship Due Friday, June 23, 2023

<input type="checkbox"/> Workhorse Sponsor	\$1,000	<input type="checkbox"/> Toolbox Sponsor	\$250
<input type="checkbox"/> Pantry Sponsor	\$750	<input type="checkbox"/> Primer Sponsor	\$100
<input type="checkbox"/> Top Soil Sponsor	\$500	<input type="checkbox"/> Marketing In-Kind	\$_____

Campaign Major Events Sponsor | Sponsorship Due Friday, August 25, 2023

<input type="checkbox"/> Cayuga Sponsor	\$1,000	<input type="checkbox"/> Ross Sponsor	\$250
<input type="checkbox"/> Everett Sponsor	\$750	<input type="checkbox"/> Owasco Sponsor	\$100
<input type="checkbox"/> Newman Sponsor	\$500	<input type="checkbox"/> Marketing In-Kind	\$_____

Contact Information:

Business/Organization: _____

Contact Person & Title: _____

Address: _____

Phone: _____ Email: _____

Payment Options:

Send Invoice **One for All Sponsorships** **One Per Event as it Approaches**

Mail single check payable to United Way of Cayuga County for all Sponsorships to:
2 State St., Suite 2, Auburn, NY 13021

Credit Card Payment team member will call to set up payment **OR** use QR code below

Authorized Signature: _____ Date: _____



Complete & Return this form to Campaign & Marketing Manager, Julisa J. Stone by due date listed next to the event(s) you're choosing to sponsor

Email a high-resolution logo to jstone@unitedwayofcayugacounty.org

← **Sponsor & pay online with a credit card**

Tim Morrison Miniature Golf Tournament

Thursday, April 20 | Auburn Holiday Inn

Polish off those putters, pull out your glad rags, and celebrate the 27th... 28th... 29th... and 30th Tim Morrison Miniature Golf Tournament during our Roaring 1920's Soiree at the Speakeasy!



Nineteen local organizations have joined the United Way of Cayuga County and our 22 Member Agencies to present a full mini-golf course with door prizes, raffles, and endless entertainment for more than 300 golfers! There will be three flights: 3:30pm, 5:00pm, and 6-6:30pm! Be sure to wear your dancing shoes when the time comes for the DJ to play *The Charleston!* Cash bars and food available through the Holiday Inn banquet services, so don't forget to bring your cabbage!

To ensure this event is nothing less than the "*Cat's Meow*", we need sponsors like **YOU!**

2019 Best Hole Design: Currier Plastics

The tournament is the largest fundraiser outside of the annual Fall Campaign and the only event that supports United Way operating costs to ensure more dollars raised during the campaign go directly to programs and services provided by our funded Member Agencies!

Sponsor dollars are used to cover the costs of hosting this fundraiser from marketing materials, venue rental, volunteer t-shirts, and more.

There are benefits to being a sponsor! Check out the next page to view the sponsor benefits for each of our five levels ranging from \$100 to \$1,000. Become a sponsor by completing and returning the registration form or follow the QR code below to submit sponsorship information and payment via credit card.

Parties & Games, Tim Morrison Here!



2019 Best Attire: Plaidy Shack



2019 Tournament Champions:
How Plaid Do You Want It?

Tim Morrison Miniature Golf Tournament sponsorships are due by Friday, March 31, 2023.

Questions?
Contact Campaign & Marketing Manager,
Julisa J. Stone at 315.253.9741 or
jstone@unitedwayofcayugacounty.org



Tim Morrison Miniature Golf Tournament

The Cats Pajamas **\$1,000**

Previous Level Benefits Plus:

- Logo on team scorecard
- Logo on digital flyer
- UPGRADE: Two (2) team registrations (value \$160)
- OPTIONAL: Create and submit a 30 second video for event marketing

The Bees Knees **\$750**

Previous Level Benefits Plus:

- UPGRADE: Logo on event signage, website and Constant Contact
- UPGRADE: Sponsor provided, three (3) free standing banners at venue
- OPTIONAL: Facebook Live

Hotsy-Totsy **\$500**

Previous Level Benefits Plus:

- Team registration (value \$80)
- Logo on GiveSmart platform
- UPGRADE: Logo on volunteer t-shirt
- OPTIONAL: Sponsor provided, one (1) free standing banner in venue

Know Your Onions **\$250**

Previous Level Benefits Plus:

- Listing on event signage and Constant Contact
- Social Media features
- OPTIONAL: Provide one (1) tchotchke for each golfer (300+)

Glad Rags **\$100**

- Listing on website and volunteer t-shirt
- Verbal recognition at tournament





TEAM REGISTRATION | 2023

30th Annual Tim Morrison Miniature Golf Tournament
Thursday, April 20th | Auburn Holiday Inn

Join us at the Speakeasy for a 1920's Soiree!

Registration fee **must** accompany form to be assigned a tee time | Team Registration sales are **FINAL**

Team Registration Fee: \$80

Team includes up to 4 adults, 21+ years old

Choose Your Tee Time Preference*!

- 3:30pm
- 5:00pm
- 6:00-6:30pm

Registration Deadline: Wednesday, April 12th

Return **completed** form and payment to United Way of Cayuga County
2 State St., Suite 2, Auburn, NY 13021

Please indicate your tee time preference by numbering 1st – 3rd

6:00-6:30 golfers will be added in groups based on arrival to ensure a full and fun experience!

***Tee Time preference is NOT guaranteed. It is based on a first come, first serve basis and space availability. You will receive an email confirming your scheduled tee time.**

Who's Your Team? (Creativity Counts!)

Team Name: _____

Business/Organization: _____

Team Captain: _____

Mailing Address: _____

Email: _____ Phone: _____

Team Members:

1: _____

3: _____

2: _____

4: _____

Payment Options:

- Enclosed is my check (Payable to the United Way of Cayuga County)
- Pay with your credit card by calling the United Way: 315.253.9741
- Scan QR Code to register your team online and pay via credit card, Apple Pay, or PayPal



For more information, contact Julisa J. Stone: 315.253.9741 or istone@unitedwayofcayugacounty.org



Day Of Caring



Landscaping crew at the Weedsport Free Library

Countywide | August 3

A Day of Caring is an opportunity for volunteers to sign-up and tackle projects at nonprofits serving Cayuga County residents. Projects range from painting, stair repair, administrative work, gardening, and more! Join us for the 3rd Annual Day of Caring on Thursday, August 3rd!

During last year's Day of Caring, nearly 120 volunteers completed 16 different projects across Cayuga County in Fair Haven, Weedsport, Throop, and Auburn. Our goal is to see this event grow into more regions of Cayuga County.

The Annual Day of Caring was established in partnership with Nucor Steel in 2021.



Countywide Personal Care Drive

Countywide | August 3 – October 9

Between our five annual countywide drives and special museum exhibit drive held last fall, the United Way has collected more than 13,900 hygiene items that the Food Providers Network has distributed to Cayuga County food pantries, soup kitchens, and homeless shelters.

This year, we are launching the 6th Annual Countywide Personal Care Drive in conjunction with the 3rd Annual Day of Caring, and concluding on October 10th. Volunteers will collect and prepare the items for distribution by the Food Providers Network on Friday, October 13th.



Aurelius Fire Department collected more than 450 items!



2022 Personal Care Drive Box Design
Winner: Cayuga County Office Building

To ensure the success of both the Day of Caring and Personal Care Drive, we need sponsors like **YOU!**

Sponsor dollars will cover the costs of hosting these two events from purchasing breakfast foods for regional morning rallies, water, snack items, volunteer t-shirts, marketing materials, and more.

Yes! There are benefits to being a sponsor! The next page showcases our five sponsor levels ranging from \$100 - \$1,000 and the benefits associated with them. Become a sponsor by returning the completed Sponsor Registration form or following the QR code to register and pay online.

**Day of Caring & Personal Care Drive sponsorships due by
Friday, June 23, 2023.**

Questions?

**Contact Campaign & Marketing Manager, Julisa J. Stone at
315.253.9741 or jstone@unitedwayofcayugacounty.org**



Day of Caring / Personal Care Drive



Workhorse Sponsor

Previous Level Benefits Plus:

- Logo on digital poster for both Day of Caring and Personal Care Drive
- UPGRADE: Social Media takeover for two (2) separate days
- OPTIONAL: Submit a 30 second video message for event marketing
- OPTIONAL: Facebook Live at Personal Care Drive location of your choice

\$1,000



Pantry Sponsor

Previous Level Benefits Plus:

- UPGRADE: Logo on event signage, website, and Constant Contact
- OPTIONAL: Personal Care Drive Social Media takeover for one (1) day between August 4 - October 9



\$750



Top Soil Sponsor

Previous Level Benefits Plus:

- UPGRADE: Logo on Day of Caring t-shirt
- OPTIONAL: Facebook Live at United Way office



\$500



Toolbox Sponsor

Previous Level Benefits Plus:

- Listing on event signage and Constant Contact
- Social Media features
- OPTIONAL: Contribute a snack item for each volunteer (125+) and have logo on featured on snack bag



\$250



2022 Day of Caring Youth Logo
Noah, Age 11 | Owasco Elementary School



Primer Sponsor

- Listing on website and Day of Caring t-shirt
- Verbal recognition at regional breakfast rallies

\$100





United Way Youth Drawing Contest

Day of Caring | August 3, 2023

Third Annual Day of Caring | Cayuga County

On Thursday, August 3rd, community members will volunteer to clean up a park, serve at a soup kitchen, paint benches, volunteer at a food pantry or school...and more! But we need your help!

The United Way of Cayuga County is seeking artist submissions for our Day of Caring T-Shirt design. The winning design will be used on this year's Day of Caring volunteer t-shirts, social media, and promotional materials.

We are looking for submissions from youth aged 10 and up. The winner will receive a gift and a T-shirt with their artwork on the front! **Submission deadline is Monday, April 10th, 2023.**

Student Name: _____

Student's Age: _____ Student's Grade: _____

Student's Parent/Guardian Name: _____

Student's Parent/Guardian Phone Number: _____

School or Organization: _____

School or Organization Mailing Address: _____

City: _____ State: _____ Zip Code: _____

A Note To our Artists:

Theme: the design must promote the mission of our United Way:

"To improve lives by mobilizing the caring power of our community. The United Way of Cayuga County is committed to improving lives in our community by advancing the common good and addressing the underlying causes of problems. United Way is dedicated to community involvement and focused on creating long-lasting changes that will positively affect today, tomorrow, and generations to come."

This design will be on all Day of Caring volunteer t-shirts, and may be featured on our website, social media platforms and other mediums (posters etc.). Please call our office 315-253-9741 or email Executive Director, Kathryn Dennis at kdennis@unitedwayofcayugacounty.org if you would like branding guidelines!

Physical submissions can be mailed to or dropped off at the United Way of Cayuga County offices located at 2 State St., Suite 2, Auburn, NY 13021.

Digital submissions can be emailed to Kathryn Dennis: kdennis@unitedwayofcayugacounty.org.

Submission deadline is Monday, April 10th, 2023

2023-24 CAMPAIGN CORPORATE SPONSORS

SEPTEMBER 2023 - MAY 2024



United Way Board Members raising awareness at a Family & Friends event for one of our workplace Campaigns

For more than a century, your United Way of Cayuga County has raised funds to support critical programs provided by Member Agencies. An essential part of the Campaign season are the celebrations that bring community members and businesses together to encourage and thank donors and supporters for contributing to the annual Campaign—helping our friends, family, and neighbors in need.

As a Campaign Corporate Sponsor, your support underwrites the costs of these celebrations—primarily the Campaign Kickoff in September and Campaign Festivities in May. By covering the costs of these events, more dollars raised during the Campaign season go directly to programs and services provided by our Member Agencies. Sponsorships are used to pay rental fees such as venue space, AV set up, linens, and more. Sponsor dollars are also used to cover the cost of food, decorations, giveaways, and other miscellaneous needs that create a great event.



2022-23 Campaign Kickoff goal reveal



2018-19 Campaign Festivities included hand crafted "Thank You" cards from youth at Booker T. Washington Community Center for donors in attendance

To ensure the success of the 2023-24 Campaign, we need sponsors like **YOU!**

Are there benefits to being a sponsor? Of course! Check out the next page to learn about benefits for each of our five levels, ranging from \$100 to \$1,000. You can become a sponsor by returning the completed Sponsor Registration form or following the QR code to register and pay online.

Campaign Corporate Sponsorships are due by Friday, August 25, 2023

Questions?

Contact Campaign & Marketing Manager, Julisa J. Stone at 315.253.9741 or jstone@unitedwayofcayugacounty.org



2023-24 CAMPAIGN CORPORATE SPONSORS

CAYUGA SPONSOR | \$1,000

Previous Level Benefits Plus:

- Logo on digital flyers for Campaign events such as Kickoff and Festivities

- OPTIONAL: Submit a 30 second video to be featured during an event
- OPTIONAL: Facebook Live at Member Agency of your choice, based on their availability

EVERETT SPONSOR | \$750

Previous Level Benefits Plus:

- UPGRADE: Logo on event signage, website, and Constant Contact

- OPTIONAL: Facebook Live at *your* location
- OPTIONAL: Submit 30 Second video message for Campaign marketing

NEWMAN SPONSOR | \$500

Previous Level Benefits Plus:

- Logo on GiveSmart platform for workplace Campaigns with website link

- OPTIONAL: Facebook Live at United Way office

ROSS SPONSOR | \$250

Previous Level Benefits Plus:

- Listing on event signage
- Social Media features

- Listing in Constant Contact related to Campaign (September 2023 – May 2024)

OWASCO SPONSOR | \$100

- Website listing
- Invitations to Campaign events

- Verbal recognition at Corporate Sponsored Campaign events