

TOGETHER WE CAN

EVENT SPONSORSHIPS



UPCOMING EVENTS IN 2024



Lakes Area
United Way



OUR MISSION is to improve lives
by mobilizing the caring power of our community.

We do this each day by connecting people to people, needs to resources, and experts to advocates to improve lives and advance the common good throughout Crow Wing, Aitkin, and Cass Counties. **We make this mission a reality by investing in the areas of Education, Financial Stability, and Health** because we believe these are the building blocks for opportunity - individually and collectively - and those building blocks lead to a good life.

United Way has undergone a dramatic shift in how we work to address needs in our community. From a historic community chest with a broad charitable mission, we have evolved into a critical community convener that mobilizes our partners, including businesses, community leaders, public officials, residents and non-profit organizations.

With the Lakes Area United Way, your dollars stay right in our local community helping to mobilize our friends and neighbors to improve lives. Our partner agencies serve those in need by providing meals to the hungry, shelter to the homeless, and the basic needs families require to simply get by. **When we reach out a hand to one, we influence the condition of all.**

That's Living United



Lakes Area United Way



2024 CALENDAR OF EVENTS



February

Join us for a formal evening featuring the smooth and roaring jazz of The Jazz Authority and good food provided by Block North Brew Pub at the Ripple Center in Aitkin.



May

We are excited to bring back Deuces Wild! Dueling Pianos for another great night of music, fun and laughter at Grand View Lodge this year!



Llama Llama Read-O-Rama

Summer

Our annual Llama Llama Read-O-Rama focuses on early childhood literacy by providing support to our local Dolly Parton's Imagination Library program



July

We have partnered with the United Way of Bemidji Area to host a 36-hour virtual fishing tournament on any lake in Cass, Crow Wing, Aitkin, Beltrami, Clearwater and Hubbard counties and the Cass Lake Chain!



October

Does your chili have what it takes to impress the judges? Come and enjoy the best lunch break of the year at the NP Center!

Keys *for* Community

An Evening of Music, Comedy & Improv featuring



DEUCES WILD
DUELING PIANOS

Saturday,
May 11

at



GRAND VIEW
- LODGE -

○ **Grand Sponsor \$5,000**

- Two VIP stage-side tables for 10, includes entertainment & appetizers
- Sponsorship recognition on all advertising

○ **Baby Grand Sponsor \$2,500**

- Two tables for 10 near the stage, includes entertainment & appetizers
- Sponsorship recognition on social media, program and at event

○ **Key Sponsor \$1,200**

- Reserved table for 10, includes entertainment & appetizers
- Sponsorship recognition on social media, program and at event

○ **Ensemble Table \$900**

- Reserved table for 10, includes entertainment & appetizers

Llama Llama Read-O-Rama



Summer 2024

Northland Arboretum | 14250 Conservation Drive, Brainerd

Sponsor Dolly Parton's Imagination Library

Since launching in 1995, Dolly Parton's Imagination Library (DPIL) has become the preeminent early childhood book-gifting program in the world. The Imagination Library mails high-quality, age-appropriate books each month to enrolled children from birth to age five. Dolly envisioned creating a lifelong love of reading and inspiring children to dream more, learn more, care more and be more.

Library Sponsor \$3,000+

Underwrites our DPIL program for one month!

- Shelf sponsorship benefits, PLUS:
- Additional social media post (During month sponsored)
- Recognition via other outlets (e.g. WJYY's Community Focus)

Shelf Sponsor \$1,500+

Supports over 500 children for one month!

- Recognition post on social media
- Recognition at Llama Llama reading event

Any corporate contribution or grant to DPIL will be recognized on our website





July 2024

This two-day six-county fishing tournament benefits both the Lakes Area United Way and United Way of Bemidji Area!

Sponsorship funds for this event will benefit the United Way local to your community, but you will receive recognition in both markets!

Full sponsorship benefits for the levels below will be available on our websites, unitedwaynow.org and unitedwaybemidji.org

○ Walleye Sponsor \$2,000

- Two fishing teams in tournament
- Plus all Smallmouth Sponsor benefits and more!

○ Small Mouth Bass Sponsor \$1,000

- One fishing team in tournament
- Plus all Angler Sponsor benefits and more!

○ Angler Sponsor \$500

- Logo on flyers and all marketing materials
- Recognition on website and social media

Lakes Area United Way



Chili Cook-Off

Wednesday, Oct. 2
Northern Pacific Center



- Presenting Sponsor \$1,500
- Dessert Sponsor \$750
- Gold Sponsor \$500
- Silver Sponsor \$250
- Non-Profit Sponsor \$200
- Bronze Sponsor \$100

We are proud to highlight our 2023-24 partner programs which were selected by our Vision Council for the impact they have on addressing community needs! Funds raised throughout the 2023-24 fiscal year support their work, in addition to our own Lakes Area United Way programs. 2024-2025 programs will be announced in the summer of 2024.

Our United Way Programs:

bornlearningSM

Flavors
of our
Community

STUFF-A-BUS
School Supply Drive



Pop Up Food Pantry



myfree
taxes

2.1.1
Get Connected. Get Help.™



SingleCare™

Our 2023-24 Partner Programs:

EDUCATION

helping people achieve their potential



Group Conferencing



Youth Mentoring



Art for Everyone



Life Talks



Community Education

HEALTH

building accessibility to affordable and quality care



Home Visiting



Adult Day Services



Alex & Brandon Child Safety Center
and Louise Seliski Shelter



Direct Client Services



Domestic Abuse Program



Sexual Assault Services



Rider Scholarships

FINANCIAL STABILITY

promoting stability and independence



Healthy Choices



Rural Volunteers Community Support



Supportive Friendships



Pantry Packs and Youth Pack



Client Bedding

Lakes Area
United Way



TOGETHER WE CAN

BECOME AN EVENT SPONSOR AND JOIN THESE LOCAL LEADERS:



*Show that your
business cares and
have fun doing it!*



**Great things happen when you sign on as a
Lakes Area United Way event sponsor!
Your sponsorship impacts the lives of
thousands of people across the region AND
ensures your company achieves its
corporate citizenship goals.**

**Your donation to the
Lakes Area United Way stays local and
makes an impact in our community.**

Use the form to select your sponsorship package.

2024 Sponsorship Opportunities

Leap Day Soirée

- Big Band Sponsor** \$2,000
- Black Tie Sponsor** \$1,000
- Octet Table** \$600

Keys for Community

- Grand Sponsor** \$5,000
- Baby Grand Sponsor** \$2,500
- Key Sponsor** \$1,200
- Ensemble Table** \$900

Llama Llama Read-O-Rama

- Library Sponsor** \$3,000+
- Shelf Sponsor** \$1,500+
- Corporate Contribution/Grant**

Fishing Tournament

- Walleye Sponsor** \$2,000
- Small Mouth Bass Sponsor** \$1,000
- Angler Sponsor** \$500

Chili Cook-Off

- Presenting Sponsor** \$1,500
- Dessert Sponsor** \$750
- Gold Sponsor** \$500
- Silver Sponsor** \$250
- Non-Profit Sponsor** \$200
- Bronze Sponsor** \$100

Total Sponsorship Package: \$ _____

For full details on sponsorship benefits visit unitedwaynow.org

Please fill out this form and return it to Lakes Area United Way:

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

- I am interested in learning more about donation and volunteer opportunities and fundraising events, please add me to your mailing list.

Payment (check one):

- Payment enclosed** **Send me an invoice**

Please return form to:

**Lakes Area United Way, PO Box 381, Brainerd, MN 56401
or email to lucy@unitedwaynow.org**

NOTE: Please email your logo to use in marketing!

- Form has been mailed and logo has been emailed**
 Form submitted by email with logo attached.

**Lakes Area
United Way**



Physical Address: **321 S 7th St Brainerd, MN 56401**

Mailing Address: **PO Box 381 Brainerd, MN 56401**

Phone: **218-829-2619** | Website: **unitedwaynow.org**

Email: **contactus@unitedwaynow.org**

TOGETHER WE CAN



Flavors
of Our
Community



To learn more about Lakes Area United Way visit unitedwaynow.org

Lakes Area
United Way

