## 2026-2027 SPONSORSHIP OPPORTUNITIES





601 CR 17 Elkhart, IN 46516 574.295.1650

# SPONSORSHIP OPPORTUNITIES

At Crossroads United Way, we believe in the power of partnership to create lasting change. When you become a sponsor, your organization is recognized as a true community leader–standing alongside programs that strengthen families, support children, and improve lives right here in Elkhart, LaGrange, Noble, and Steuben counties.

Sponsorship demonstrates your commitment to building a brighter, more equitable future for all. It not only builds goodwill with your customers and employees, but also reflects your dedication to investing in the well-being of our region.

Your support helps us stretch every dollar raised through our events–keeping administrative costs low and ensuring more resources directly support programs that drive real impact in our community.

Together, we can amplify generosity, create meaningful change, and build a healthier, stronger, and more United community.

Join us-because UNITED IS THE WAY forward for our community.

## **POWER OF THE PURSE**

Date: May 7, 2026

**Power of the Purse** is a unique fundraiser where women come together for a fun afternoon of lunch, friendship, and the chance to win incredible purse packages—all while giving back. Proceeds directly support Crossroads United Way's initiatives in youth opportunity, financial security, community resiliency, and healthy community, helping neighbors across our communities thrive.

#### **Chanel Level - \$10,000**

- Presenting Sponsor
- Prominent logo on Event Page & Website
- Event & Program Recognition
- One Reserved VIP table (8 guests) plus 4 complimentary guest tickets (12 total guests)

#### Louis Vuitton Level - \$5000

- Logo on Event Page & Website
- Event & Program Recognition
- 5 Complimentary Event Tickets

#### Prada Level - \$2000

- Logo on Event Page & Website
- Event & Program Recognition
- 2 Complimentary Event Tickets

#### Coach Level - \$500

- Logo on Event Page & Website
- Event & Program Recognition

#### Pack a Purse Level

This unique \$300 opportunity allows your business to showcase its brand by directly contributing to the event's auction. Your organization will:

- Purchase a purse and fill it with new items (goods or gift certificates) with a combined retail value of at least \$300.
- Receive recognition and signage next to the displayed purse package at the event.









This highly anticipated, family-friendly event brings the community together for a fun, creative, and memorable day of competition. Teams design, build, and race boats made entirely of cardboard and duct tape, cheering on their creations and their fellow racers. Sponsoring **The Great Cardboard Boat Race** offers your brand outstanding visibility and goodwill with hundreds of families, volunteers, and local businesses in a uniquely engaging setting.

#### **Presenting Sponsor - \$25,000**

- Prominent Logo Spot on all Event Materials, Website, Media
- Premier Wharf Spot
- Up to 5 Free Boat Registrations

#### **Hospitality/Award Sponsor - \$10,000**

- Primary spot on Event Materials, and Website
- Preferred Wharf Spot
- Up to 4 Free Boat Registrations

#### Media Sponsor- \$5000

- Recognition on Event Materials and Website
- Up to 3 Free Boat Registrations

#### Volunteer Sponsor- \$3000

- Recognition in Volunteer Area and Website
- Up to 2 Free Boat Registrations

#### Parking Sponsor - \$1500

- Recognition in Parking Area and Website
- Up to 1 Free Boat Registrations

#### **Heat Sponsor - \$500**

Recognition on Heat Schedule and Shout Out at Event







## CORN SCHOOL KIDS UNITED PARADE

Date: October 7, 2026

This is a beloved tradition that takes place during LaGrange's historic **Corn School Festival.** This fun, festive event brings our youngest community members together in support of early childhood literacy. Children are invited to dress up, march, and celebrate the power of reading. Proceeds from the parade directly support our Youth Opportunity initiative, helping ensure every child in the community has the tools to read, learn, and succeed. Sponsoring this event offers your brand excellent visibility with hundreds of families while directly supporting local education initiatives.

#### Presenting Sponsor - \$2,500

- Prominent Logo Spot on all Event Materials, Website, Media, and T-shirt
- Social shoutout
- Prominent Logo on Youth Opportunity Page of Annual Report

#### **Supporting Sponsor - \$1,000**

- Logo Recognition on all Event Materials, Website, and T-shirt
- Logo on Youth Opportunity Page of Annual Report

#### Candy/Book Sponsor - \$500

Logo Recognition on all Event Materials and Website







## WORKPLACE CAMPAIGN



Workplace Campaigns bring together community leaders, workplace champions, and dedicated supporters to hear inspiring messages from our Campaign Ambassadors and special guest speakers. Together, we set the tone for a season of giving, collaboration, and impact across Elkhart, LaGrange, Noble, and Steuben counties.

#### Gold Level - \$5000

- Executive Annual Recognition: Featured as a Lead Sponsor in the Crossroads United Way Annual Report.
- Top-Tier Visibility: Premier logo placement on the website and Prominent Logo Display on signage and digital screens at the Annual Awards Ceremony.
- Dedicated Social Promotion: Includes a "Sponsor Spotlight" feature on all social media channels.
- Includes all Silver Sponsor benefits.

#### Silver Level - \$2500

- Campaign Media Recognition: Company logo displayed on the campaign video shown at the Kickoff and throughout the campaign season.
- Digital & Event Recognition: Company logo included on the CRUW website's Workplace Campaign page and displayed at the Annual Awards Ceremony.
- Promotional Integration: Recognized in electronic communications and acknowledged as a key Campaign Partner in promotional materials.

#### Bronze Level- \$1,000

 Digital Recognition: Company logo included on the CRUW website's Workplace Campaign page.







## VOLUNTEER SPONSOR



United is the way we connect people, partners, and purpose. At Crossroads United Way, **volunteers mobilize to impact our community**. They help guide our work, make key decisions, power events, and build relationships. Every hour they give strengthens our region and amplifies impact.

Be a driving force behind volunteer engagement in our region. Your sponsorship will help sustain essential work, empower a network of game-changers, and connect volunteers to meaningful opportunities while also supporting mental wellbeing and leadership growth.

#### **Volunteer Portal Sponsor- \$5000**

- Exclusive recognition as the 2026 Official Volunteer Portal Sponsor
- Prominent logo placement on portal/dashboard
- Opportunity to highlight employee volunteer programs
- Access to impact metrics (volunteer hours, engagement stats)
- Public acknowledgement in newsletters, social media, and annual report

#### **Impact Champion - \$2500**

- Recognition as Impact Champion on our website & social media
- Logo included in volunteer communications & materials
- Invitation to participate in volunteer appreciation events
- Opportunity to engage employees and share volunteer stories

**Volunteer Appreciation Sponsor - \$1000** 

- Recognition as a Volunteer Appreciation Sponsor
- Logo featured at events and related communications
- Opportunity to share a message of thanks to volunteers





### **SMALL BUSINESS 365 CIRCLE**



#### **BIG IMPACT, SMALL INVESTMENT: EMPOWERING COMMUNITIES \$1 A DAY**

#### WHAT IT IS

As a small business owner, you already know the value of a strong and healthy community. So much depends on it. It determines the status of our local economy and our individual livelihoods. It defines our lifestyles, our welfare, and ultimately our futures. It affects the ability of your customers to afford your services and products.

#### HERE'S HOW IT WORKS

For only a dollar a day, or \$365 a year, your business becomes a member of the 365 Small Business Circle.

#### **WAYS TO INVEST**

There are several easy ways to join this collective investment in our community.

- Workplace Campaign: Engage employees in a United Way campaign to give back.
- Event Sponsorship: Sponsor one of our impactful community events
- Raffle Donation: Donate an item valued at \$365 for one of our major events.
- Round Up or Sales Donations: Encourage customers to round up purchases or designate a sales day for United Way donations.
- Cause Campaign: Create a special product or menu item with proceeds supporting United Way, like a "Crossroads Crunch" popcorn or "Wine to Five" drink.

#### **MEMBER BENEFITS**

- 365 Small Business Circle Decal for you to display
- Listing and link on our website
- Listing in our e-newsletters.
- Invites to Crossroads United Way's events and volunteer opportunities.
- Opportunities for additional networking and social media recognition.
- Increased business exposure in your local community.

#### **JOIN THE BUSINESS 365 CIRCLE TODAY**



Make a Big Impact with Just \$1 a Day Visit: crossroadsuw.org/business-365



SERVES A VARIETY OF LOCAL NON-PROFIT NEEDS



#### **MEMBERSHIP LEVELS**

365 MEMBER: \$365

365 Small Business Circle Member Decal Web Recognition

365 LEADER: \$1,000

Member benefits PLUS
Thank You/Networking Event
Social Shoutout

365 EXECUTIVE: \$1,500

Leadership benefits PLUS Webpage Feature Annual Report Feature

## **LEADERSHIP EVENTS**

Crossroads United Way's Women United and Ambassador Events are designed to foster deep engagement with our most passionate advocates—local organizational leaders and donors who contribute at the \$1,000+ level. Sponsoring these vital gatherings is a powerful way to showcase your commitment to community leadership while helping to offset the costs of programming and event venues. These exclusive opportunities provide year-round visibility with influential community partners.

#### **WOMEN UNITED & AMBASSADOR EVENTS**







#### Gold Sponsor - \$2500

- Opportunity to deliver brief remarks at the event or 30-second company promotion played during the event
- Company logo included on general signage and programs at the event
- Company recognized during the event and in United Way's electronic communications and promotion

#### Silver Sponsor - \$1000

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications

#### **Bronze Sponsor- \$500**

Company recognized during the event and in United Way's electronic communications



## **IMPACT INITIATIVES**

By contributing to the Crossroads United Way Community Impact Initiatives, you will be investing directly in local programs and initiatives that address our communities' biggest challenges across four key areas: Youth Opportunity, Financial Security, Healthy Community, and Community Resiliency. Your sponsorship helps sustain a vital network of partner agencies and programs that are making measurable progress in creating a stronger, more stable future for Elkhart, LaGrange, Noble, and Steuben counties.





Investing in **Youth Opportunity** is the most powerful way to shape the future. As an Impact Sponsor, your organization directly empowers the next generation to thrive by funding vital programs that enhance education, build strong mentorship connections, and create clear pathways for success. This includes critical literacy initiatives, such as the ability to fund books and distribution for programs like **Dolly Parton's Imagination Library**. Align your brand with this meaningful change and showcase your deep commitment to building a brighter future for every young person and our entire community.





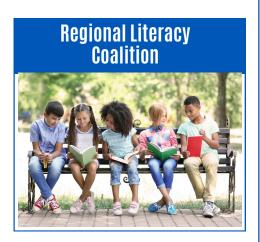
#### Game Changer Sponsor: \$5,000

- Company logo displayed and linked on website
- Company announced as Impact Sponsor on social media platforms
- Company name listed as Impact Sponsor in Annual Report
- Recognition as Impact Sponsor throughout the annual campaign
- Recognized as Impact Sponsor from the podium during the Annual Awards Celebration
- Company recognized on Impact Overview
- One VIP table at the Annual Awards Celebration

#### Investing in Tomorrow: Programs You Power









Investing in **Financial Security** is the bedrock of a stronger, more resilient community. As an Impact Sponsor, your organization directly supports programs that empower our neighbors with the tools they need for lasting independence. You help provide essential job training, comprehensive financial education, and resources to help families build wealth and achieve stability, including supporting critical services like **VITA (Volunteer Income Tax Assistance)** and housing stability initiatives like **Habitat for Humanity**. Align your brand with this profound, impactful change and demonstrate clear leadership in creating opportunities for economic security and long-term growth for everyone.



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#### Foundations for the Future: Programs You Invest In

VITA - Tax Assistance



**Habitat for Humanity** 



**Cora Dale House** 





**Healthy Communities** are the foundation of a successful region. As an Impact Sponsor, your organization will directly support initiatives that expand access to healthcare, promote mental wellness, and ensure healthy outcomes for all. This includes crucial resources like **St. Martin's Healthcare**, which provides essential services and support for vulnerable populations, and the **988 Suicide & Crisis Lifeline**, which offers immediate, confidential help for mental health crises. Align your brand with this vital, transformative change and demonstrate clear leadership in building a stronger, healthier community.



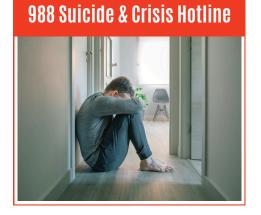


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#### Wellness for All: Programs You Support

# St. Martin's Healthcare







Investing in **Community Resiliency** builds a stronger, more prepared community ready to face any challenge. As an Impact Sponsor, your organization supports programs that assist in disaster response and recovery, help prepare families for emergencies, and fund important crisis programs such as **211** and other resource hotlines. This includes supporting vital immediate-relief services like **Cultivate Food Rescue**. Your sponsorship showcases essential leadership in our community and provides vital resources during the most urgent times of need.





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#### Strength in Crisis: See Your Support in Action

**Cultivate Food Rescue** 



**Salvation Army** 



**Hearts United for Bristol** 



## SPONSORSHIP COMMITMENT FORM

SECURE YOUR SPONSORSHIP NOW BY SCANNING OR CODE BELOW OR FILLING OUT FORM BELOW

Company
Contact Name
Phone Email
POWER OF THE PURSE Deadline: April 4th
Chanel (\$10,000) Louis Vuitton (\$5000) Prada (\$2000) Coach (\$500) Pack-A-Purse
THE GREAT CARDBOARD BOAT RACE Deadline: May 15th
Presenting Sponsor (\$25,000) Hospitality/Award Sponsor (\$10,000) Media Sponsor (\$5000)  Volunteer Sponsor (\$3000) Parking Sponsor (\$1500) Heat Sponsor (\$500)
CORN SCHOOL KIDS UNITED PARADE Deadline: August 30th
Presenting Sponsor (\$2500) Supporting Sponsor (\$1000) Candy/Book Sponsor (\$500)
WORKPLACE CAMPAIGN Deadline: July 1st
Gold Level (\$5000) Silver Level (\$2500) Bronze Level (\$1000)
VOLUNTEER SPONSOR YEAR ROUND
✓ Volunteer Portal \$5000       ☐ Impact Champion (\$2500)       ☐ Volunteer Appreciation (\$1000)
BUSINESS 365 CIRCLE YEAR ROUND
Executive (\$1500) Leader (\$1000) Member (\$365)
LEADERSHIP EVENTS YEAR ROUND
Gold Sponsor (\$2500) Silver Sponsor (\$1000) Bronze Sponsor (\$500)
IMPACT INITIATIVES YEAR ROUND
Youth Opportunity Game Changer (\$5,000)
Financial Security Game Changer (\$5,000)
Healthy Community Game Changer (\$5000)
Community Resiliency Game Changer (\$5000)