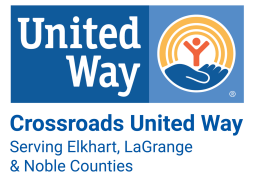




# 2025 SPONSORSHIP OPPORTUNITIES

# **BUILDING BRIDGES, CHANGING LIVES**

*Partner with Crossroads United Way  
to Empower Our Community*





As we gear up for another empowering year, we are thrilled to announce the return of "Power of the Purse," our annual purse raffle luncheon dedicated to supporting our vibrant community. This cherished event not only celebrates the elegance and utility of purses but also serves as a vital fundraiser for Dolly Parton's Imagination Library, helping provide free books to children and fostering a lifelong love of reading.



# Power of the Purse

CROSSROADS UNITED WAY

## Chanel Level \$10,000



- Event & Program recognition
- Prominent logo on Event Website
- Two Tables (seating 16)

## Louis Vuitton Level \$5000



- Event & Program recognition
- Logo on Event Website
- (5) Event tickets

## Prada Level \$2000



- Event & Program recognition
- Logo on Event Website
- (2) Event tickets

## Coach Level \$500



- Event & Program recognition
- Logo on Event Website

## Pack -A-Purse Level \$300



- Event & Program recognition

**TEXT POTPSPONSOR25 TO 41444 OR SCAN QR CODE.**

Immediate payment via credit card or click "*I have a promotional code*" and enter **PAYBYCHECK** for an invoice to be emailed.







Deadline: May 15th

Join us in making this year's Great Cardboard Boat Race unforgettable by becoming a sponsor. Your support ensures a successful event while aligning your brand with the adventure and camaraderie of the boating spirit. Hoist your sails and be part of the excitement!



## COMMODORE

### \$35,000 Commodore Level

- Presenting Sponsor
- Prominent spot on all Boat Race signage, media, materials
- Up to 5 free boats
- Premier Wharf Spot

## FLEET ADMIRAL

### \$25,000 Fleet Admiral Level

- Venue/Championship Heat Sponsor
- Premier spot on all Boat Race signage, media, materials
- Up to 5 free boats
- Premier Wharf Spot

## ADMIRAL

### \$10,000 Admiral Level

- Award Sponsor
- Primary spot on all Boat Race signage, media, materials
- Up to 4 free boats
- Preferred Wharf Spot

## LIEUTENANT

### \$5,000 Lieutenant Level

- Media Sponsor
- Recognition on all Boat Race signage, media, and materials
- Up to 3 free boat registrations

## FIRST MATE

### \$3,000 First Mate Level

- Hospitality Sponsor
- Recognition in Hospitality Area, media, and materials
- Up to 2 free boat registrations

## NAVIGATOR

### \$1,500 Navigator Level

- Parking Sponsor
- Recognition in Parking Area and materials
- 1 free boat registration

## SAILOR

### \$1,000 Sailor Level

- Race Heat Sponsor
- Recognition on Heat Schedule and t-shirt
- Shoutout at start of sponsored heat

**TEXT BRSPONSOR25 TO 41444 OR SCAN QR CODE.**

Immediate payment via credit card or click "*I have a promotional code*" and enter **PAYBYCHECK** for an invoice to be emailed.



# CORNSCHOOL KIDS UNITED PARADE

Deadline: August 30th

Access to educational tools and resources plays a vital role in a child's success. By choosing to support our annual Kids United Parade during the fall Corn School event, you'll help provide essential support for READ UNITED, fostering a love of reading and lifelong learning for children.



## SWEET CORN SPONSOR \$2500

- Provide literacy materials for an entire school
- Logo on donated books
- Logo on all advertising
- Logo on parade shirt



## POPCORN SPONSOR \$1000

- Provide literacy materials for one grade level
- Logo on donated books
- Logo on all advertising
- Logo on parade shirt



## CANDY CORN SPONSOR \$500

- Provide literacy materials for two classrooms
- Logo on donated books
- Logo on all advertising
- Logo on parade shirt

**TEXT CORNSPONSOR25 TO 40403 OR SCAN QR CODE.**

Immediate payment via credit card or click *"I have a promotional code"* and enter **PAYBYCHECK** for an invoice to be emailed.







# DOLLY PARTON'S IMAGINATION LIBRARY

Year-Round Sponsorship

**Dolly Parton's Imagination Library** has been a beacon of hope and learning for countless children, offering the gift of books to families across the globe. As we continue to champion this cause, we are seeking your support in a unique way – through book label sponsorships. By partnering with us in this endeavor, you'll not only be endorsing the importance of early childhood literacy but also leaving a lasting impact on the lives of children who will benefit from these cherished books.



## Platinum Level \$10,000

- LOGO ON BOOK LABEL FOR 4 MONTHS
- WEBSITE RECOGNITION
- SOCIAL MEDIA SHOUTOUT



## Gold Level \$5000

- LOGO ON BOOK LABEL FOR 2 MONTHS
- WEBSITE RECOGNITION
- SOCIAL MEDIA SHOUTOUT



## Silver Level \$2500

- LOGO ON BOOK LABEL FOR 1 MONTH
- WEBSITE RECOGNITION
- SOCIAL MEDIA SHOUTOUT

**TEXT DPILSPONSOR TO 41444 OR SCAN QR CODE.**

Immediate payment via credit card or click *"I have a promotional code"* and enter **PAYBYCHECK** for an invoice to be emailed.





# READ UNITED

Year-Round Sponsorship

Our **Read United Initiative** is dedicated to strengthening early childhood literacy skills by pairing positive role models with K-3 classrooms to share stories, promote exploration of career pathways, and build relationships that inspire a love of reading and community.



## SCHOOL LEVEL \$5000

Provides books, training, and resources for volunteers and all K-3rd grade classrooms, ensuring that they have access to the tools they need to succeed.

In addition to providing tangible support, your sponsorship will also come with a range of benefits, including

- Reserved volunteer positions
- Personalized book plate
- Recognition across media platforms



## CLASSROOM LEVEL \$350

Provides books, training, and resources for volunteers and one K-3rd grade classrooms, ensuring that they have access to the tools they need to succeed.

In addition to providing tangible support, your sponsorship will also come with a range of benefits, including

- Reserved volunteer positions
- Personalized book plate
- Recognition across media platforms

**TEXT RUSPONSOR TO 41444 OR SCAN QR CODE.**

Immediate payment via credit card or click *"I have a promotional code"* and enter **PAYBYCHECK** for an invoice to be emailed.







Deadline: TBD

Join us in the fight against hunger by becoming a sponsor for our "United Against Hunger" campaign. Your support will help us make a significant impact in our community through three key events: "United We Can" Night, "Stamp Out Hunger," and "Host a Food Drive." Together, we can support local pantries, engage your team, and increase community visibility.

## \$10,000 United Against Hunger Sponsor Package

- Exclusive Event Access: VIP tickets and special recognition at "United We Can" Night.
- Brand Visibility: Logo on event materials and media mentions.
- Employee Engagement: Volunteer opportunities and team-building activities.
- Promotional Materials: Co-branded posters, flyers, and donation boxes.
- Recognition and Awards: Acknowledgment in newsletters and a Live United prize basket.



### UNITED WE CAN

June 19, 2025

Support local pantries in a fun event where we collect canned goods to build creative sculptures. These will be displayed at the South Bend Cubs game on June 19th.



### STAMP OUT HUNGER

May 10, 2025

Boost community visibility by volunteering as bag buddies or helping with on-site bag folding. Your efforts will make a significant impact in the fight against hunger.



### FOOD DRIVE HOST

Year Round

Engage your team in the fight against hunger by hosting a food drive. Collect essential items to support local pantries and foster team spirit through a shared, impactful mission.

**TEXT HUNGERSPONSOR TO 41444 OR SCAN QR CODE.**

Immediate payment via credit card or click *"I have a promotional code"* and enter **PAYBYCHECK** for an invoice to be emailed.



# United Way



## 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. Crossroads United Way has created an easy, affordable, and effective way for companies to give back.

#### 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 at your business
- 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/365circle](http://crossroadsuw.org/365circle)

## One Pledge

SERVES A VARIETY OF LOCAL NON-PROFIT NEEDS



#### Membership Levels

**365 MEMBER : \$365 annually**

365 Small Business Circle Member Decal  
Web Recognition

**365 LEADER: \$1,000 annually**

Member benefits PLUS  
Thank You/Networking Event  
Social Shoutout

**365 EXECUTIVE: \$1,500 annually**

Leadership benefits PLUS  
Webpage Feature  
Annual Report Feature



# SPONSORSHIP COMMITMENT FORM

Company

Contact Name

Phone

Email

## READ UNITED PROGRAMS

YEAR ROUND

☐

School (\$5000)

☐

Grade Level (\$2500)

☐

Classroom (\$1000)

## DOLLY PARTON'S IMAGINATION LIBRARY

YEAR ROUND

Individual Sponsor

☐

Five Year (\$175)

☐

Three Year (\$105)

☐

One Year (\$35)

Book Label Sponsor

☐

Platinum (\$10,000)

☐

Gold (\$5000)

☐

Silver (\$2500)

## POWER OF THE PURSE

Deadline: April 4th

☐

Chanel (\$10,000)

☐

Louis Vuitton (\$5000)

☐

Prada (\$1000)

☐

Coach (\$500)

☐

Pack-A-Purse (\$300)

## THE GREAT CARDBOARD BOAT RACE

Deadline: May 15th

☐

Commodore (\$35,000)

☐

Fleet Admiral (\$25,000)

☐

Admiral (\$10,000)

☐

Lieutenant (\$5000)

☐

First Mate (\$3000)

☐

Navigator (\$1500)

☐

Sailor (\$1000)

## CORNSCHOOL KidsUNITED PARADE

Deadline: August 30th

☐

Sweet Corn (\$2500)

☐

Popcorn (\$1000)

☐

Candy Corn (\$500)

## UNITED AGAINST HUNGER

Deadline: TBD

☐

Presenting (\$10,000)

## BUSINESS 365 CIRCLE

YEAR ROUND

☐

Executive (\$1500)

☐

Leader (\$1000)

☐

Member (\$365)