

2024 SPONSORSHIP OPPORTUNITIES



LIVE UNITED



Lumber River United Way



Lumber River United Way

SMALL BUSINESS PARTNER

Our Small Business Partners are an important, growing family of donors, who are vital to helping us meet the needs of our community. Small businesses play a critical role in maintaining a thriving economy and play an equally important role in the success of United Way as we work to make sure that all residents have access to education, health, and financial stability. Small business partners provide \$500 in education grants to teachers throughout Robeson County and one school grant totaling \$1,500. The number of \$500 education grants is determined by the number of small business partners.

ONGOING

BENEFITS

- Logo placement on Lumber River United Way website, with link to your website
- Recognition for business owner as a Leader in Giving
- Recognition in UNews (3,000 subscribers) and on social media (2,500 Facebook followers)
- Recognition at Campaign Kickoff
- Recognition on all Education Grant marketing materials
- Logo on school posters that are displayed in each school
- Invitation to education grant drawing and check presentations at schools.

Pledge may be paid annually, quarterly or monthly. Members also have the option for recurring credit card payments.

Membership may be pledged on an annual basis, or on an evergreen, continuing basis.

SMALL BUSINESS PARTNER ANNUAL PLEDGE \$1,200

DOLLY PARTON'S IMAGINATION LIBRARY

EARLY CHILDHOOD EDUCATION

\$2,500 PARTNER | LIMIT 2

ONGOING

- 4 months company name on book label
- social media shout-out
- Logo inclusion on bookmarks that are mailed annually to over 15,000 UW supporters, nonprofits, housing authorities, daycares, and churches. Sponsor will receive a Dolly Parton full-size standup

\$1,000 PARTNER | LIMIT 4

- 2 months company name on book label
- social media shout-out
- Company Name inclusion on bookmarks

\$500 PARTNER | LIMIT 8

- 1 month company name on book label
- social media shout-out



United Way funds early childhood success by providing Dolly Parton's Imagination Library in Dillon and Robeson County. The library offers preschoolers books to encourage and develop early literacy skills. From birth to five years old, each child in the program receives a free, age-appropriate book mailed to their home.

All Dolly Parton's Imagination Library Sponsors will receive the following:

- **Logo inclusion on the Dolly Parton Imagination Library page of the United Way website**

ON THE SPOT

FEMININE HYGIENE KITS

SPRING 2024

When students miss school, every month, due to normal bodily functions, they are not only at risk of failing and dropping out, but also they miss breakfast and lunch.

In our first pass at providing period kits through our new On The Spot program, between Sept. 1 and Dec. 1, 2022, we distributed 4,600 period kits to schools and organizations in Bladen, Hoke, and Robeson Counties. This program is designed to offer a long-term solution to a poverty-based problem in our communities.

Participants receive enough products to manage the average period along with a period tracker with instructions.

A single kit costs \$3.00. \$36.00 will provide a full year of On The Spot kits to a single person. \$120 will provide a first box of kits for an elementary school (school social workers report to us that they have 1st and 2nd graders needing period products). \$500 will sponsor a high school for a semester worth of kits.

\$1,000.00 PROJECT SPONSOR | UNLIMITED

All Sponsors will receive the following:

- Mentions in social media promoting program
- Mention in Press Release shared with media
- Mention in article in UNews
- Logo on posters in schools / specific program locations
- Logo placement on LRUW website, with link to your website



THANKS, 2022 ON THE SPOT SPONSOR

INTERNATIONAL  PAPER

VITA

VOLUNTEER INCOME TAX ASSISTANCE PROGRAM

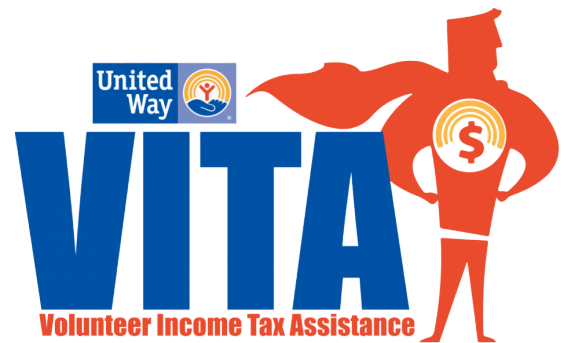
\$500 PARTNER | UNLIMITED

ONGOING

United Way's newest initiative, VITA is a free service to people with low/moderate incomes, disabilities, are elders, or in the military. Trained and IRS certified volunteers prepare tax returns with participants before e-filing them. E-filing offers the advantage of tax refunds deposited in participants' accounts within 2-3 weeks rather than waiting months.

In 2017, the most recent year reported, people in North Carolina did not claim over \$42,000,000 in refunds. With the bold goals we have set for this first year of VITA, we could see an economic impact of at least \$50,000 across Bladen, Hoke, and Robeson Counties.

\$500 will sponsor one community tax clinic, which includes meeting with individual taxpayers, uploading their documents, preparing the return, and reviewing it with them before e-filing—a hotspot for rural areas, paper, transportation for volunteers.



Help us reach our Bold Goal - 80 VITA participants - the return to the community for a single sponsorship could be upwards of \$10,000

All Sponsors will receive the following:

- **Company name and linking logo on the VITA page of the United Way website**
- **Sponsor name included in all communications about VITA with press and in social media**
- **"UNews" LRUW Newsletter LIVE UNITED Partner recognition and showcase article**

LUCKY DUCK DERBY

PROCEEDS BENEFIT DOLLY PARTON'S IMAGINATION LIBRARY

\$500 PARTNER | UNLIMITED

ONGOING

United Way's newest fundraiser in support of Dolly Parton's Imagination Library. Sponsorship covers the costs of renting ducks, event insurance, ticket printing, and prize monies.

Sponsorship allows more of the tickets sold to benefit Dolly Parton's Imagination Library. Each \$20 ticket provides a child with books for one year!

The Lucky Duck Derby takes place the Saturday of Rumba on the Lumber, providing exposure for sponsors during downtown Lumberton's largest annual festival.



\$500 PROVIDES TWENTY-FIVE CHILDREN WITH BOOKS FOR ONE YEAR!

All Sponsors will receive the following:

- **Company linking logo on the Lucky Duck Derby page of the United Way website**
- **Company logo on event banner at the Lucky Duck Derby event on the Riverwalk in Downtown Lumberton**
- **Sponsor name included in all communications about Lucky Duck Derby with press and in social media**
- **"UNews" LRUW Newsletter LIVE UNITED Partner recognition and showcase article**

DAY OF CARING

United Way's Day of Caring is the largest one-day volunteer event in Bladen, Hoke, and Robeson Counties. Annually, we engage hundreds of volunteers and collect food for local food pantries. Volunteer knit, landscape, paint, pack feminine hygiene kits, clean local highways, and collect food to help our neighbors in need.

SPRING 2024



\$3,000 MAIN LOCATION SPONSOR | LIMIT 1

- Top tier recognition in all promotions
- Banner with Logo at Event
- Mention in Press Release shared with media
- Recognition in follow up media after event
- Logo on T-shirt
- Name on Signage at all of the volunteer locations
- Speaking opportunity at Kick-off
- Host location and starting point for all activities including agency information tables, volunteer sign in. Knit-In, and refreshments
- Radio Spots with Beasley Media

\$250.00 PROJECT SPONSOR | UNLIMITED

All Sponsors will receive the following:

- Mentions in social media promoting event
- Company name on t-shirt
- Mention in Press Release shared with media
- Recognition from podium at event
- Recognition in follow up media after event
- Mention in article in UNews



2024 LIVE UNITED PARTNER

LIVE UNITED Partners are organizations that commit to supporting every aspect of Lumber River United Way in 2023. By providing in-kind media support, LIVE UNITED partners allow LRUW to increase allocations to agencies and build the capacity of vital investments advancing health, education, and financial stability for all in Bladen, Hoke, and Robeson Counties. In addition, LIVE UNITED partners increase community knowledge of valuable resources such as NC 2-1-1, Dolly Parton's Imagination Library, the VITA program, and On The Spot. Media partners extend the reach of United Way programs to all residents in Bladen, Hoke, and Robeson Counties by sharing the mission, programs, and initiatives of LRUW with the public.

LIVE UNITED MEDIA PARTNER

\$20,000 IN KIND : MEDIA ONLY

- Prominent recognition as a LIVE UNITED Partner in all agency communication including annual brochure, DPIL marketing materials, and campaign video
- Company logo and name on LIVE UNITED banner displayed at every 2023 event
- Prominent inclusion of company logo on publicity materials, ie: Education Grant Posters & annual brochures
- Recognition in program for any LRUW special event (examples: Day of Caring, VITA, Campaign Kickoff, Fair Share Events)

LIVE UNITED Partners will also receive:

- Social Media mentions and recognition posts throughout the year
- "UNews" LRUW Newsletter LIVE UNITED Partner recognition and showcase article
- Company name and linking logo on the Homepage of LRUW website
- Inclusion in the small business program and all benefits associated with membership

THANKS, 2023 LIVE UNITED MEDIA PARTNER
THE ROBESONIAN

PARTNERSHIP COMMITMENT

2024-2025

Company/Organization Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____ Title _____

Phone _____ Email _____

Signature _____ Date _____

Yes! I would like to sponsor the following events or programs:

Name of event or program _____ Investment (\$) _____

I am interested in securing a multi year agreement, please contact me

Total gift amount \$ _____

Please select payment option:

Check Enclosed Invoice Me Credit Card

Credit card number _____ Exp ___ / ___ / ___ Security Code _____

Please return to:

Lumber River United Way

PO Box 2652

Lumberton, NC 28359

or email tjohnson@lumberriveruw.org

Please provide billing address if different from above:

