

2025



United Way  
of Marathon County

# Corporate Sponsorship Opportunities





When you partner with United Way of Marathon County, you create opportunities for your employees to engage more deeply in their communities.

You make meaningful, positive change. And you connect your brand to a trusted nonprofit with a **BOLD goal to lift 10,000 community members to financial stability by 2033.**

Corporate sponsorships allow your brand visibility year-round. We are proud to partner with many businesses committed to working together and Uniting to Thrive.

Employees contribute through volunteer time, in-kind support, workplace campaigns, and volunteer engagement opportunities.

We are all uniting to thrive!

*\*Any unused sponsorship dollars will be used for other events and programs associated with the department being sponsored.*





United Way  
of Marathon County



ENCOURAGE  
GENEROSITY

# Summit League Event

Recognize our leadership donors and celebrate everything that was accomplished through their generosity. Our leadership donors make up 50 percent of all donations and we could not accomplish our BOLD goal without them.

## **\$3,000 Summit League Event Sponsorship (2 available)**

- Logo on invitations and all printed materials
- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees

## **\$1,500 Summit League Event Sponsorship (3 left)**

- Logo on slideshow at event
- Logo on registration page
- Logo on webpage





United Way  
of Marathon County



ENCOURAGE  
GENEROSITY

# Campaign Sweepstakes

These prizes are a huge incentive for donors and highly encourage new donors and increased donations. It is a key part of the success of the campaign! It also supports local businesses.

### \$3,500 (No longer available)

- Logo printed on every giving brochure (25,000)
- Logo printed on sweepstakes inserts (25,000)
- Logo on all sweepstakes posters and table tents
- Company recognition when the prize is awarded
- Logo on slideshow at the End of the Year Celebration







United Way  
of Marathon County



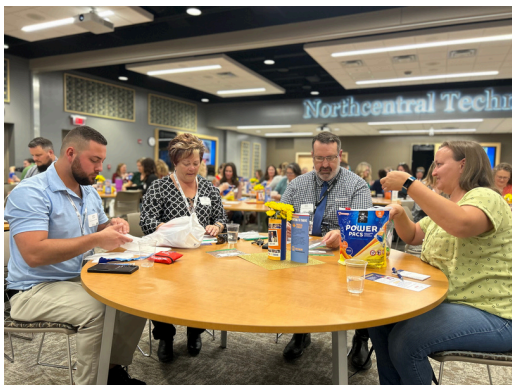
ENCOURAGE  
GENEROSITY

# Campaign Kickoff Event

Celebrate the start of the United Way Campaign with all the local companies' representatives. Everyone will receive their campaign supplies, learn more about campaign resources, and participate in a volunteer project.

## **\$3,000 Campaign Kickoff Event Sponsor (No longer available)**

- Logo on invitations and all printed materials
- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees
- Four registration tickets





United Way  
of Marathon County



ENCOURAGE  
GENEROSITY

# End Of The Year Celebration!

Excitement fills the room at the end of the year celebration! Sweepstakes winners are announced, company awards are presented, and individual accomplishments are recognized.

## \$1,500 End of the Year Celebration Sponsor (1 left)

- Logo on slideshow at event
- Logo on registration page
- Logo on webpage
- Banner at event (provided by company)
- Table for company attendees







United Way  
of Marathon County



COMMUNITY  
IMPACT

# Turkey Trot



The annual Turkey Trot has become a family tradition over the years. About 2,000 participants flood the downtown Wausau area during the 5k run/walk. Funds raised from this event help feed those in need throughout the year.

### \$4,000 Turkey Trot 2024 Sponsorship (1 left)

- Largest, most prominent logo on event t-shirts
- Logo on Turkey Trot printed materials
- Booth opportunity at Turkey Trot
- Social media recognition
- Webpage recognition
- Logo on banner at the event
- Four registration tickets



### \$2,500 Turkey Trot 2024 Sponsorship (2 available)

- Second tier logo on event t-shirts
- Logo on Turkey Trot printed materials
- Social media recognition
- Webpage recognition
- Logo on mile marker sign
- Two registration tickets

### \$1,500 Turkey Trot 2024 Sponsorship (1 left)

- Third tier logo on event t-shirts
- Social media recognition
- Webpage recognition
- Two registration tickets





United Way  
of Marathon County



COMMUNITY  
IMPACT

# Carrot Bed



Sponsor a carrot bed and help reduce barriers to fresh produce. Our Marathon County Hunger Coalition teams up with local farmers to grow mouthwatering carrots. The carrots are distributed to local food pantries and service organizations.

## **\$1,100 Carrot Sponsor - Half Bed (3 available)**

- Social media recognition
- Webpage recognition

## **\$2,100 Carrot Sponsor - Full Bed (3 available)**

- Social media recognition
- Webpage recognition







United Way  
of Marathon County



COMMUNITY  
IMPACT

# Community Demonstration Garden

Space has been donated to United Way of Marathon County to create a community garden that can be used to teach others how to plant and grow their own produce.

## **\$1,000 Community Demonstration Garden Sponsorship (2 left)**

- Sign located at the garden space
- Webpage recognition





United Way  
of Marathon County



COMMUNITY  
IMPACT

# Mobile Food Pantry

Our Mobile Food Pantry pops up at least once a month for seven months in neighborhoods where it is needed most, including rural communities, schools, and city neighborhoods. To promote healthier eating options, our Hunger Coalition purchases all product locally from two Marathon County farms.

## \$2,500 Mobile Food Pantry Sponsorship (12 left)

- Social media recognition
- Webpage recognition
- Banner at the mobile food pantry. Banner provided by company.
- Employees can be the first to volunteer to help distribute!







United Way  
of Marathon County



COMMUNITY  
IMPACT

# Career Fair

High school students from all greater Wausau area high schools are bussed to and from the event to learn more about career opportunities, higher education, and secure a local summer job.

### \$3,000 Career Fair Sponsorship (2 available)

- Social media recognition
- Webpage recognition
- Logo on all printed materials





United Way  
of Marathon County



COMMUNITY  
ENGAGEMENT



COMMUNITY CLOSET  
United Way of Marathon County

### **\$2,500 Socks & Underwear (4 available)**

Socks and underwear are some of our most in-demand items for all ages and ones we cannot obtain via used donations. Help us ensure the basics are stocked for shoppers at our Community Closet!

- Logo on wall of closet
- Logo on sock/underwear packaging
- Webpage recognition
- Opportunity for up to 20 people to package bulk socks/underwear as a volunteer activity.

### **\$1,500 Unmet Needs Sponsorship (3 left)**

While we rely primarily on donations of gently used clothing to fill our racks for our guests, there are times that we cannot keep up with specific items. This sponsorship will help us react quickly to unmet needs in our Community Closet and ensure all shoppers receive what they are looking for!

- Logo on wall of closets
- Webpage recognition
- Social media recognition







United Way  
of Marathon County



COMMUNITY  
ENGAGEMENT

# Volunteer Appreciation

Help us thank the hundreds of volunteers that spend countless hours making the community a better place.

## **\$2,500 Volunteer Appreciation Sponsorship (1 available)**

- Social media recognition
- Webpage recognition
- Logo on printed material





United Way  
of Marathon County



COMMUNITY  
ENGAGEMENT

# Make a Difference Day

## Make a Difference Day!

A community-wide volunteer event where hundreds of volunteers rake more than 130 yards for elderly or disabled homeowners.

Leaf removal presents a significant financial challenge for this population.

We are working to lift that burden by coordinating volunteers to rake these yards - allowing people to care for and remain in their homes without taking on an additional household expense.

## **\$1,000 Sponsorship (1 available)**

- Social media recognition
- Webpage recognition
- Logo on printed material
- Logo on registration page







United Way  
of Marathon County



COMMUNITY  
ENGAGEMENT

# Lunch, Learn & Do

## Lunch, Learn, and Do

Participants learn about a topic impacting our community, have lunch, and participate in a volunteer activity.

### \$2,000 Lunch, Learn, & Do Sponsorship (2 left)

- Social media recognition
- Webpage recognition
- Logo at the event
- Logo on printed material
- Logo on registration page
- Two registration tickets to the event





United Way  
of Marathon County



AFFINITY GROUP



### Power of the Purse

Wausau's premier annual fundraiser, Power of the Purse! This Women United event features a raffle and silent auctions to benefit community organizations serving women and children.

#### \$1,500 (3 left)

- Logo on printed materials
- Logo on registration and event webpage
- Logo on event slideshow
- Four registration tickets
- Logo on Women United newsletters



#### \$750 (4 available)

- Logo on registration and event webpage
- Logo on event slideshow
- Two registration tickets







United Way  
of Marathon County



AFFINITY GROUP

UNITED WAY OF MARATHON COUNTY  
**WOMEN  
UNITED**

### Volunteer Projects

Women United participates in several volunteer projects per year to help improve the lives of women and children in the community.

#### **\$750 (4 available)**

- Social media recognition
- Webpage recognition
- Logo on Women United newsletters



### Leadership and Education

Women United host events to gain new leadership skills and educate members on ways to advance in their careers.

#### **\$1,500 (2 available)**

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Four registration tickets
- Logo on slideshow and printed materials at the event.



United Way  
of Marathon County



AFFINITY GROUP

 **United Way  
Emerging Leaders**

### Volunteer Projects

Emerging Leaders participates in several volunteer projects per year to help lift 10,000 community members to financial stability by 2033.

#### \$750 (4 available)

- Social media recognition
- Webpage recognition
- Logo on Emerging Leaders newsletter
- Logo on slideshow and printed event materials

### Leadership and Networking

Emerging Leaders host events to gain new leadership skills and educate members on ways to advance in their careers.

#### \$750 (3 left)

- Social media recognition
- Webpage recognition
- Logo on event registration page
- Logo on slideshow and printed event materials
- Four tickets to any Leadership Launch event.







United Way  
of Marathon County



AFFINITY GROUP



### Compete for a Cause

Emerging Leaders supports our local schools by providing grants to fund student centered initiatives. The majority of the proceeds from Compete for a Cause will go towards providing the funds for this grant. Our goal through this event is to increase the impact we can make!

### \$3,000 Presenting Sponsor (one available)

- Registration for two teams.
- Eight spectator tickets
- Social media recognition
- Webpage recognition
- Printed materials at event, on event materials, and the Emerging Leaders newsletter.
- Banner at event. Banner supplied by sponsor.

### \$1,500 Game Sponsor (3 left)

- Registration for one team
- Four spectator registration tickets
- Social media recognition
- Webpage recognition
- Logo at game station, printed materials for the event, and Emerging Leaders newsletter.





# RETIRE UNITED

## Volunteer Engagement \$2,500 (3 left)

Throughout the year we will create opportunities for those approaching retirement or those newly retired to stay connected to each other and to United Way. Your sponsorship will help retirees continue a philanthropic and service-oriented life into retirement.

- Social media recognition
- Recognition in monthly newsletter
- Webpage recognition
- Logo on event registration page
- Logo on printed materials







United Way  
of Marathon County



211 SERVICES



### **211 Services**

United Way's 211 is our community's information and referral service. We help eliminate barriers by connecting people with services. In 2023, United Way's 211 answered 4,796 requests for help from Marathon County residents, providing 10,854 referrals to community resources.

### **\$1,500 (Four available)**

- Website recognition
- Social media recognition
- Logo printed in Get Help Guide distributed throughout the county (8,000 copies)



Meet Lizzie our 211 Resident Dog

# Sponsor Levels

United Way  
of Marathon County



If your company has chosen to support multiple sponsorships and the total dollar value of the sponsorships are equal, or more than the levels listed below, then your company will be identified as one of these top sponsors!

For example, if your company has a total of \$7,000 in multiple sponsorships, your company will be recognized as a Gold Sponsor.

Platinum  
\$9,000

Annual Report recognition  
Social media recognition  
Webpage recognition  
Table at the end of the year celebration  
Certificate of recognition

Gold  
\$7,000

Annual Report recognition  
Social media recognition  
Webpage recognition  
Certificate of recognition

Silver  
\$5,000

Annual Report recognition  
Webpage recognition  
Certificate of recognition

Bronze  
\$3,000

Annual Report recognition  
Certificate of recognition